MARKETING YOUR ANDROID APPS

Lesson 2

Increase your Retention and Revenue with Gamification and Payment Gateway

What is Gamification?

When people hear gamification, they envision games created for a business purpose. But gamification is not about creating something new. It is about amplifying the effect of an existing, core experience by applying the motivational techniques that make games so engaging.

Game Mechanic and Dynamics

GAME MECHANICS INCLUDE:

- ✓ Points
- ✓ Levels
- ✓ Challenges
- ✓ Virtual goods and spaces
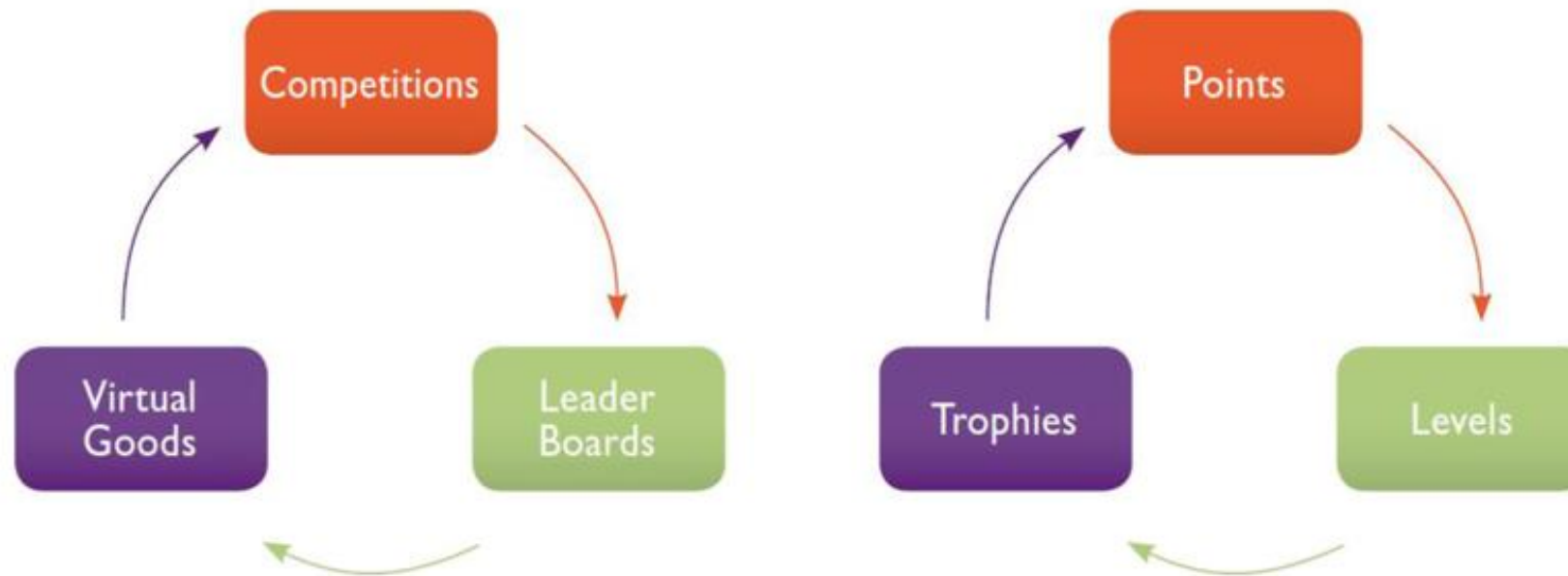- ✓ Leaderboards
- ✓ Gifts and charity

GAME DYNAMICS INCLUDE:

- ✓ Rewards
- ✓ Status
- ✓ Achievement
- ✓ Self-expression
- ✓ Competition
- ✓ Altruism

Examples

The building blocks of Gamification

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Games Dynamics

Tacking and Statistics Drive Participation

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