



Gamifying the Classifieds Site Experience

publi24

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

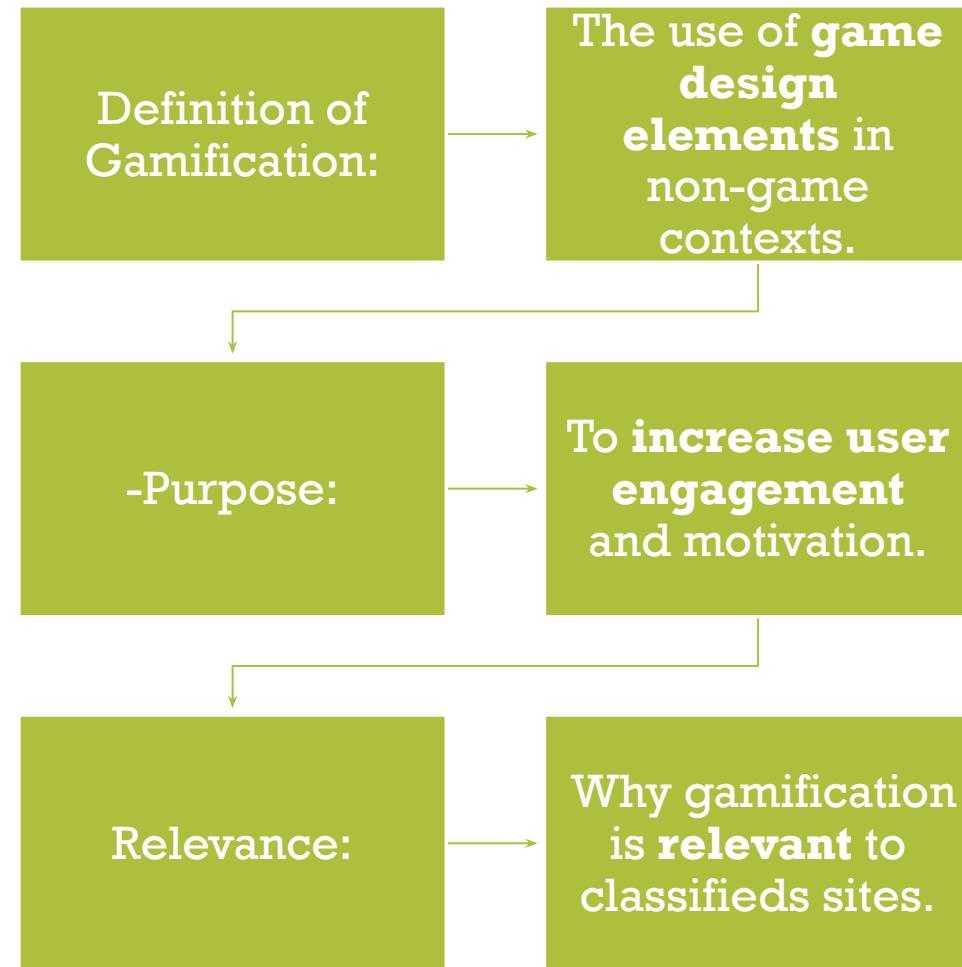
Build Community

Encouraging interactions among users

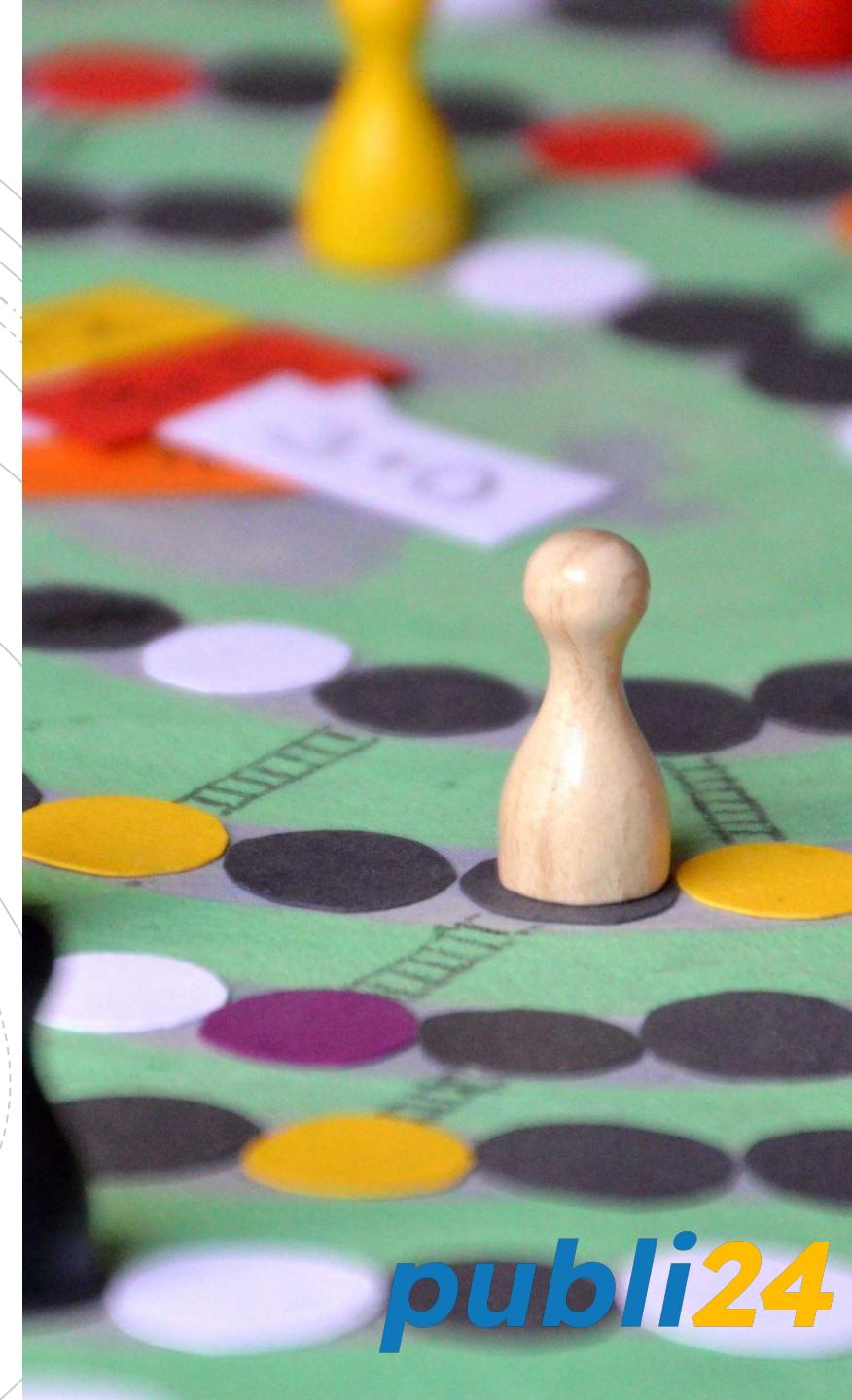
Gamification Concepts and Strategies



Introduction to Gamification



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:

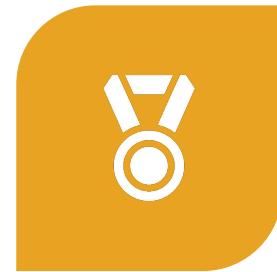


Surprise users with random rewards for logging in daily.

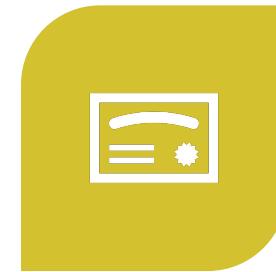
Badges and Achievements



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:



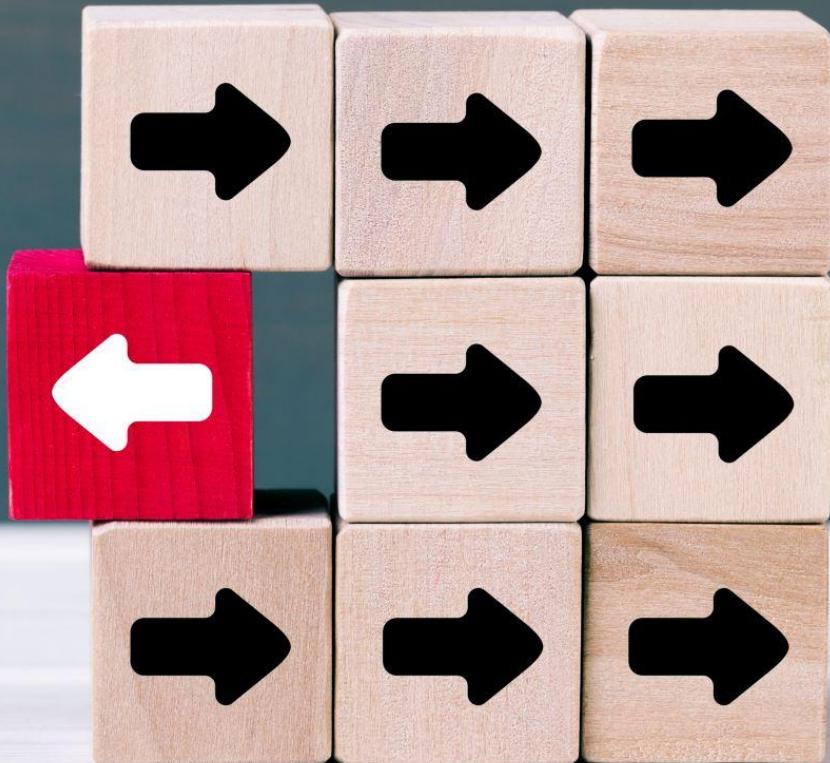
Enable users to share their achievements and badges on social media & public leaderboard on the site.

Real-World Integration

Real-World Rewards:

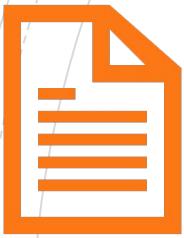
- Partner with local businesses to offer real-world rewards for using the platform, like discounts at local stores or tickets to events when reaching certain levels or earning specific badges.





Case Study

How we implemented our gamification MVP



Example: Overview of Publi24 gamification.



Results



Increased user activity,
improved retention, and
higher satisfaction.

The screenshot shows the quoka.de homepage with a prominent orange border around the central content area. At the top, the quoka.de logo is on the left, and a navigation bar with icons for user profile, messages, notifications, and a shopping cart, along with a button to 'Kostenlos inserieren' (Post for free). The main menu on the left includes 'Du hast 28.2 QREDITS' and a 'QREDITS aufladen' button, followed by a list of items: Meine Anzeigen, AUTO-PUSH, Nachrichten, Merkliste (with 1 notification), Benachrichtigungen (with 163 notifications), Transaktionen, Meine Bewerber, Meine Jobs, Abos, Treuepunkte (highlighted with a red 'Neu' badge), Gespeicherte Suchen, Erhaltene Bewertungen, Folge ich, Einstellungen, and Ausloggen. The central area features a 'Glücksrad' (Wheel of Fortune) section with the heading 'Verdiene Treuepunkte' (Earn points) and the text 'Sammle Treuepunkte bei Quoka, um von speziellen Angeboten, Rabatten und Aktionen zu profitieren.' (Collect points at Quoka to benefit from special offers, discounts, and promotions.) A blue box on the right says 'Du hast insgesamt 43 Punkte' (You have a total of 43 points). Below this is a large image of a man in a blue suit spinning a wheel of fortune with various segments labeled with numbers like 10, 5, 3, 1, and question marks. A blue button at the bottom of the wheel says 'DREHE DAS RAD!' (Spin the wheel!). At the bottom of the central area, a call-to-action button says 'Aktiviere jetzt Deine Gutscheine und Angebote!' (Activate your coupons and offers!).

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.



Use the points

- **Activate dicounts 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 Graph by
Last... 14 Months Month ▾

7K Sum of CreatedCount

1K

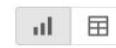
800

600

400

200

0



Vouchers created
Vouchers used

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



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Publi24 LoyaltyPoints product value ⓘ

Sum of payments done with vouchers

Last 14 Months, by Month ▾



Date range
Last... 14 Months 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!

