mgames

WHY
GAMIFICATION
IS BEST FOR YOUR MOBILE APP

A dive into how gamification
can boost your app growth and profits

Table of contents

mgames

Gamification & How It Helps Your Bottom Line

What is gamification?

First codified in an academic paper from 2011, gamification is defined as "the addition of game elements to non-game activities", deployed to engage people more effectively. Since then, this definition has expanded to include the use of games in industries and strategies where they serve further purposes than the entertainment of players.

Gamification works by fostering a game-like approach to a system, creating challenges that users need to overcome, and offering rewards for successfully overcoming them. This is done through the creative use of game elements, engaging design, and simple mechanics.

How does gamification help your bottom line?

Gamification helps your bottom line by creating additional motivations for your users to engage with your app and your brand. Whether it is the drive to complete challenges for the rewards, the thrill of competition, or even just the satisfaction of being recognized, gamification will push them to take actions–and continue taking actions–within your app.

With a highly-engaging gamification experience, you can count on users to spend more time and money on your app. This is made possible through new revenue streams from in-game ads and game-related purchases. It also gives your app additional avenues to work towards certain KPIs, such as engagement, user acquisition, and growth.

mgames

Benefits of Gamification For Your Mobile App

As discussed in the previous section, gamification can provide opportunities for your app to profit. It also gives your mobile app avenues to improve certain KPIs. Below are the benefits you can expect from gamifying your app:

01 Create additional revenue streams

There are two primary ways that app gamification can create new revenue streams–in-app ads and in-game purchases. Your app can leverage this ad space within the gamified experience, giving your future partners access to your audiences for additional profits.

Meanwhile, certain game mechanics can enable in-game purchases. Users, whether driven by competition or simple curiosity, can opt to spend on these resources to accelerate their progress throughout the different challenges in the gamified experience.

02 Boost user engagement

App gamification works by appealing to various user motivations–recognition, rewarding, competition, and so on. By providing an experience that triggers these motivations, users are compelled to come back to your app–for both app and fun.

You can further optimize and incentivize this engagement through the use of game elements that best suit the behaviors of your user base. When done right, users will be more likely to participate, engage, and take certain actions within your app.

mgames

03 Shape in-app brand experience

While app gamification works best when integrated with a solid app ecosystem, it can also create a new layer to the overall user experience within your app. This can range from the visual design, to rewards given to users.

A gamified experience that is seamlessly integrated into your app encourages users to engage with the challenges, all while retaining the familiar image and experience they have associated with your brand.

04 Foster user community

Gamifying your app not only lets your brand engage with users in new ways, but also provides an additional avenue to grow and nurture an organic community aligned with your brand.

From there, you can create campaigns and events that center around the gamified experience and activities, allowing your brand to reach out and connect with your user base in meaningful ways.

05 Expand user base

One of the advantages app gamification offers is an avenue to both retain your current users and attract new ones. This is because a gamified experience can give your app additional value, on top of its preexisting functionality and services.

You can use your gamified experience as a focal point for campaigns geared towards user base growth. Additionally, brand-loyal users can be your advocates and invite other prospects to install and engage with your app.

06 Provides insights into user behavior

Essentially, gamifying your app creates an experience that pushes your users into a cycle of taking certain actions to arrive at certain outcomes. This gamified experience can provide an opportunity for your app to gain insights into the behaviors of your user base.

These insights can then be used to improve the in-app user experience, develop campaigns, and other improvements that can boost revenue.

mgames

Best Practices for App Gamification

A good gamified experience takes careful planning and execution to deliver the desired results. Any half-hearted measures can result in subpar results–or worse, costly mistakes with no ROI. Below are some of the industry best practices to gamify your app.
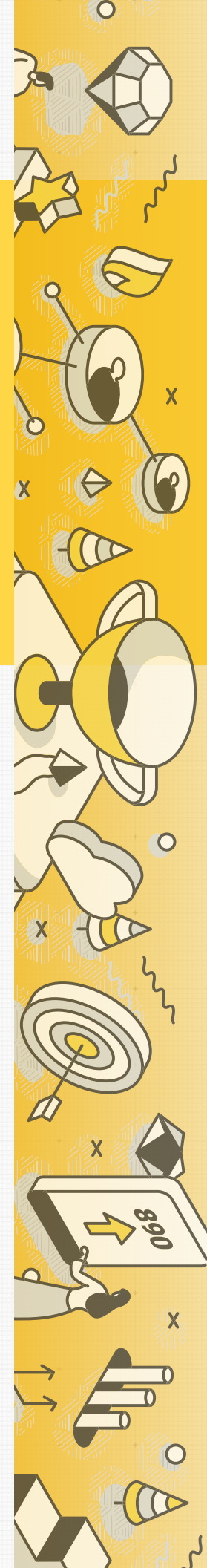
01 Identify your business objectives

First and foremost, the goal of app gamification should be to achieve critical app objectives: increase revenue and hit KPIs. A misalignment of your business objectives and gamified experience can end up costing your app greatly with no results to deliver.

When gamifying your app, it is critical to keep your business objectives at the center of your strategy. Knowing what you want your gamified experience to achieve will allow you to make informed decisions on how best to structure the experience.

02 Understand your target audience

Just like with any product or service, creating the right gamified experience requires an understanding of your target audience–what grabs their attention, what motivates them, and what their priorities are.

This information will help you decide how to best integrate and introduce your gamified experience into your existing app ecosystem. It will also provide the context necessary to create a sustainable gamified experience.

mgames

03 Pick the appropriate game mechanics and elements

In line with understanding your target audience, you will also need to include game mechanics and elements that best work with your user base. These mechanics and elements serve to create a gamified experience that encourages and sustains user engagement.

Ideally, the game mechanics and elements in your gamified experience should be clear, easy to follow, and aligned with your overall objectives. Too many challenges or too complicated instructions may push users away than draw them in.

04 Invest in good design

App gamification should add fun and excitement to your app in a sleek, professional way. It should also mesh well with your existing app ecosystem, rather than feel like a jarring, separate experience.

That being said, it is important to invest in good design–from the visual assets and look-and-feel, to the overall experience and system design. This ensures that your app remains aligned with your overall brand identity and delivers a gamified experience that users want to come back to.

05 Test your gamified experience

Like any system, your gamified experience needs to undergo testing to ensure that it works as intended. Testing will also allow you to address any possible problems or errors before they greatly affect your app performance or impact the user experience.

Additionally, any new features and updates to your gamified experience should be tested on a small segment of your app's user base. This will make it easier for you to make improvements down the line.

06 Analyze findings and adapt

App gamification doesn't stop upon deployment. Your app's gamified experience should continue adapting and evolving to keep things fresh and exciting, making it more likely that users will keep coming back.

The best way to do this is to continue observing the data and trends generated by user behavior within your app. These insights will help you decide on the next steps to take, such as what to improve, what works, and what can be removed.

mgames

Wrapping Up

App gamification, or the inclusion of game elements in non-game activities, has emerged as a popular and highly effective strategy for mobile apps to better their bottom line, engage their user base, and achieve other KPIs.

By creating a gamified experience for your user base, your users are more likely to keep returning to your app–for both app and fun. Gamifying your mobile app can also bring added value to your existing app ecosystem, making it an excellent focal point for growing your user base.

When done right, a good gamified experience can motivate your users to engage with your app, spend money, participate in a community, and more.

So why wait? Level up your brand and start gamifying your app today!

Follow us at: