

The Aryel ultimate guide for



Gamification

A comprehensive strategy by



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Phygital experiences are expected to become the new trend in the marketing field, merging the word physic (i.e., the “real” world) and digital. This technology takes **the perks from the virtual experiences like immediacy, engagement, speed, and the chance to keep in touch with the potential buyer and the brand in a real-life environment.**

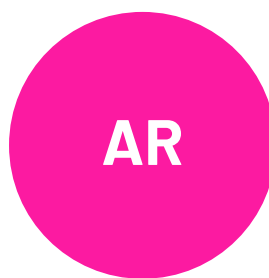
This has proved to be the best way to satisfy a new generation – primarily Millennials and Generation Z – of hyper-connected and demanding consumers looking to meet their needs primarily online.

In this scenario, **AR allows brands and businesses to create a more engaging, personal, and subjective experience**, introducing game mechanics, behavioral elements, and design techniques in non-gaming contexts. This process is called **Gamification**.

What is Augmented Reality, and what can it do for my brand?

1.0

Immersive technologies include not only AR but also Virtual Reality and Mixed Reality. While this paper mainly focuses on WebAR for eCommerce, you can get in-depth knowledge about other technologies in our white paper [“A Step By Step Introduction to AR Marketing.”](#)



Virtual Reality

The simulated reality that allows the user to navigate in photorealistic environments in real-time, interacting with the objects present in them. Requires the use of VR headsets.

Mixed Reality

It combines the real and virtual world, where physical and digital objects

interact in real-time. It requires the use of wearable hardware, such as smart glasses.

Augmented Reality

It overlaps digital information on elements of the real world. It doesn't require the use of wearable hardware - apps or web solutions (WebAR) are used. It can also be divided in three subcategories which are Social, WebAR and Native; while we will mainly focus on WebAR, it is interesting also consider an overview of the first two. Social-based AR is that kind of AR that comes integrated within a specific app, for example Snapchat or Instagram face-filters. Native AR, on the other side, is developed from scratch, requires a dedicated app and it's expensive in terms of time and budget.

We can consider WebAR as a sub-category of AR since it refers to web-based Augmented Reality experiences that **allow users to experience AR through their smartphones or tablet browsers without downloading any app.** They simply need a **custom URL** that opens their device's browser and triggers an AR experience via the camera function.

In short, the difference from traditional AR is that users can try WebAR experiences by simply clicking on a link without needing to download specific apps.

The simplicity and immediacy of WebAR have enshrined such fast popularity because smartphones are increasingly improving performance, which can support these experiences.

The recipe for WebAR's success is this:

Easy access = great usability = better engagement

Since users experience AR directly within their phones' browsers, engaging and converting them is much easier. In addition, a call-to-action during the WebAR experience makes it as easy as possible for users to sign up, make a reservation, or even complete a purchase, perhaps after viewing a 3D model of the product.

Moreover, **WebAR experiences are more accessible and much easier to experience than traditional AR experiences.** No matter what smartphone or operating system users have, all it takes is a low-to-medium level device - as long as it has a camera and internet access - to immerse oneself in the fantastic world of AR.



	Requires social media apps			Web AR	Native App
				Only requires browser	Requires designated app
Organic Discovery	✓	✓	✓	✗	✗
Paid Promotion	✓	✓	✓	✓	✗
Quick to build	✓	✓	✓	✓	✗
Low barrier of entry	✓	✓	✓	✓	✓
Photo capture	✓	✓	✓	✓	✓
Video capture	✓	✓	✓	✓	✓
#impressions, captures & shares	✓	✓	✓	✓	✓
Other analytics	✗	✗	✗	✓	✓
No content restriction (alcohol, tobacco, pharmaceuticals, etc.)	✗	✗	✗	✓	✓

As the chart above shows, WebAR is way more versatile than other technologies, such as AR integrated into social media apps like Facebook, Instagram, or Snapchat, and it's way easier and quicker to use compared to Native AR, which requires developing and downloading an app.

Why is WebAR the perfect fit for Gamification?

2.0

Gamification involves taking **those elements that trigger achievements and competition**, such as game mechanics, behavioral elements, and design techniques, and **applying them to different things, such as a business or a marketing strategy**.

It can consist of **giving points, and badges** (most basic game mechanics) **for completing some tasks or structure activities as a mission**, in which completing tasks unlocks new ones.

Game mechanics can help businesses enhance engagement, customer loyalty, and learning and offer more engaging onboarding processes.

WebAR is a perfect tool to apply gamification to a business strategy and offers similar benefits and drawbacks to gamification in marketing. The AR technology has **a real wow factor, and the novelty is immediately engaging for users**.

Integrating videogames concepts into real-life **helps customers engage with a brand in a new incredible way**. The benefits of WebAR gamification are not just centered around novelty –the technology can **increase the potential for learning and engagement**, which are proven to boost sales and ROI.

For example, they can earn points every time they scan products and engage with unique AR content or make engaging AR marketing campaigns that involve gamification mechanics, exploiting smartphone potentialities.

Aryel's platform allows even brands with smaller budgets to create AR campaigns and integrate gamification into their marketing strategy. Moreover, the **smooth adoption of WebAR campaigns on users' side can simplify this process**, allowing them to skip annoying app downloads and get straight to the fun part.

The advantages of AR for Gamification

2.1

- Engagement: Gamification allows companies **to improve engagement and increase loyalty**. By creating goals and achievements, gamification **creates commitment** among users, turning every activity into fun. In addition, customers are encouraged to perform some tasks and share them online to gain points and rewards—brand awareness at its best.
- Learning and onboarding: Onboardings are often tricky tasks that can change how employees see your business for good... or not. As McDonald's

did, **gamified platforms let employees easily track their progress**, understand their strengths and weaknesses, and keep the motivation to succeed high. Helping them get through tedious and complicated classes through gamification can improve their performances and increase their loyalty to the brand.

- Sales: Giving customers **rewards for every purchase** can help boost sales, making the whole decision process easier and funnier. For example, a potential customer is more into buying a product or a service if he knows he will be rewarded with something else afterward!

There are different ways to use WebAR in the Gamification field, and these are just some of the projects brands developed with Aryel to bring users from off-to online.

Valdo Case Study

3.1

Valdo Spumanti has chosen Aryel to offer its customers a unique and engaging experience, launching a new marketing strategy involving Augmented Reality and Gamification assets throughout the Customer Journey.

At Vinitaly, the brand launched **the gamification experience with a Face Recognition game quiz**. Once visitors played the game, they could win a Valdo Spumanti gadget, see the limited-edition bottle designed by the NY artist Ceci Johnson in AR, and eventually **buy the related NFT**.



With this AR Marketing strategy, the tradition of Valdo Spumanti meets the innovation of Aryel, not as a mere endpoint or a campaign in itself, but as a way to announce that the brand has officially entered the world of AR and the Metaverse.

The project is just the beginning of a series of highly innovative targeted campaigns that will reach new audience segments such as Millennials and Gen Z, increase engagement and brand awareness, and, consequently, sales and ROI. Thanks to the initiative, the company collected **+150 leads in less than three days and had an 82% engagement rate**.

You can try the Valdo Spumanti experience:

[GO TO THE EXPERIENCE](#)

VisionOttica Case Study

3.2

VisionOttica, a glocal optician brand with over 300 optical centers in the territory, launched an original and innovative game in WebAR in partnership with Aryel. The goal is to **attract more customers to their centers**, engage users, and increase followers and interactions with the official Instagram page of VisionOttica.

The project has been developed in collaboration with Jet's Group – Aryel's agency partner, using the Aryel platform to create the WebAR experience.



The campaign was created with **a phygital logic**. Thanks to the innovative use of technology, the brand has been able to merge the physical world of retail with the digital one, engaging the customer in a modern and fun way.

The user can live an omnichannel experience and appreciate fluid and coherent communication between the different touch-points of the VisionOttica brand.

See the full video here:

[GO TO THE FULL VIDEO](#)

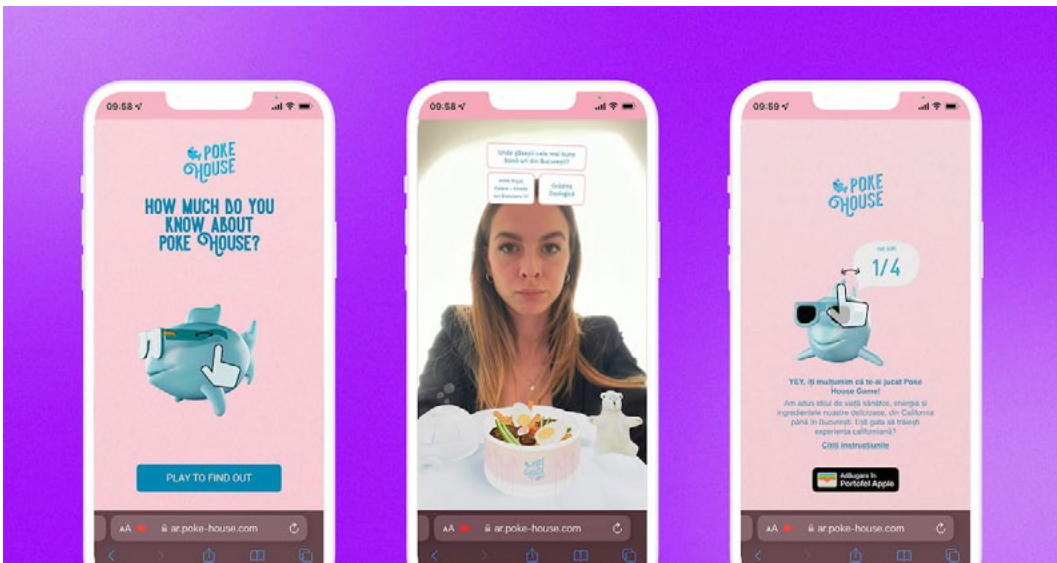
Poke House Case Study

3.3

To open its new flagship store in Romania, Poke House chose Aryel to **develop and share a highly engaging online gamification experience to bring users into the physical store**.

This WebAR marketing campaign thus becomes a powerful driver to bring customers from online to offline, to introduce a product considered new in a market where Poke is still an emerging trend, and then to present and make the brand known and to be able to immediately associate it with a premium experience both online and offline, offering a high-quality product.

This pushed Poke House to think big, and thanks to a top view campaign on TikTok, they focused on gamification, **the best way to focus all the assets and objectives in a few seconds.**



The gamification experience is enriched with **3D content and animations to enhance engagement and interactivity**; the 3D assets, which appear on the screen depending on the right and wrong answers, can lead to numerous combinations and encourage users to try the quiz several times to discover them all.

The key point of the quiz shared on the brand's social media is to **engage the user thanks to the multi-scene approach**, which facilitates the reiteration of the experience, stimulating them to come back again and again.

The results have been particularly encouraging: in addition to **collecting new leads in the target market, the campaign on TikTok collected more than 204k interactions in a single day.**

See the full video here:

[GO TO THE FULL VIDEO](#)

The Alleanza Case Study

3.4

Alleanza Assicurazioni used Aryel's Augmented Reality to **launch a sales learning experience project to diversify traditional learning processes** by motivating and engaging employees through this immersive technology.

To stimulate the participation of the insurance agents involved, **a gamification approach was chosen for the experience**, designed to enable and promote a data-driven approach in policy profiling, avoiding BIAS. By framing the Personas' portrait, the user triggers two AR scenarios. At first, the three-



dimensional avatar of the personas narrates itself, profiling itself through its words but leaving room for inaccurate judgment caused by the lack of an analytical approach. Then, following an initial attempt to identify the right Personas associated with that policy, a second experience is triggered. Finally, the Personas present themselves again, supporting their tale with accurate data.

For Alleanza, **AR becomes a learning tool based on typical videogame dynamics that incentivize users to pursue and conclude various tasks** in less time and with a higher success rate.

TIM x Jova Beach Party Use Case

3.5



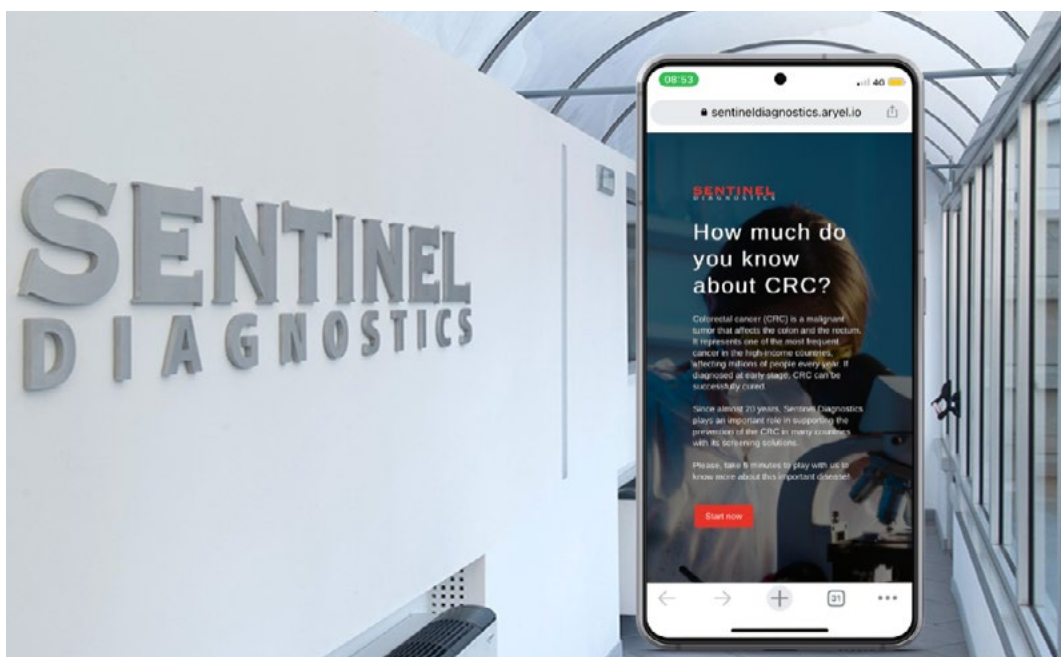
To increase brand awareness and engagement and to boost special offers during a tour of concerts on Italian beaches, the main sponsor, TIM, created **a quiz in which people had to answer questions related to both the artist Jovanotti and the special offer TIM** was launching in those days.

The project processed more than 1.7k leads in only six days, with an incredible 2.14 minutes average time duration of the experience.

Sentinel Diagnostics Case Study

3.6

Sentinel Diagnostic, the first IVD manufacturer in Italy and among the biggest ones in Europe, developed an engaging AR experience for worldwide fairs and events.



On the occasion of GISCoR, one of the leading European congresses in the diagnostic sector, Sentinel used Aryel to **develop and share a Face-Tracking quiz to create engagement** and generate more leads. As a result, Sentinel Diagnostics **collected a number of leads 4.5 times higher** than in the previous exhibition.

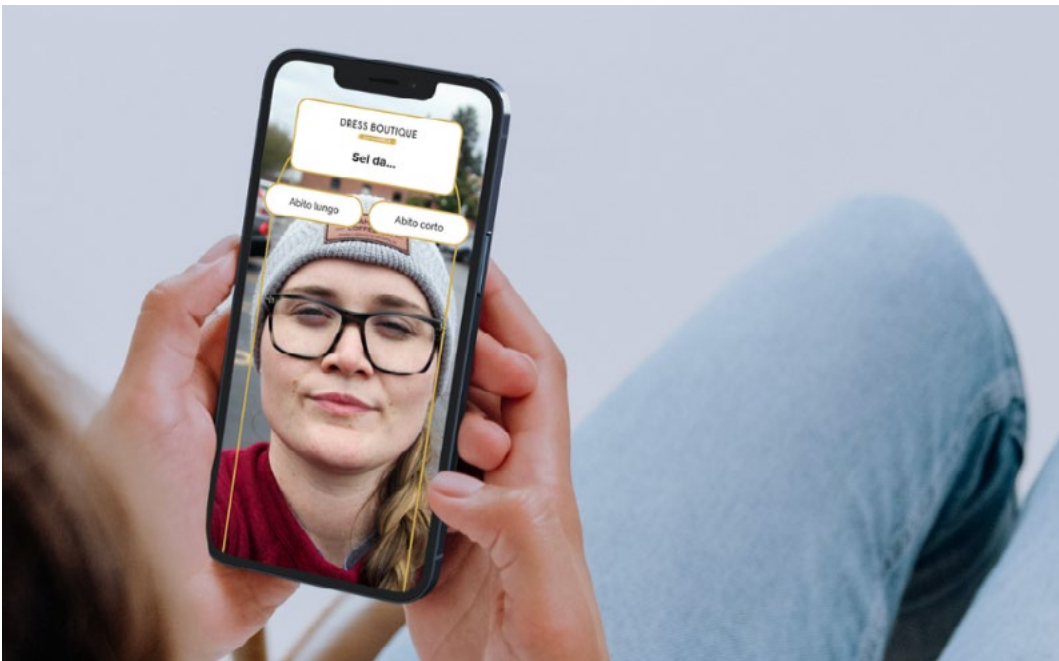
Motivi Case Study

3.7

The fashion brand Motivi shared a virtual dressing room in WebAR to help customers find the perfect dress thanks to a gamification experience.

Using the Aryel platform, they created and **shared a WebAR quiz that features a Face Filter experience**: the users simply have to answer questions to find the ideal dress from the Motivi SS 2022 collection.

Plus, they can share it with friends with a simple link.



The goal was to drive customers to the brand boutiques and increase interactions with Motivi social media pages; the outcome was a **106% increase in-store sales** on that specific clothing line, and 27% of the users who participated in the game collected the prize with an average receipt of 105€.

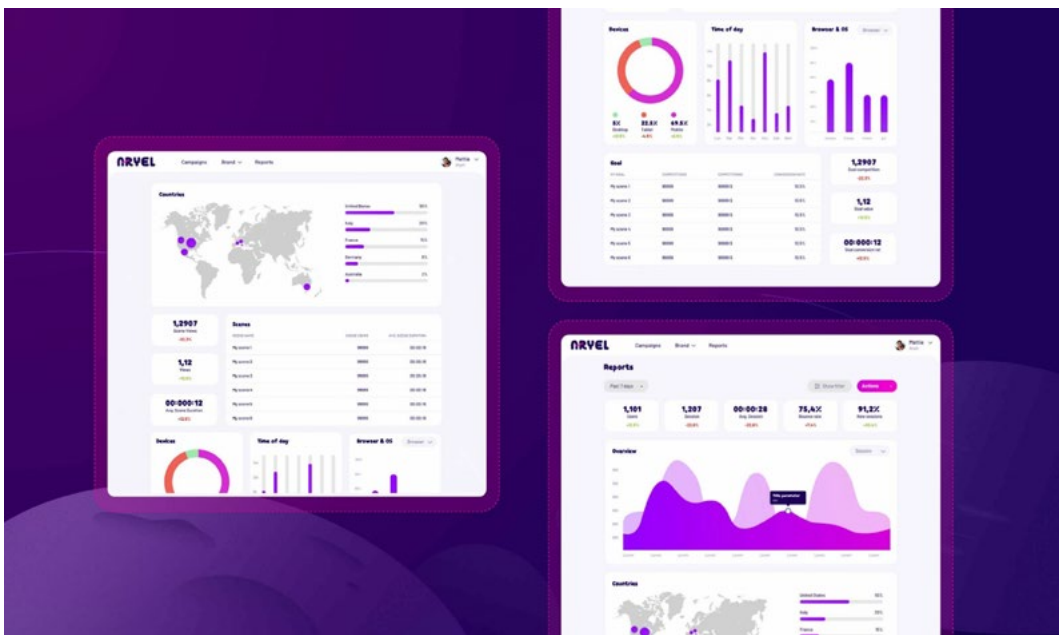
See the full video here:

[GO TO THE FULL VIDEO](#)

Aryel's WebAR can also **provide reports and insights about campaigns and users to keep track of their performance and understand the funnel's impact** and what benefits they bring. The analytics dashboard with insights, data, and reports for tracking campaigns' performance helps marketers know the audience better, collects stats even from offline marketing campaigns, and boosts ROI.

It is possible to set up campaign goals linked with interactions and help measure how often users complete specific actions. For example, in Aryel, **marketers can create a maximum of 20 conversion goals or target actions**, tracked from the time they are made, where conversion is the execution of the desired target action by a campaign visitor, such as a CTA-click or a particular interaction with the AR object.

AR is not an extravagant technology to use once and then forget about it but a tool on the same level as social media and newsletters that can make the difference in the long run if used consistently.



Talking about marketing, every professional in the field knows that data often help to make empirical decisions that can improve the effort and the strategies- and that's why the reports dashboard on Aryel is not to underestimate. On the report page, it is possible to track the following metrics:

- **Users:** each visitor is initially referred to as a user, whereby a distinction is made between new users and returning visitors. In addition, each user who visits the AR experience also generates a view.

- **Views:** the single view a user performs while interacting with your AR experience.
- **Scans:** each time an experience is launched via one of its triggers.
- **Avg. View Duration:** how long visitors have stayed on average on an individual experience.
- **% New Views:** percentage of new views on the scene.
- **Time of Day:** what time of the day do users interact with your campaign.
- **Devices:** from which devices do users see the campaign.
- **Browsers:** from which browsers users see the campaign.
- **Scenes Views:** the total number of scenes displayed.
- **Scenes/View:** the average number of scenes displayed per view.
- **Avg. Scene Duration:** the average duration of time spent on a single scene.
- **Goal Completion:** the total number of times users complete a specific action (conversion).
- **Goal Value:** the total monetary value relative to the completed conversions.
- **Goal Conversion Rate:** the percentage of completion of a goal in relation to the total number of times the user has been subjected to it.

In conclusion, Augmented Reality and its declinations, such as WebAR, are **a perfect tool to perform effective O2O strategies** through the marketing funnel and are proven to be successful in bringing users from off- to online, from physical to digital, from a flyer to an eCommerce.

Being such a versatile technology, with AR, there's no limit to creativity: every kind of printed media can be enriched with immersive and engaging content, such as 3D models, images, video, audio, or even gamification dynamics, **aiming to catch the attention of potential customers offline and bring them down the funnel and convert them online.**