



Engage Your Customers and Employees with Games and Rewards

FOR MARKETING AND EVENTS

Customize games for your business to create fun and educational experiences for customers and employees. Reward customers and team members with custom prizes and e-gift cards from the e-gift card reward center. Custom forms collect lead data, survey data, and prize redemption information for automatic prize fulfillment prior to distribution to your CRM.

Use Cases

MARKETING CAMPAIGNS

Enrich campaign participation and improve lead results with browser compatible interactive games that launch from emails, digital advertisements, social media posts & promotions, QR codes and more. Offer prizes, collect information, get audience feedback, and more.

BUSINESS EVENTS

Increase participation at grand openings, conferences, meetings, presentations and more with content based games with cumulative point rewards and challenges.

EMPLOYEE EVENTS

Connect team members through experience, improve relationships, and take the opportunity to collect valuable employee feedback.

ZOOM MEETINGS

Launch a series of Survey questions for your audience to answer. Speaker can show results on screen for discussion. Do you want to know if the audience was paying attention? At the end of your session, launch a Trivia Game to have some fun and see how well they score! Recognize top players and/or send our rewards automatically!

VIRTUAL & LIVE TRADE SHOWS

Distinguish your live or virtual trade show experience from others with interactive games. Captivate and engage visitors, incentivize form completion, reward visitor participation and enable global participation with analytics dashboard and event ROI reporting.

Benefits

Increase Engagement

Interactive game experiences offer point reward and prize incentives to encourage participation while building positive brand associations and deepening product knowledge.

Play Anywhere, and Check Progress with Global Leaderboards

Bridge the virtual-physical gap with games that launch on any mobile device. Online, on the show floor, on your personal device - games provide contactless team engagement with leaderboards that bring everyone's scores or progress together in one, easy to brand and sponsor leaderboard experience.

Educate and Entertain

Introduce product images, branding, sponsor logos, and key messages about your company, values, products and solutions with a growing suite of over 35 games that can be customized and deployed in under 30 minutes.

Capture Data from Custom Forms & Surveys

Get the information that means most to your organization with custom, responsive forms and surveys. Send data to your CRM or marketing automation platform instantly, or use automated workflows for prize redemption, lead assignment and follow-up tasks.

Give Everyone the Chance to Play and Win!

Browser and mobile device based interactive games enrich the live experience so everyone can be involved. Offer prizes, collect information, get audience feedback, and more.

Game Categories



WAYPOINTS

Encourage customers to learn & shop online, visit store locations & explore online content such as product videos and brochures, incentivized campaigns and self-guided tours.



COLLECTIONS

ICE BREAKERS | EDUCATIONAL | TEAM CHALLENGES | CASINO
Choose from a variety of Game Collections for themed experiences such as Casino Night, or to communicate the values and information that meets your needs.



FREE PLAY OR LEAD CAPTURE

Choose unlimited play mode without lead capture, or require form completion before or after gameplay for prize redemption.

INTEGRATION

Works with existing CRM or marketing automation systems such as Salesforce.com, Microsoft Dynamics or Adobe Marketo, Oracle Eloqua, Salesforce.com Marketing Cloud, Selligent, and more! Integrate with your existing POS system using our API and/or outbound webhooks.

Launch Customized Games on Any Device





Increase campaign conversion, customer loyalty, and employee satisfaction WITH E-GIFT CARD REWARDS & PRIZES

Make audience participation more compelling with e-Gift Card Rewards from the Gift Card Rewards Center. Offer select gift cards, or let recipients choose from a catalog of over 250 internationally recognized e-gift card brands. Use gift cards as incentives for form completion in marketing campaigns, as prizes associated with game scores, for employee gifts & incentives, or as part of your client appreciation program. E-Gift card rewards are flexible & desirable, and they can be processed and fulfilled automatically!



Choose from 100's of Brand Names

including but not limited to the ones you see listed below:



International & Country Specific Brands

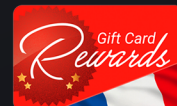
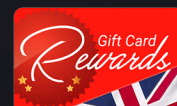
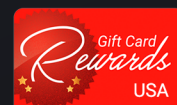
Gift Card Reward Catalogues can be custom branded and categorized by country including brands specific to:

- THE UNITED STATES OF AMERICA
- THE UNITED KINGDOM
- FRANCE
- NETHERLANDS
- GERMANY
- CANADA

Run campaigns in multiple countries with automated reward fulfillment in country specific brands & currencies.

e-Gift Card Rewards are issued according to a user-defined set of rules so that recipients participating from around the world can shop and receive e-Gift Card Rewards for the brands and currencies specific to their country of origin.

The merchants represented are not sponsors of the rewards or otherwise affiliated with Lead Liaison. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.



Simple, Flexible, and Easily Deployable



EMPLOYEE EVENTS

Offer instant gift card prizes with fun, interactive team games.



CUSTOMER LOYALTY

Build customer loyalty with points & gift card award opportunities.



DIGITAL MARKETING

Increase marketing campaign results by an average 400% with engaging, gamified award opportunities.

ADDITIONAL USE CASES

- UPSALE OPPORTUNITIES
- FEEDBACK REQUESTS
- SURVEY REWARDS
- BIRTHDAYS
- HOLIDAY SEASON GREETINGS
- RELATIONSHIP BUILDING
- EMPLOYEE, CUSTOMER, AND PROSPECT REWARDS & INCENTIVES

Customize Game Rewards for Your Needs



USE CUSTOM PRIZES

Choose the rewards catalog, or use your own custom prizes!



SET WINNING ODDS

Create completely unique experiences with full control of winning odds for each prize!



MANAGE PRIZE INVENTORY

Track inventory on every prize and get automated alerts when prize levels reach a threshold.



TRIGGER AUTO-RESPONSES

Trigger marketing automation sequences based on prizes rewarded. Choose reward delivery methods including handwritten letters, email, SMS, and more.



PULL REDEMPTION STATISTICS

Report on all winners, including prizes won, and if they were redeemed or picked-up.