



# GameLayer

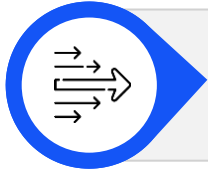
## The Platform for Engagement

Foundational technology that powers  
and simplifies your engagement strategy

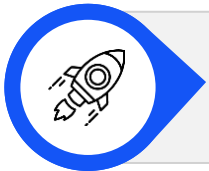
# GameLayer is a SaaS platform for boosting user engagement



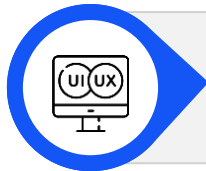
Delivered via REST API - we provide a toolbox of gamification mechanics



Simplify the implementation of engagement strategies



GameLayer powers gamification mechanics and logic in the back-end. Data flows between your systems and our back-end on a request-response basis



You retain full creative control over branding, front-end design, interaction flow, and user interface, ensuring nothing is compromised.



You create custom experiences that meet your creative standards without compromising on design or functionality

# GameLayer lets you to build more engaging solutions quicker, at lower cost

## Operational Efficiency

- Ready to use framework means you can integrate gamification without building from scratch
- Pre-built tools, enable faster delivery

## Seamless Integration

- Lightweight platform integrates into existing platforms and touchpoints
- You control UX, ensuring gamified elements feel cohesive and fully integrated with the creative

## Creative Control

- Deliver gamified experiences while keeping full control over the creative direction and user interface
- Leverage the power of gamification without sacrificing creative identity or compromising on UX

## Added Value

- Boost user engagement, higher conversion rates, improved client satisfaction, and overall performance
- Deliver innovative, gamified solutions adding capability that attracts and retains clients

## Reduced Cost

- Ready-to-use components enable advanced gamification without specialised talent or tools.
- GameLayer is built to scale to any project size or complexity

## Client Retention

- Consistent engagement improves outcomes, satisfaction, and client retention for the agency
- Harder to switch agency due to value and complexity of the integrated gamified components

## Developed & managed by a **highly experienced team**

With over 100 years of combined experience, the team has delivered and managed solutions for leading global enterprises and brands including Microsoft, CapGemini, Nokia, Samsung and VML



### **Steven Judge, Founder & CEO**

Bringing great digital entertainment experiences to market for 25 years. A seasoned 'Product Guy' with a commercial mindset, I help companies unlock the power of gamification to solve big business challenges.



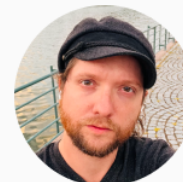
### **Eero Penttinen, Co-Founder & CTO**

Customer oriented, hands-on architect and solution builder with extensive experience in system design and SW engineering from various industries, from large enterprises to start-ups.



### **James Bradbury, CCO**

A seasoned sales and marketing professional with decades of experience working for major global companies across various industries, including FMCG, music, and technology.



### **Felipe Gasnier, UI | UX Designer**

Over 20 years' UI & UX design experience and a passion for technology, music and art. I blend my creativity with digital innovation to deliver state-of-the-art business solutions.



### **Duncan Nguyen, Service Designer**

Design maverick with more than 10-year joyride in digital creativity! From FinTech to SaaS, I've crafted business magic in more than 30 projects for multiple clients.



### **Robert Stankevich, Full-Stack Dev**

A decade's experience working on complex enterprise web development projects. I am a customer-oriented team-player with a 'let's get things done' attitude and an eagerness to continuously develop my skillset.

# We provide **comprehensive gamification solutions** for engagement across multiple touchpoints

## Interactive Brand Experiences

- Gamified apps or websites: Engage users with interactive challenges, quizzes or competitions
- Benefits: Enhances user engagement, increases brand awareness and loyalty

## Engagement & Loyalty

- Earn points, badges or rewards for engaging with the brand
- Incentivize participation with contests and referrals
- Benefits: Encourages repeat business, drives brand advocacy

## Education & Product Training

- Learning modules and challenges: Gamified educational modules or training programs
- Benefits: Increases product knowledge and adoption

## SoMe & Digital Campaigns

- Encourage UGC with challenges and quizzes
- Blend game mechanics in your digital campaigns
- Benefits: Drives organic engagement, amplifies brand reach and impact

## Data Collection & Insights

- Gamified Surveys and feedback: Interactive surveys or polls with rewards
- Benefits: Delivers more valuable data collection for clients

## Event & Experiential Marketing

- Gamified Event activations: Scavenger hunts, interactive installations, live competitions
- Benefits: Increases participation, social sharing, raises event ROI

## Employee Engagement & Training

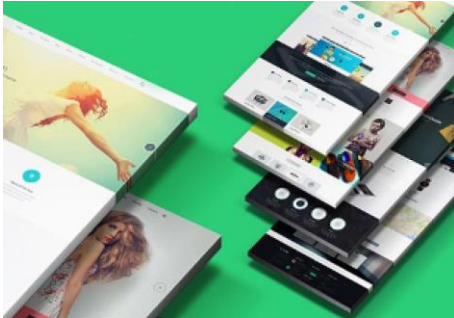
- Internal gamification platforms: Enhance engagement, training, internal communications
- Benefits: Improves team-building, performance recognition



# Through a tried and tested toolkit ... So you can focus on the creative solutions

#1

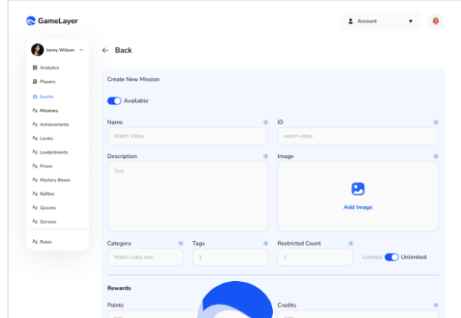
Create the creative concept



Agency / Brand

#2

Build the gamification structure in the dashboard



Agency / Brand

#3

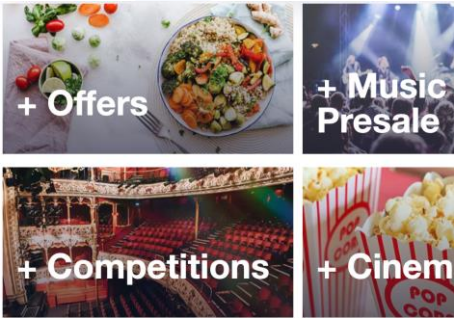
Integrate the API as part of the implementation project



Development Team

#4

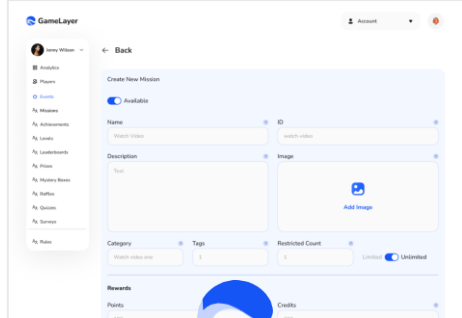
Launch the app / site / service / campaign



Brand

#5

Manage and publish content in real-time using the dashboard



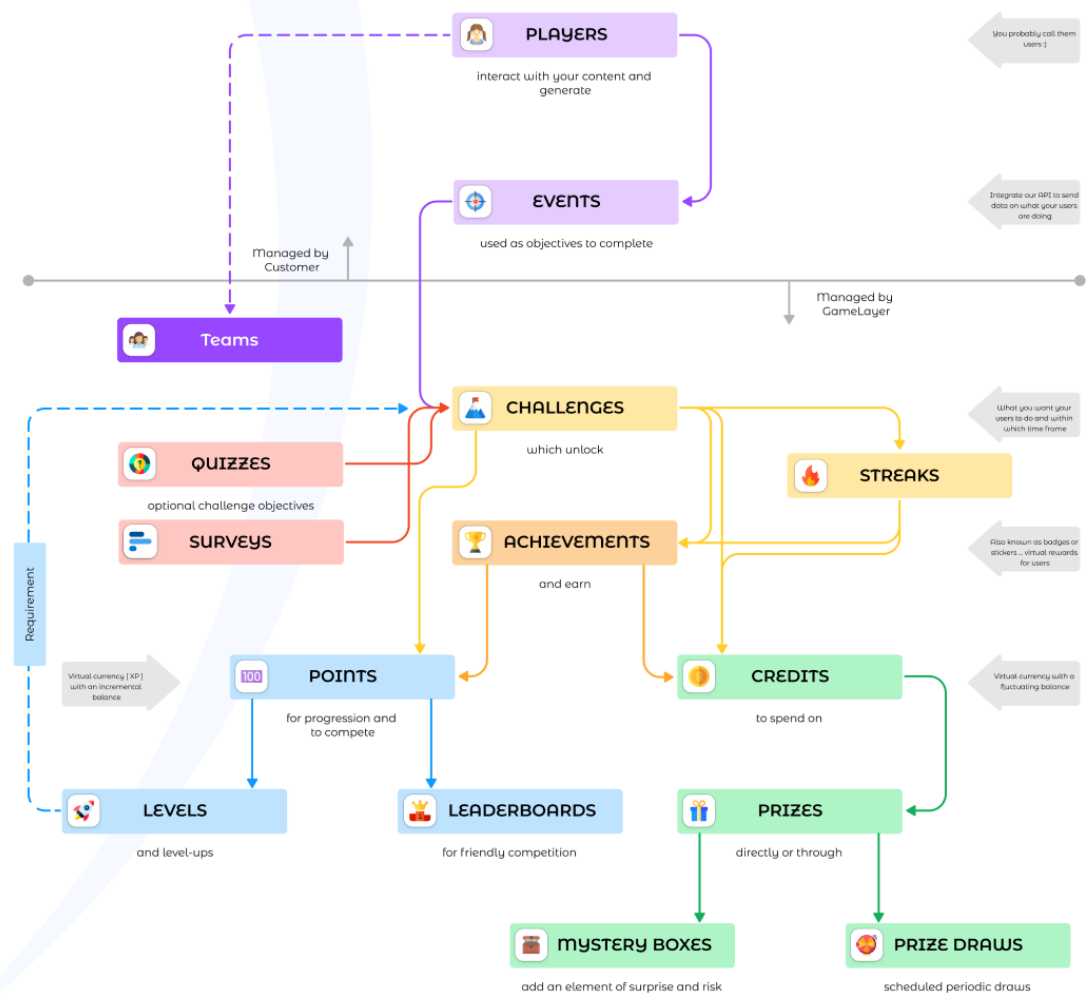
Agency / Brand

# With a framework of connected gamification mechanics

We provide a number of mechanics - borrowed from the games industry - designed with human psychological drivers in mind like status and achievement, competition and collaboration, and recognition and reward. When implemented successfully, these mechanics have been proven to activate and motivate your users towards actions that add real value to your business operations.

 <p><b>CHALLENGES</b> - the heart and soul of the experience. Guide users towards action and how they will be rewarded</p>	 <p><b>STREAKS</b> - encourage users to return to your site daily by creating habitual use and embedding your service into daily routines</p>
 <p><b>EXPERIENCE POINTS</b> - use these to help users level-up within the experience and to compete against other users</p>	 <p><b>CREDITS</b> - can be earned for engaging with the experience and are used to claim the supported rewards</p>
 <p><b>LEVELS</b> - provide a sense of progression within the system and tailor the content experience accordingly</p>	 <p><b>LEADERBOARDS</b> - get your users competing against each other for the top rankings with periodic refreshes</p>
 <p><b>ACHIEVEMENTS</b> - recognition for when users do something awesome within the experience</p>	 <p><b>PRIZES</b> - motivation and incentive for users to continue engaging with the experience and spend their credits</p>
 <p><b>PRIZE DRAW</b> - periodic draws for users to enter with the possibility of winning much bigger prizes</p>	 <p><b>MYSTERY BOX</b> - instant wins with an element of risk ... the mystery box may not award a prize this time</p>
 <p><b>QUIZZES</b> - build simple quiz experiences for fun or education and engage users longer with your content</p>	 <p><b>POLLS</b> - gather valuable feedback from your users and reward them for their participation</p>

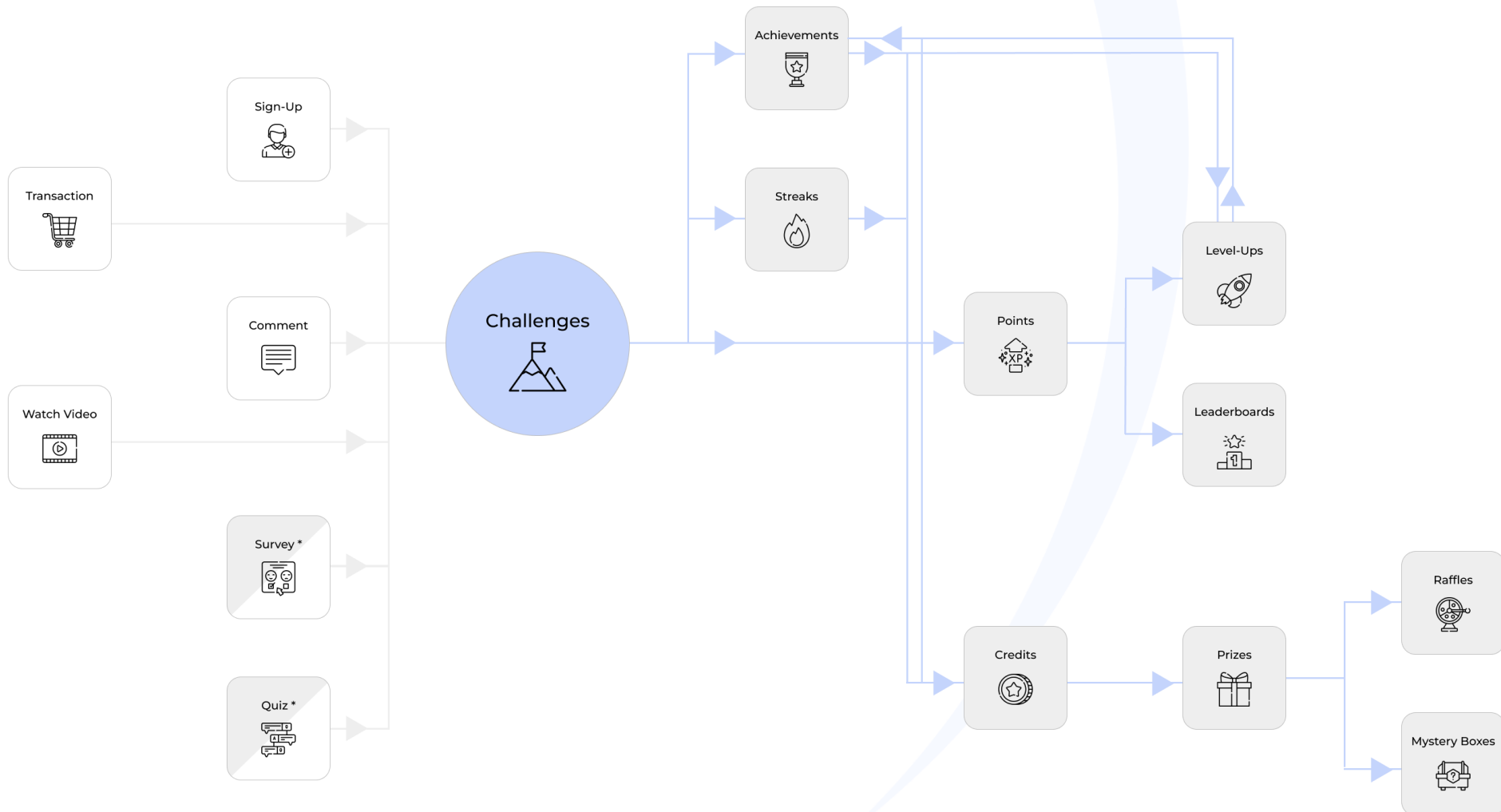
High-level view on the relationship between our mechanics and how to design an experience using them



# And flexible **event-based** architecture

Events already being triggered by your existing systems

New, engaging user experiences





# Guaranteed to be **future-proof** with **continuously developed** components



## Open API

More than 50 API end-points to build custom gamification experiences that integrate seamlessly with your existing system architecture and content strategy.



## Content Dashboard

Create and manage your gamification and loyalty experiences online without the need to touch the code. Publish relevant content updates to users based on their personal preferences and engagement with your content.



## Rules Manager

Configure the mechanics to meet your specific business needs and desired outcomes. Our modular and scalable approach enables you to build extensive gamification and loyalty experiences for your users.

# Built to MACH principles

## M - Microservices



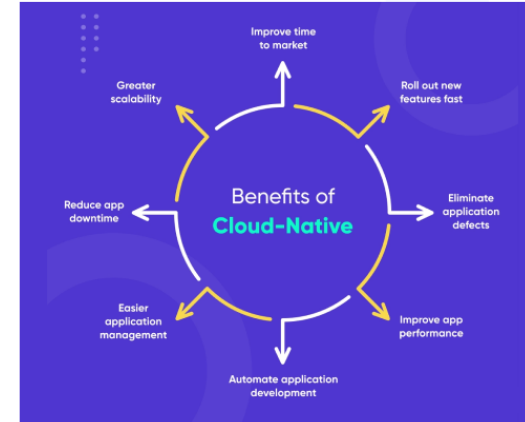
Microservices architecture is based on linking various independent services together in the back end and connecting to a decoupled front end via API

## A - API-first



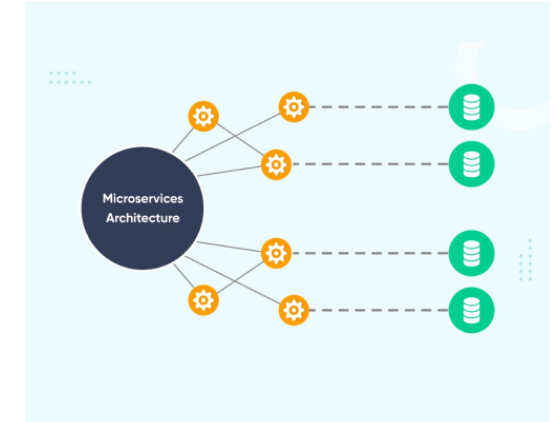
The API-first approach is designed for reusability to connect to different systems (ideally suited for microservices). Everything is designed to share and communicate.

## C - Cloud-native



Cloud-native architecture designs applications or services made specifically to exist in the cloud. In cloud-native infrastructure, all servers, databases, and software reside in the cloud.

## H - Headless



Developers have more choice over the front-end and back-end technologies, allowing for more best-of-breed solutions and the ability to customise the product to multiple front-ends.

Built with the concept of composable technology in mind ... allowing organisations to launch products quickly, support customisable and changeable components, and long-term scalability ... GameLayer's platform is simple to implement with a dedicated CMS and seamless REST API integration.

Designed and priced to enable our partners to drive value through gamification quickly and easy.

# And our pricing is designed to be unbeatable

We focus on value at scale rather than trying to own more of the value chain with 'add-on' products or services

Tier	Registered Users	User   Month	Per Month
Free	0 - 1000	€ 0.000	€ 0 -
Tier	Active Users	User   Month	Per Month
One	0 - 10 000	€ 0.100	€ 0 - € 1 000
Two	10 000 - 100 000	€ 0.025	€ 250 - € 2 500
Three	100 000 - 250 000	€ 0.020	€ 2 000 - € 5 000
Four	250 000 - 500 000	€ 0.015	€ 3 750 - € 7 500
Five	500 000 - 1 000 000	€ 0.012	€ 6 000 - € 12 000
Six	1 000 000 +	€ 0.010	€ 10 000 +

Service Levels

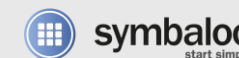
Service Availability	99.95% Per Annum
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Example of pricing from company that bundles additional services together with their gamification mechanics:

Seller Recognition & Visibility	Productivity & Effectiveness	Sales Performance Platform
<ul style="list-style-type: none"> <li>❌ AI Coaching Pre-Read</li> <li>❌ Programs</li> <li>❌ Notes</li> <li>❌ Action Items</li> <li>❌ Accountability</li> <li>❌ Team Check-Ins</li> <li>❌ Cadence</li> <li>❌ Attribution</li> </ul>	<ul style="list-style-type: none"> <li>❌ AI Coaching Pre-Read</li> <li>❌ Programs</li> <li>❌ Notes</li> <li>❌ Action Items</li> <li>❌ Accountability</li> <li>❌ Team Check-Ins</li> <li>❌ Cadence</li> <li>❌ Attribution</li> </ul>	<ul style="list-style-type: none"> <li>✅ AI Coaching Pre-Read</li> <li>✅ Programs</li> <li>✅ Notes</li> <li>✅ Action Items</li> <li>✅ Accountability</li> <li>✅ Team Check-Ins</li> <li>✅ Cadence</li> <li>✅ Attribution</li> </ul>
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\$19 per user / per month	\$40 per user / per month	\$60 per user / per month

# GameLayer delivers **best-in-class** experiences

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## **Finnair** - National airline of Finland

- 57% of members engaged in the program
- 78% users earned and used bonus points
- Significant increase in accuracy and volume of member data

## **Baaz** – Social Platform

- 48% increase in retention
- 55% increase in session duration
- Users showed better awareness of new features - the newly added Q&A feature saw a huge boost in usage (+220%)

## **SDP** – Political Party (Finland)

- Usage increased by more than 75%
- Users beat meeting targets by 300%
- Campaigners provided considerably more data and visibility on voter intention

## **Reima** – Clothing for Active Kids

- 150% increase in app usage by kindergartens following the addition of gamification
- 100% increase in app sessions and 200% increase in session time by private users

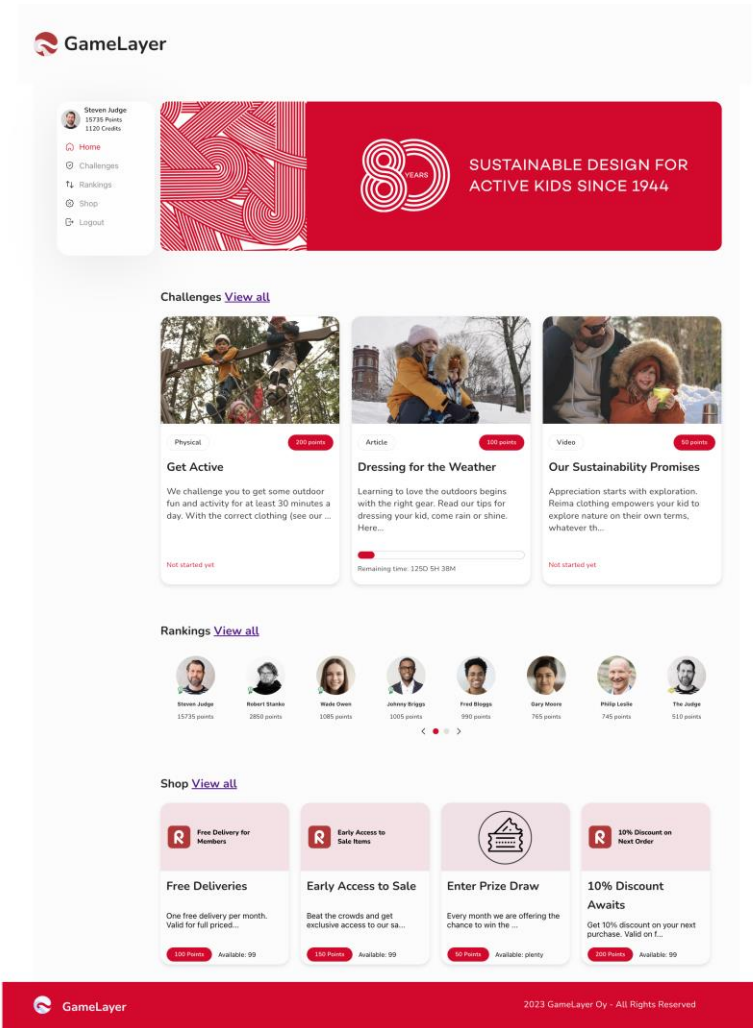
## **Veikkaus** – Finnish National Lottery

- 1250% increase in engagement with gambling awareness quiz
- 75% increase in completion rate of quiz
- 65% weekly engagement with loyalty experience

## **Symbaloo** – Education Platform

- 65% increase in retention rate
- 90% improved activation rates for new users (during first 30 days)
- 74% increase in peer-to-peer referrals indicating an increase in value perception amongst users


# See GameLayer in action with a [live demo](https://demo.gamelay.co/)



**GameLayer**

Steven Judge  
1278 Points  
1120 Credits

- Home
- Challenges
- Rankings
- Shop
- Logout


**SUSTAINABLE DESIGN FOR ACTIVE KIDS SINCE 1944**

**Challenges** [View all](#)

**Get Active** 100 points

Physical

We challenge you to get some outdoor fun and activity for at least 30 minutes a day. With the correct clothing (see our ...

Not started yet

**Dressing for the Weather** 100 points

Article

Learning to love the outdoors begins with the right gear. Read our tips for dressing your kid, come rain or shine. Here...

Remaining time: 2250 5H 38M









**Our Sustainability Promises** 50 points

Video

Appreciation starts with exploration. Reima clothing empowers your kid to explore nature on their own terms, whatever th...

Not started yet

**Rankings** [View all](#)

 Steven Judge 15735 points	 Robert Shanks 2850 points	 Wade Owen 1085 points	 Johnny Briggs 1005 points	 Fred Briggs 990 points	 Gary Moore 765 points	 Philip Leslie 745 points	 The Judge 515 points
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**Shop** [View all](#)

**Free Deliveries** 100 Points Available: 99

Free Delivery for Members

One free delivery per month. Valid for full priced...

**Early Access to Sale** 100 Points Available: 99

Early Access to Sale Items

Beat the crowds and get exclusive access to our sa...

**Enter Prize Draw** 50 Points Available: plenty

Enter Prize Draw

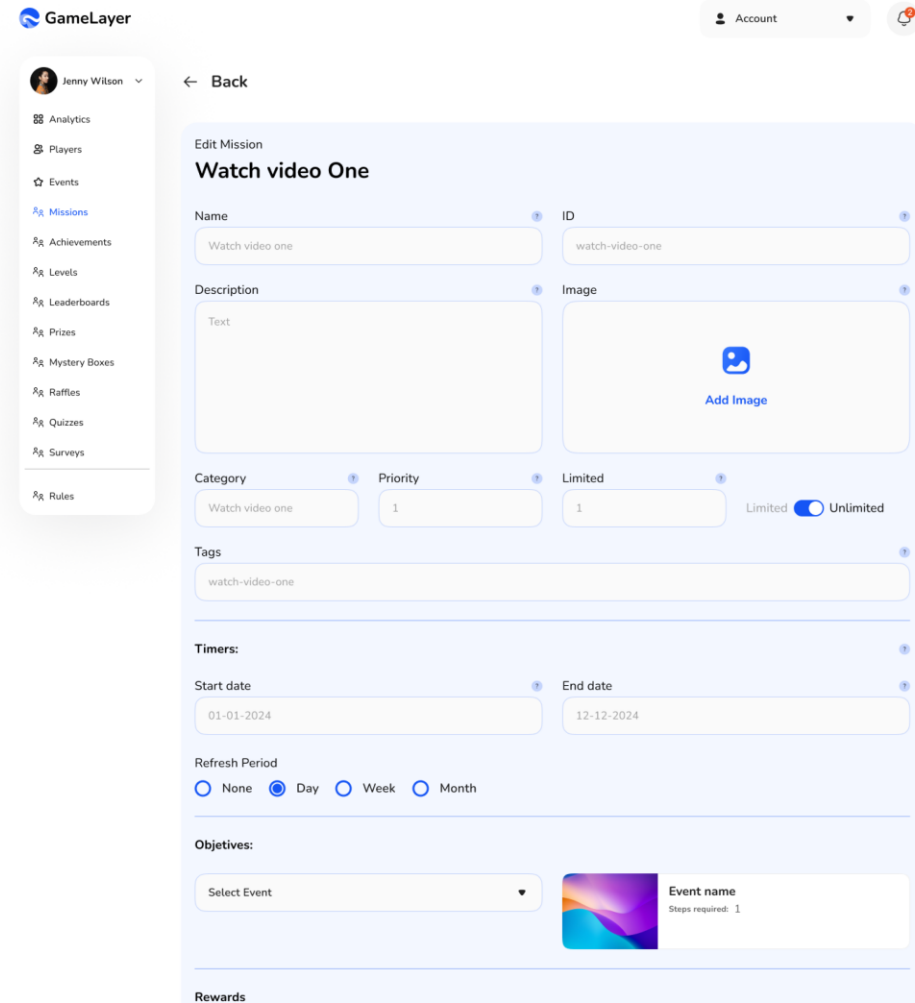
Every month we are offering the chance to win the ...

**10% Discount Awaits** 100 Points Available: 99

10% Discount on Next Order

Get 10% discount on your next purchase. Valid on L...

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**GameLayer**

Jenny Wilson

- Analytics
- Players
- Events
- Missions**
- Achievements
- Levels
- Leaderboards
- Prizes
- Mystery Boxes
- Raffles
- Quizzes
- Surveys
- Rules

← Back


**Edit Mission**

### Watch video One

**Name** ID

Watch video one watch-video-one

**Description** Image

Text 

**Category** Priority Limited

Watch video one 1 1 Limited  Unlimited

**Tags**

watch-video-one

**Timers:**


**Start date** End date

01-01-2024 12-12-2024

**Refresh Period**

None  Day  Week  Month

**Objectives:**

Select Event  **Event name**  
Steps required: 1

**Rewards**

# Thank You

[www.gamelay.co](http://www.gamelay.co)

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