



Gamifying the Classifieds Site Experience

Agenda



Introduction

Gamification Concepts and Strategies

Core Game Mechanics

Feedback and Case Study

Risks and Opportunities



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Challenges of Classifieds Marketplaces

User
Engagement

Issues like low
user retention
and limited
interaction.

Competition

Standing out in
a crowded
marketplace

Goals of Gamifying Classifieds

Increase User Engagement

Techniques to keep users coming back

Enhance User Experience

Making browsing and listing fun and rewarding

Build Community

Encouraging interactions among users

Gamification Concepts and Strategies



Introduction to Gamification

Definition of
Gamification:

The use of **game
design
elements** in
non-game
contexts.

-Purpose:

To **increase user
engagement**
and motivation.

Relevance:

Why gamification
is **relevant** to
classifieds sites.

Core Game Mechanics



▼ Some best practices outside the industry



Core Game Mechanics



**POINTS SYSTEMS
AND BONUS
PROGRAMS**



REWARDS



**ACHIEVEMENT
BADGES &
LEADERBOARDS**



**CHALLENGES AND
LOTTERY GAMES**

Points System

Action-Based Points:

Award points to users for listing items, logging in daily, doing an action like spinning the wheel, responding to inquiries, completing their profiles or validation their phone numbers. it.

Tiered Points System:

Implement different amounts of points for new vs. experienced sellers, or for different types of actions (e.g., higher points for more valuable listings).

Rewards and Incentives



Points Redeemable for Benefits:



Allow users to redeem points for benefits such as enhanced listings or reduced fees.



Random Rewards:



Surprise users with random rewards for logging in daily.

Badges and Achievements



MILESTONE BADGES:

CREATE BADGES FOR VARIOUS MILESTONES, SUCH AS A USER'S FIRST LISTING, REACHING 100 VIEWS ON A LISTING, OR HAVING 10 ACTIVE LISTINGS AT ONE TIME.



SKILL BADGES:

RECOGNIZE USERS FOR THEIR EXPERTISE IN CERTAIN CATEGORIES, LIKE ELECTRONICS OR FASHION, BASED ON THE NUMBER AND QUALITY OF THEIR REVIEWS.



Challenges and Quests

Daily/Weekly Challenges:

Set up challenges like listing a certain number of items within a week or selling an item within 24 hours of listing.

Event-Based Quests:

Organize seasonal or event-driven quests encouraging users to participate in themed sales events (e.g. Holiday Sales).

Social Engagement



Shareable Achievements:



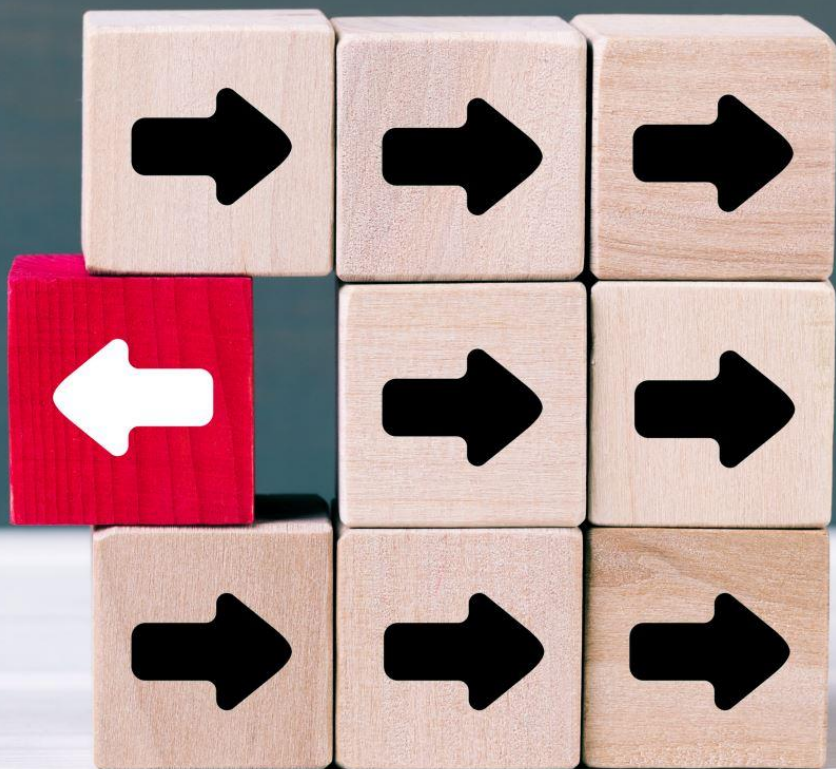
**Enable users to share their achievements
and badges on social media & public
leaderboard on the site.**

Real-World Integration

Real-World Rewards:

- Partner with local businesses to offer real-world rewards for using the platform, like discounts at local stores or tickets to events when reaching certain levels or earning specific badges.





Case Study

How we implemented our gamification MVP



Example: Overview of Publi24 gamification.



Results



Increased user activity, improved retention, and higher satisfaction.

Daily Roulette

- You can spin the wheel of fortune once a day and win points.



Um die Rabattgutscheine zu nutzen, musst Du lediglich den Rabattcode kopieren, das Produkt auswählen, das Du kaufen möchtest, und den Rabattcode auf der Zahlungsseite eingeben.



Gutschein verfällt
Heute - 21:55

für Rabatt 15% zu
 **CREDITS**
aufladen

 Gutscheinkosten:
60 Punkt

AKTIVIEREN

Use the points

- **Activate discounts code and buy cheaper products on the site.**

Follow your KPIs

- Main KPIs we follow are around **daily usage**, **point created** vs **points used**, **stock** of points, daily value bought with vouchers, **daily spins**, etc.

Publi24 LoyaltyPoints vouchers created vs used ⓘ

Activated vs. used vouchers

Last 14 Months, by Month ▾



Date range

Last... ▾

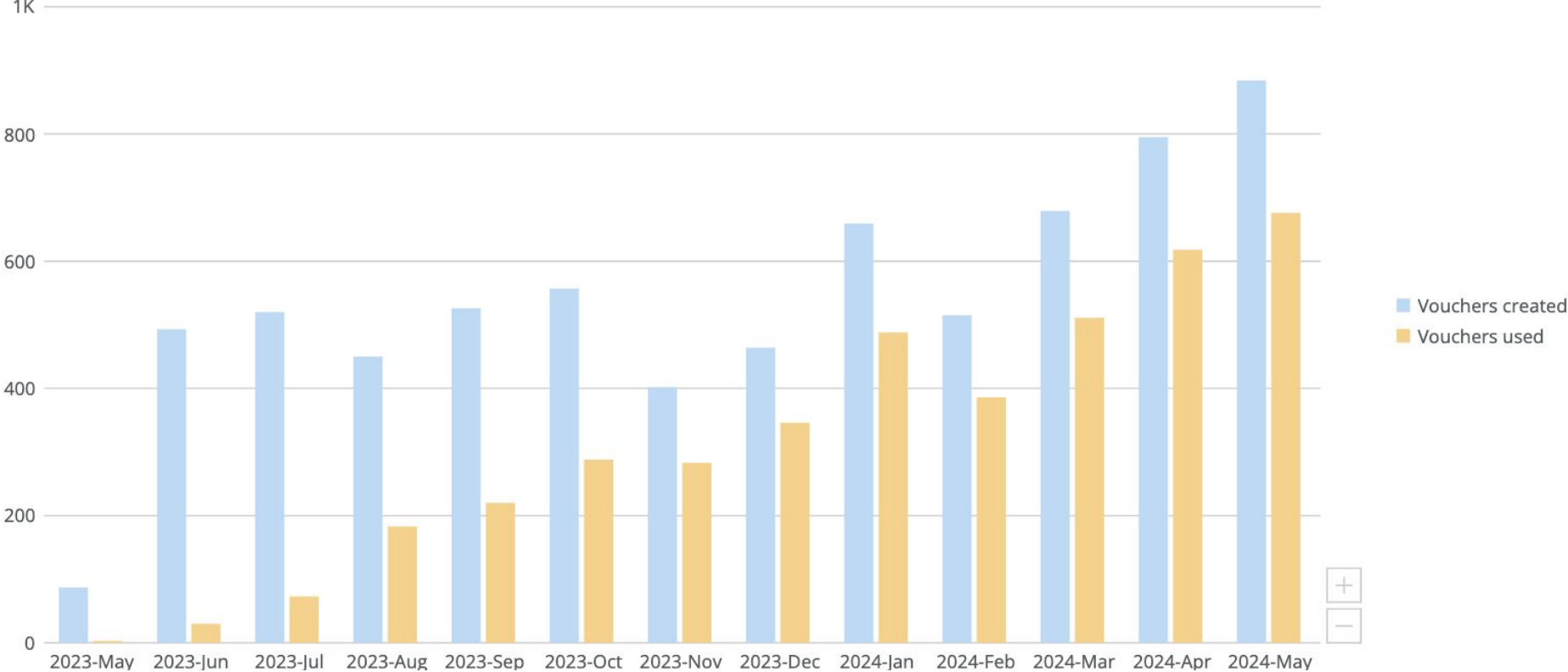
14

Months ▾

Graph by

Month ▾

7K Sum of CreatedCount
1K



Publi24 LoyaltyPoints product value ⓘ

Sum of payments done with vouchers

Last 14 Months, by Month ▾



Date range

Last... ▾

14

Months ▾

Graph by

Month ▾

88K Sum of OrderPrice



15K

10K

5K

0

2023-May

2023-Jun

2023-Jul

2023-Aug

2023-Sep

2023-Oct

2023-Nov

2023-Dec

2024-Jan

2024-Feb

2024-Mar

2024-Apr

2024-May

- Promo 7
- Incarcare cont 20 credite
- Promo 30
- Incarcare cont 10 credite
- Incarcare cont 5 credite
- Promo 15
- Incarcare cont 50 credite
- Incarcare cont 200 credite
- Incarcare cont 100 credite
- Incarcare cont 500 credite





Risks of overdoing it

Potential Risks

Over-Gamification

Risks of diminishing the main purpose of the site

Fairness – make sure heavy users don't abuse the system

Ensuring the gamification does not favor certain users

Thank you!



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