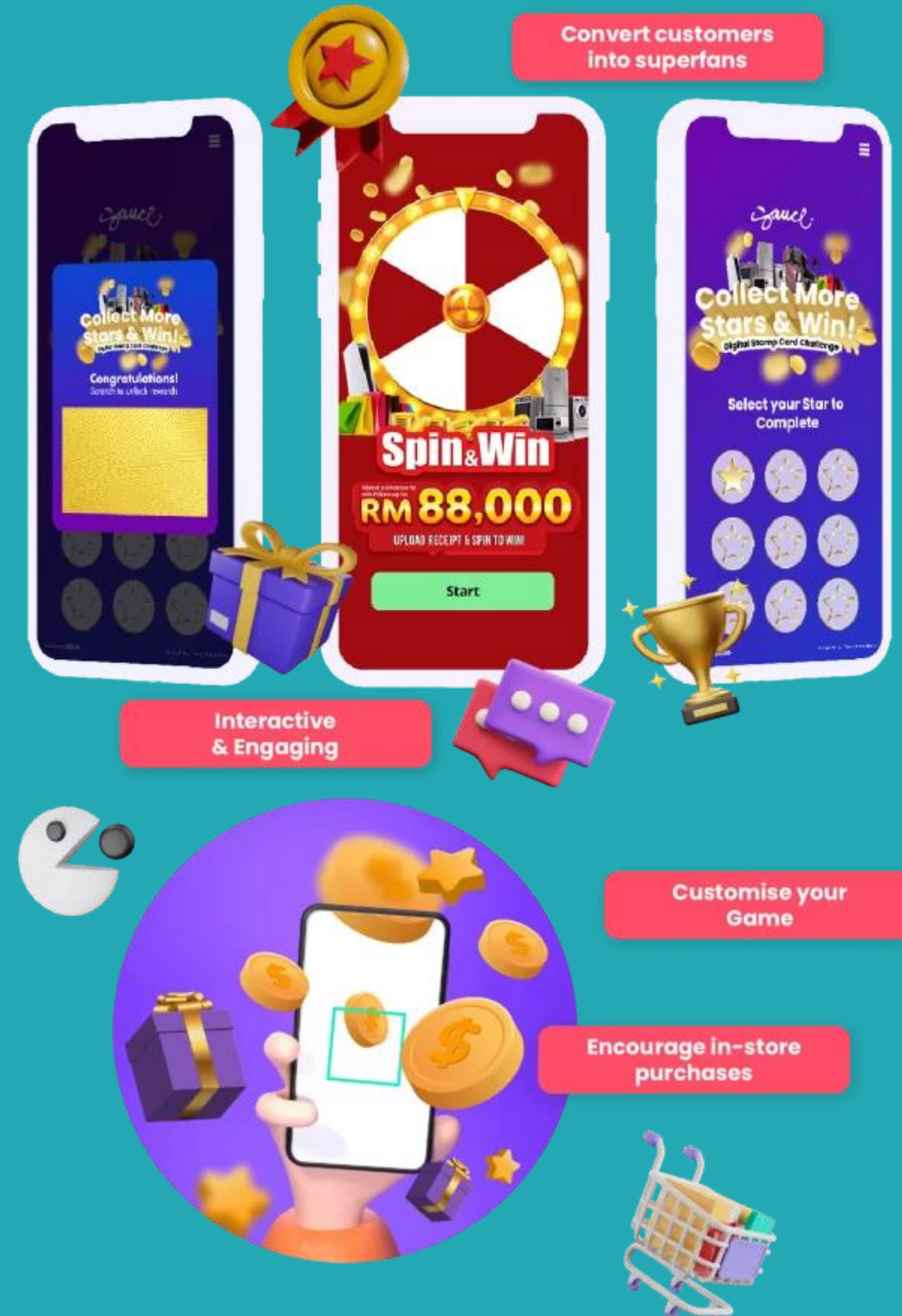


skale

Gamification Guide

INTRODUCTION GUIDE



WHAT'S INSIDE

Why Partner with SKALE?

SKALE's Suite of Micro-Apps

Challenges

Standard Package of Games

Spin & Win

Digital Scratch Card

Daily Riddles/Quizzes

Tap & Win

Advanced Packages of Games

Digital Stamp Card

Digital Soccer

Rock, Paper Scissors

Augmented Reality

Metaverse

Gamification FAQs

Contact Us

Why Partner with SKALE?

SKALE's Agency Partners are generating 6-digit revenue (USD) from re-selling SKALE's Technology Solutions

Track In-Store Conversions and Demonstrate ROI to Clients

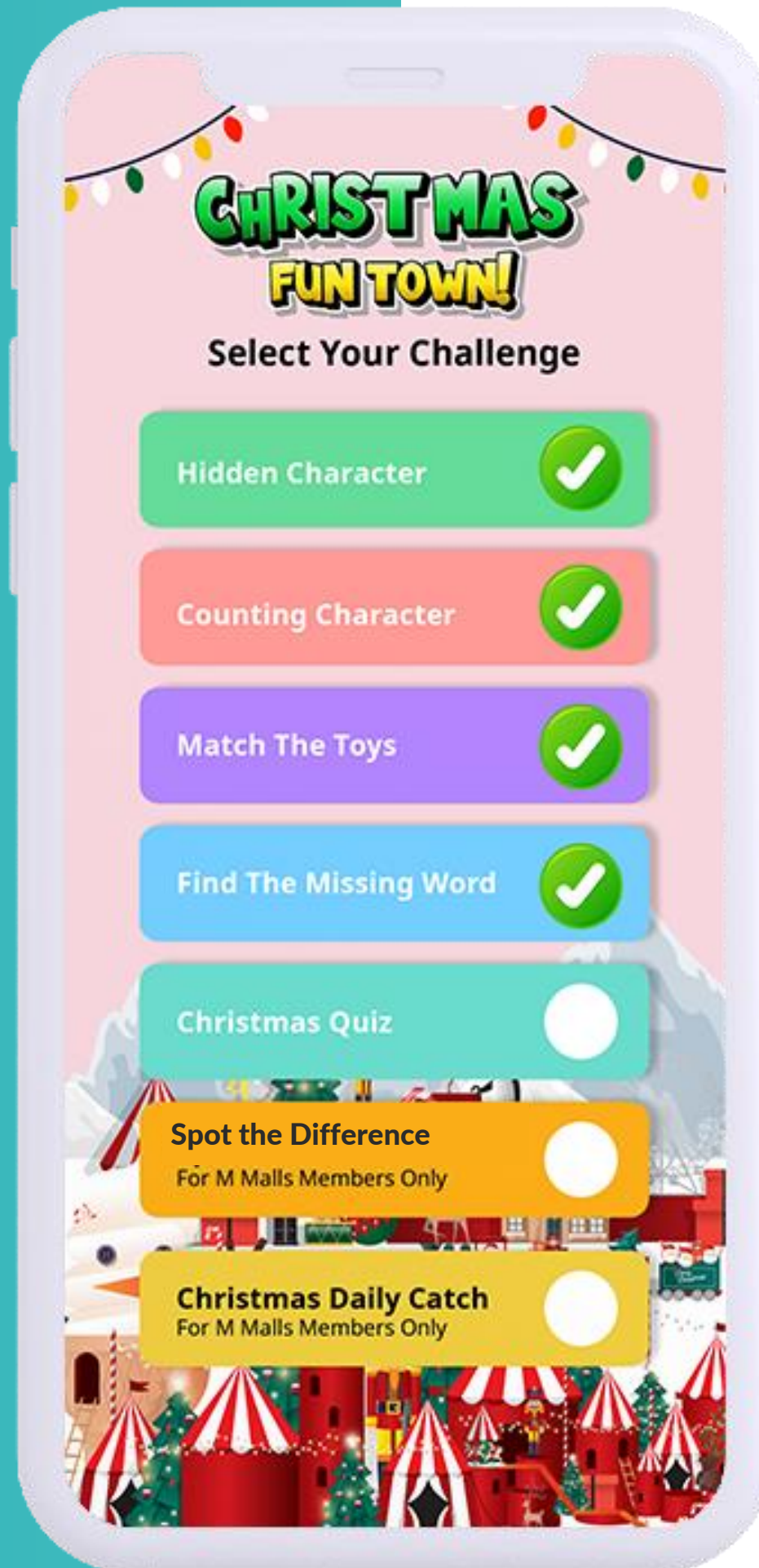
New Revenue Share Opportunity
Resell SKALE's Technology
(20% - 50% Mark Up on Discounted Pricing)
Tech Fully Managed by SKALE

Opportunity to Increase Client Budgets and Total Size of Client Accounts

Go beyond Tactical Campaigns,
Help Clients Capture Customer Data

Free Partnership Program
No Frills, No Minimum Targets
Full Access to Agency Resources

Leverage on Gamification to Achieve Your Marketing Objectives

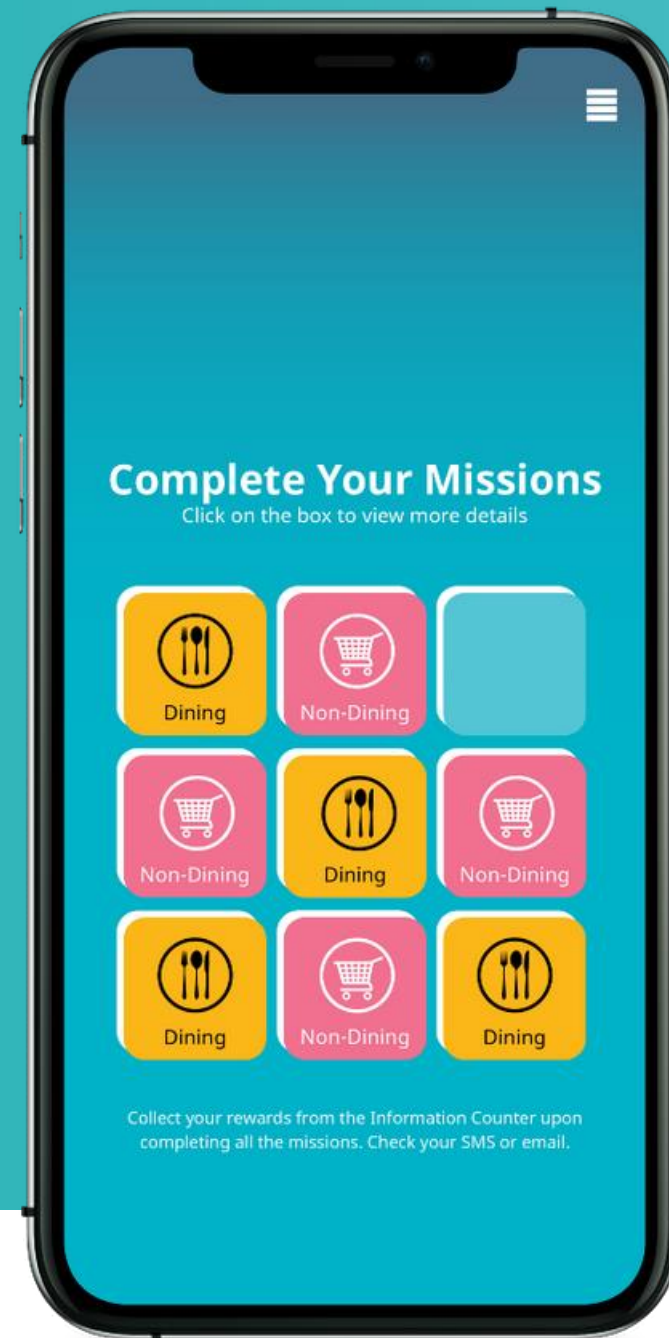


- **Type of Gamification shall depend on Objective / Goals**
 - Engagement
 - Social Media Following
 - App Installs
 - Footfall and Spend
 - Virality
- **SKALE recommends incorporating the following mechanics for every successful gamification:**
 - Multiple micro-engagement
 - Referral
 - Longevity to Mechanic
 - Daily / Weekly New Activity
 - Attractive Rewards in line with Objectives (E.g. App Promo Code, Ecommerce Promo Code, Vouchers)
- **SKALE also recommends allowing all engaged audience to participate, and incorporate mechanics to incentivize spending rather than restricting participation to only spending shoppers**

SKALE's Suite of Micro-Apps



Tap to Win



Digital Stamp Card

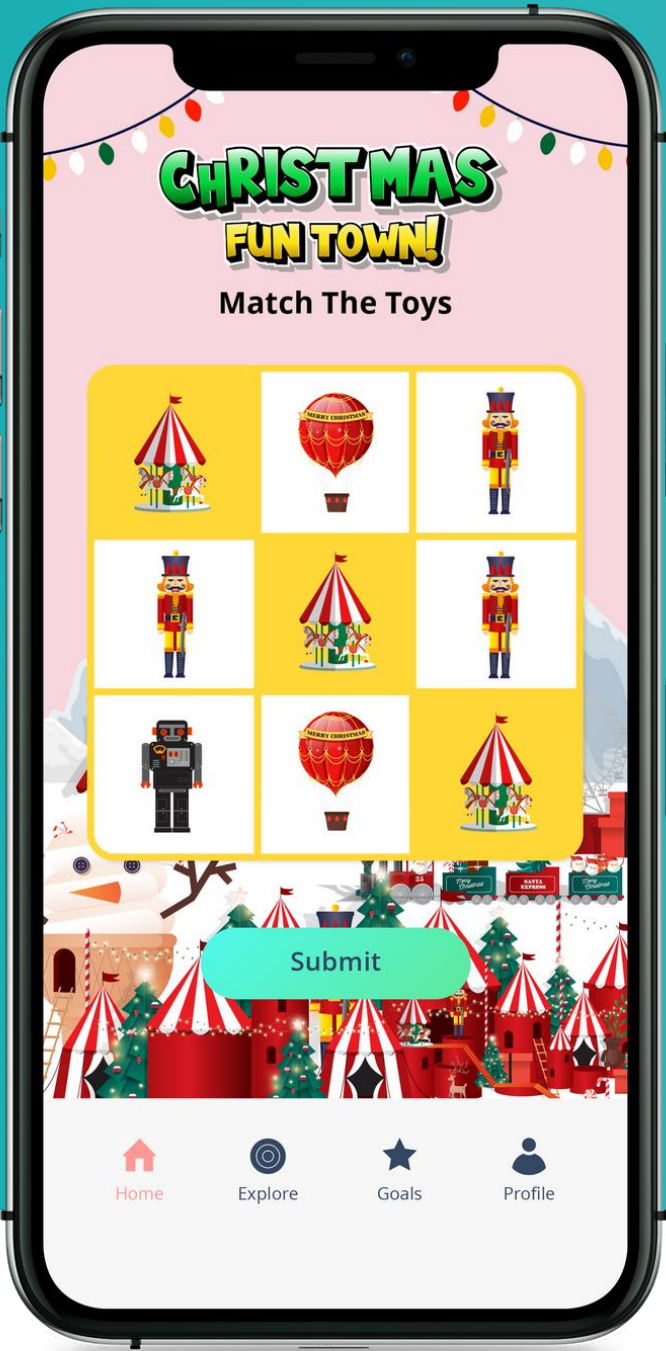


Spin and Win

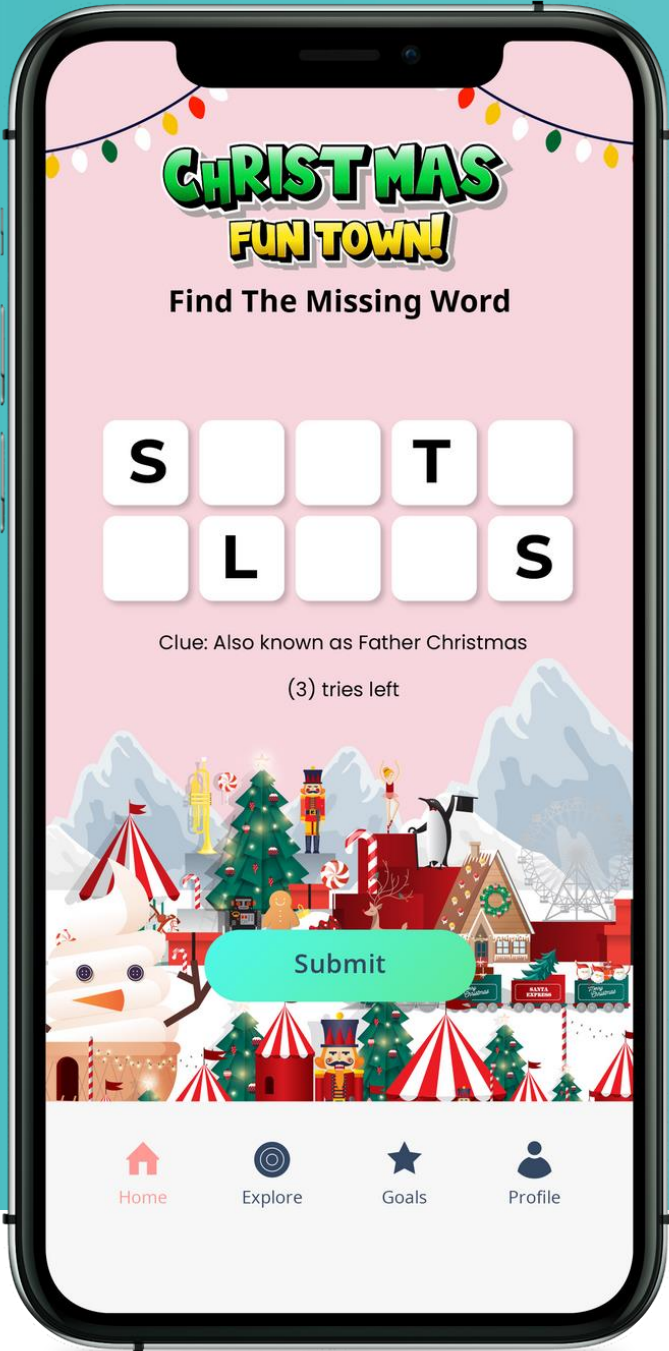


Augmented Reality

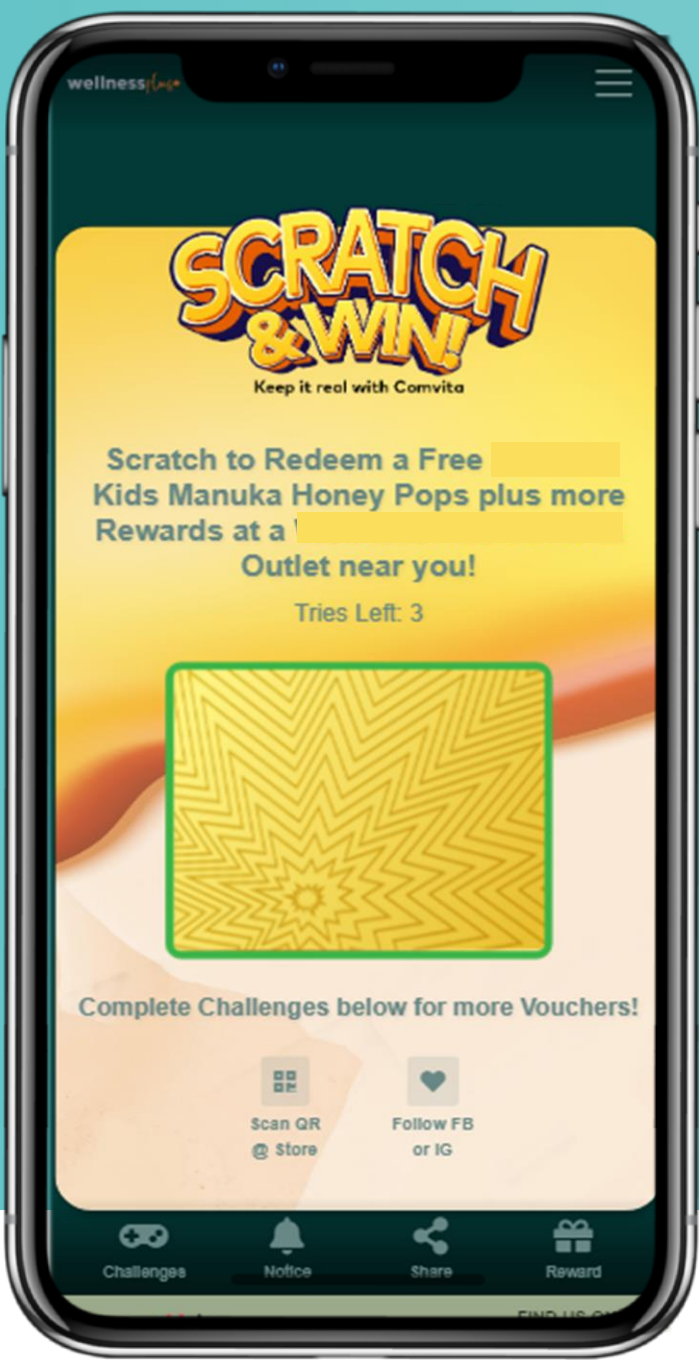
SKALE's Suite of Mini Games



Match the Tiles
Or Find the Lucky Combination



Daily Word Buzz
Challenge



Daily Scratch Card

SKALE's Suite of Mini Games



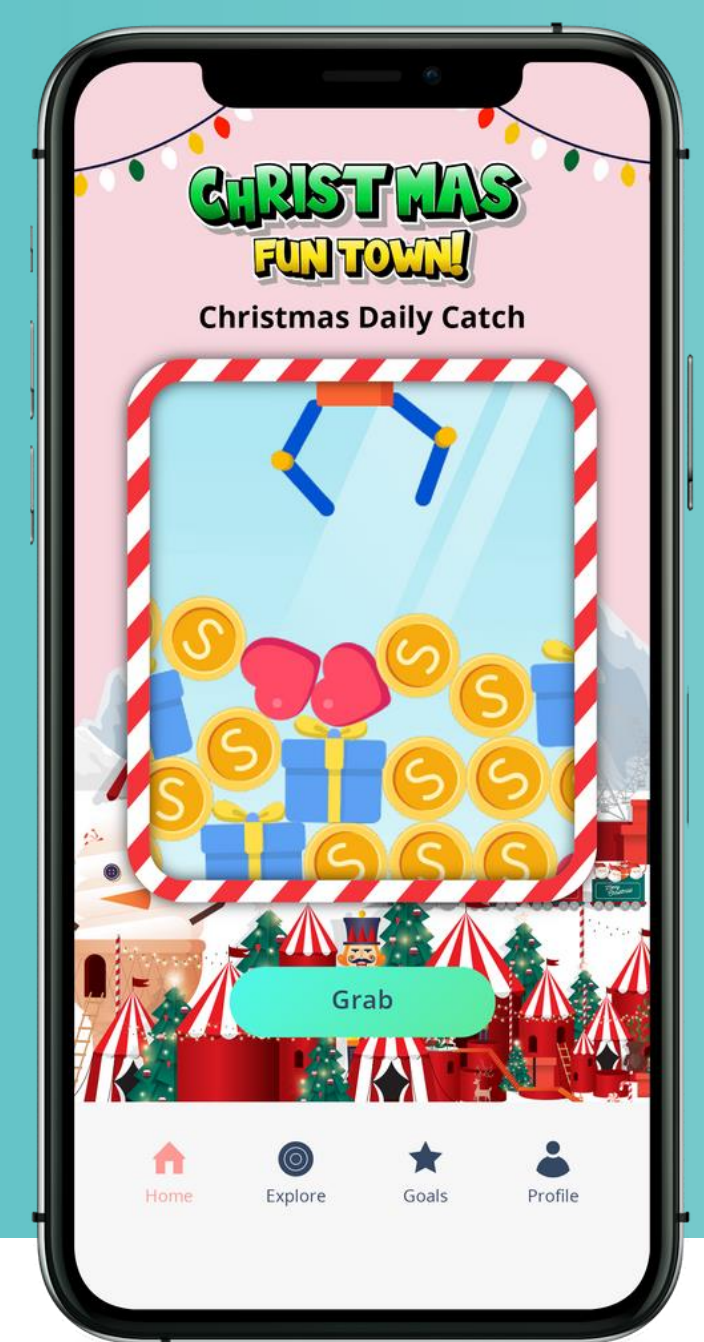
Spot the Difference



Scan Product QR Codes



Daily Quiz

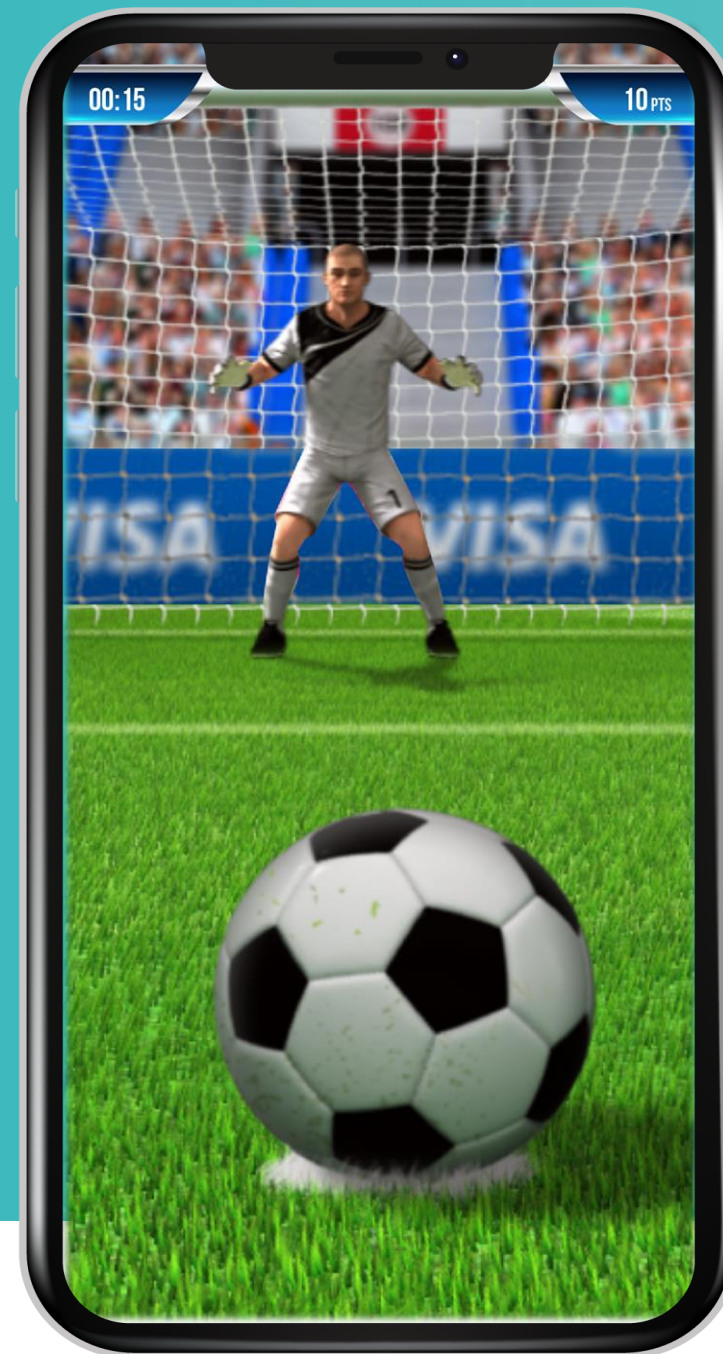


Claw Machine

SKALE's Suite of Mini Games



Tap to Win



Digital Soccer



Rock, Paper, Scissors

CHALLENGES

Upload a Receipt

You can either manually approve customer receipts on the platform or utilize SKALE's smart receipts platform to automatically verify receipt uploads. Rewards can be personalized based on receipt data.

Follow a social media page

After users follow your Instagram or Facebook pages, you can request that they upload a screenshot of your page as proof that they completed the challenge.

Upload a photo

You can ask users to upload a photo of your product, a selfie from your event, or any other image that demonstrates they've completed the platform challenge you've set.

Scan a QR code

QR codes can be generated by our platform for your stores, product packaging, or offline activations.

SKALE's games automatically scan QR codes and award points or chances to players in real-time.

Install an app

You can start the game as soon as users open the app. Alternatively, you can ask them to upload a screenshot of the app on their phones before awarding points or chances.

Log In

If you've enabled the daily check-in, you'll be able to award points or chances each time a user logs in or launches the game.



Standard Package of Games

Spin & Win, Digital Scratch Card, and Digital Quiz

skale Spin & Win

Spin & Win is an excellent tool for engaging and rewarding your customers online or in-store, whether it's a daily gamified pop-up or an incentive for every purchase.

Increase opt-ins and convert customers into superfans by giving them the opportunity to win multiple prizes.

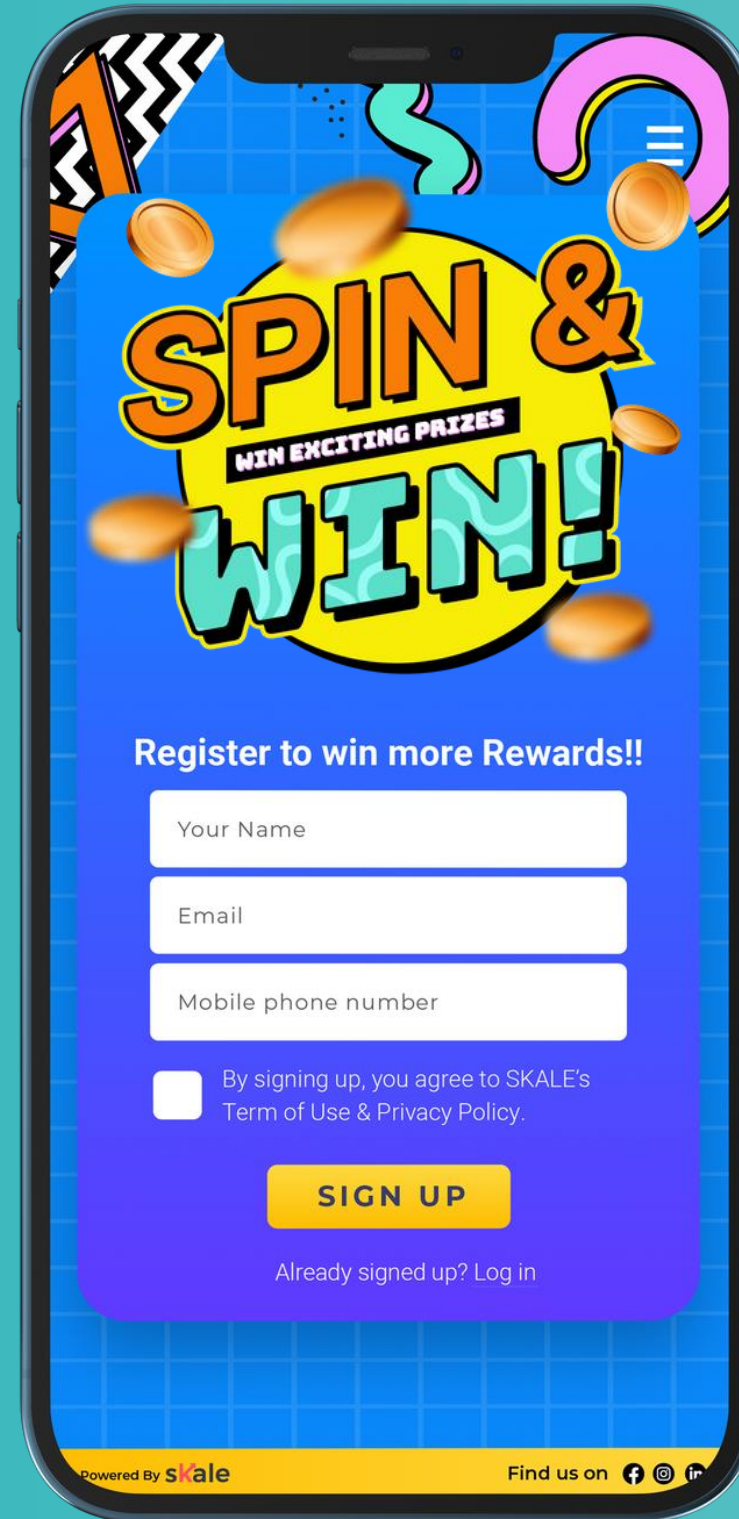
Our drag-and-drop editor allows you to quickly create branded and engaging Spin & Win platforms. Without POS integration, you can assign rewards, track customer behavior, and calculate in-store ROI from your campaign.



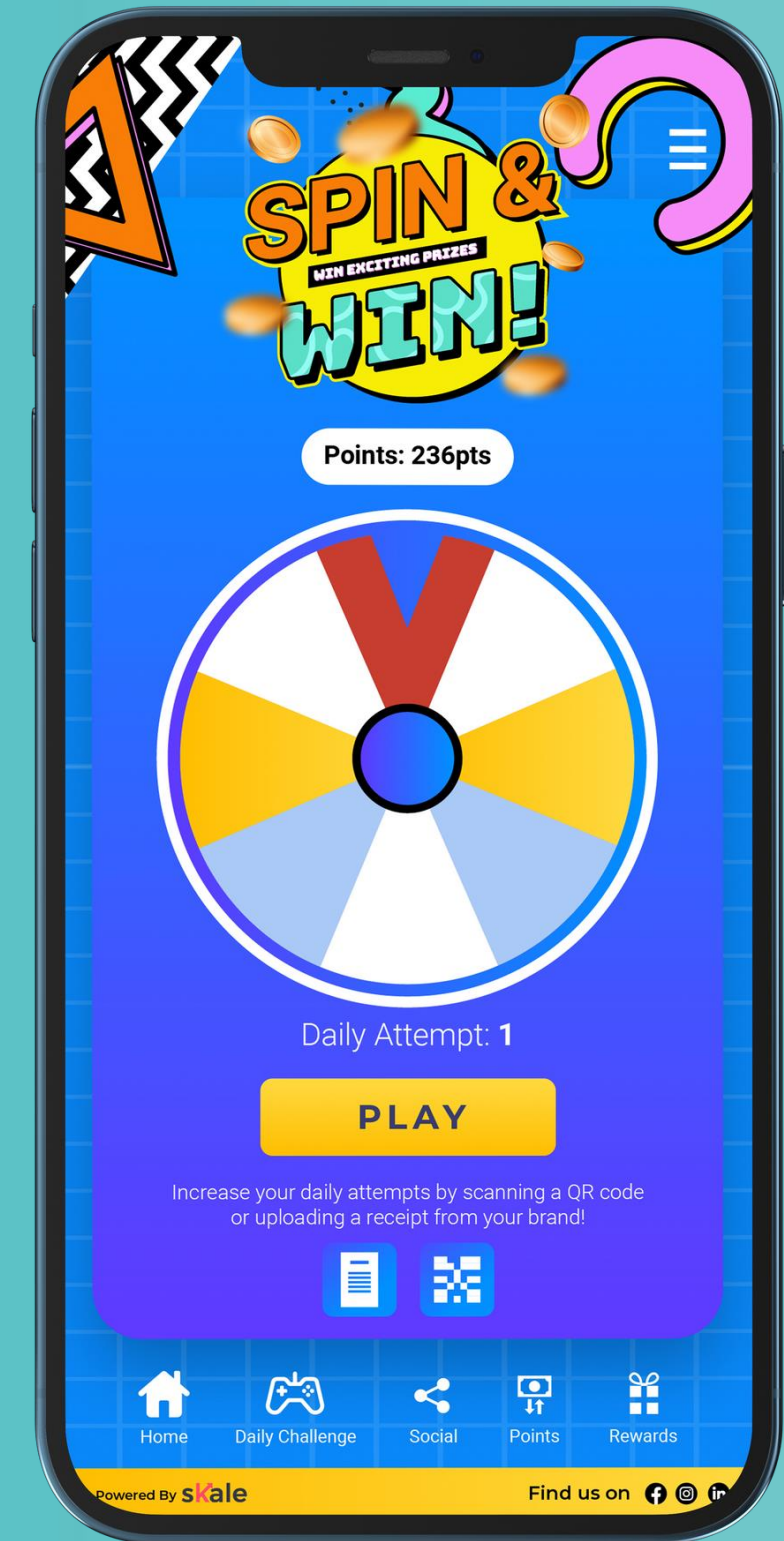
USER JOURNEY – SPIN & WIN



Shoppers are driven to the platform via Social Media Ads, EDM, or to the organic follower base

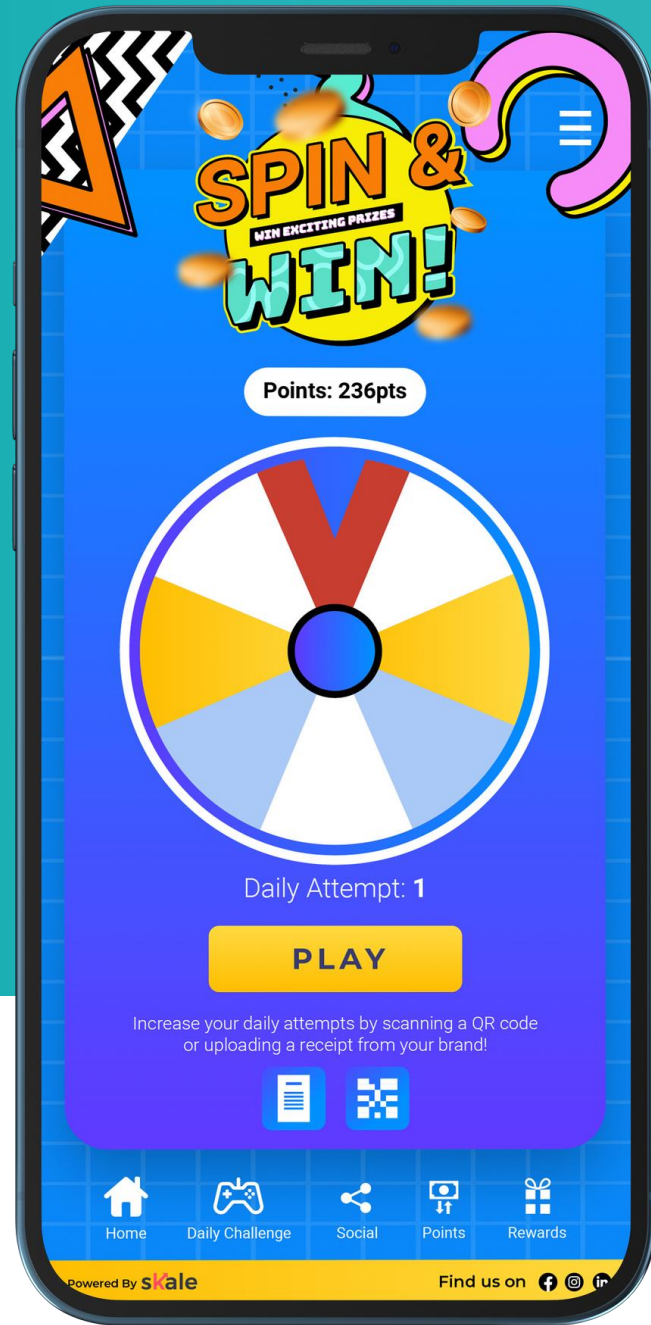


Capture First Party Customer Data
When Shoppers register

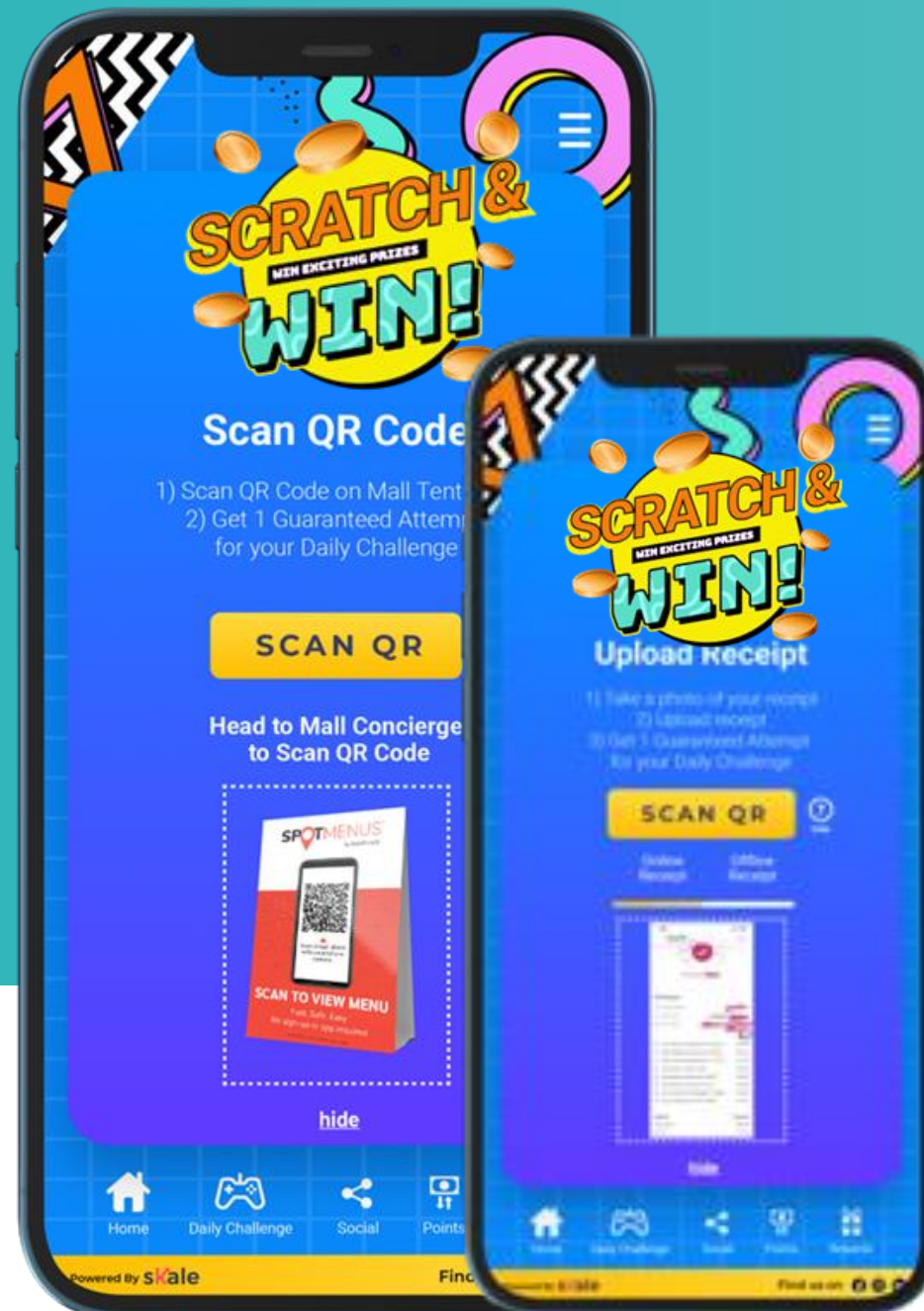


Shopper is directed to Spin and Win gamification module

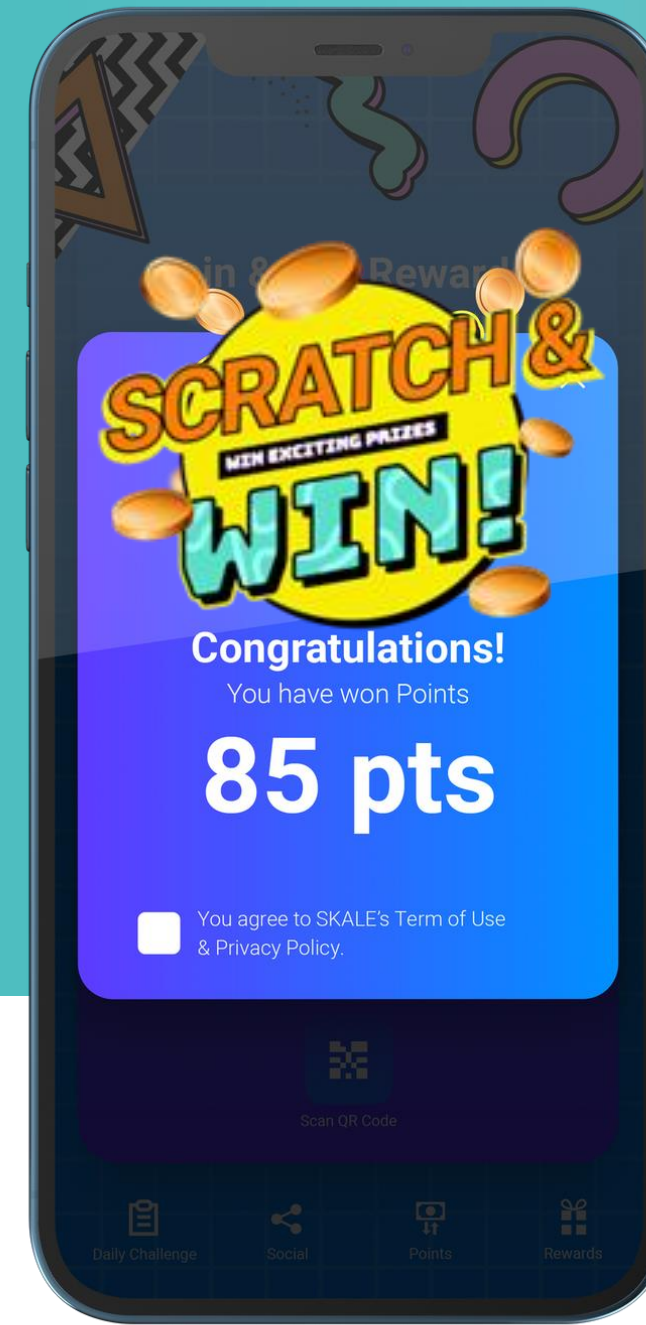
USER JOURNEY – SPIN & WIN



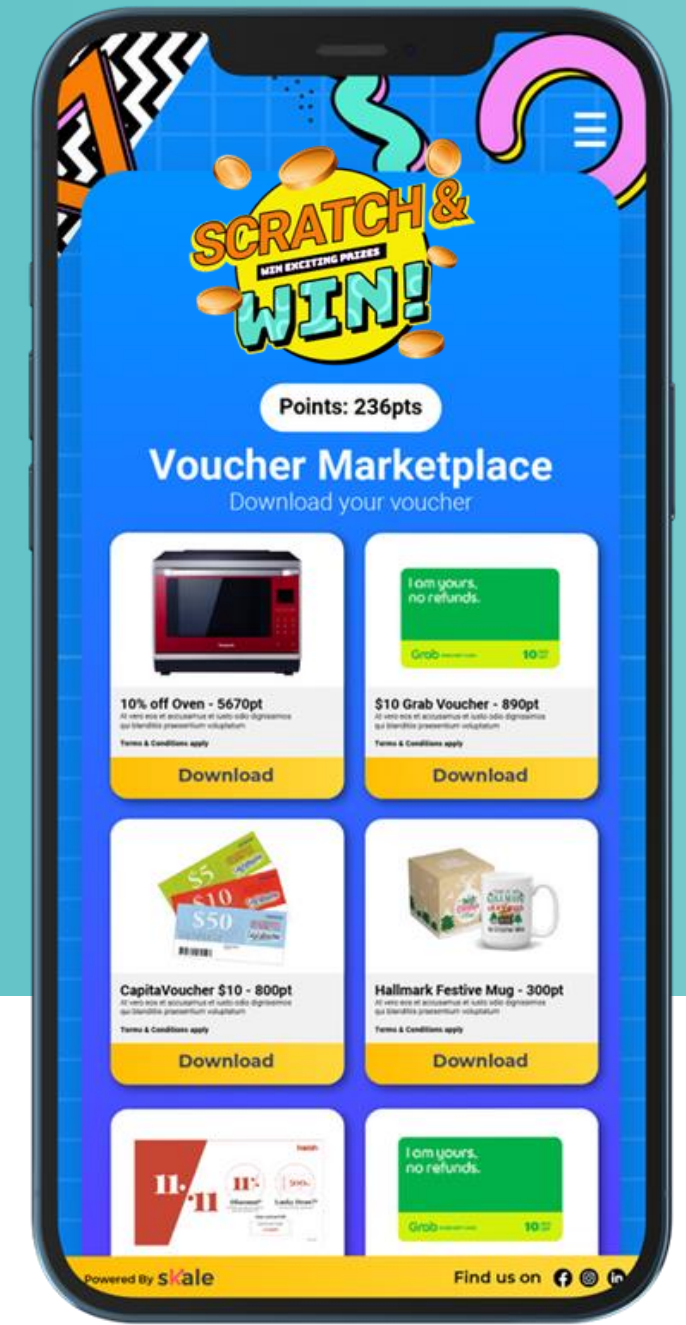
- The user allowed one attempt daily to scratch upon Registering (to allow for Instant Gratification and Engagement)



- User prompted Scan QR or upload receipt upon making a purchase to unlock additional points



- SKALE has the ability to customize Point provisioning/number of attempts provisioned based on actions taken
 - Scan QR
 - Refer Friend
 - Follow Social Media
 - Upload photo



- Shopper can redeem their rewards through the rewards marketplace
 - Digital Vouchers (in-store)
 - eCommerce Promo Code
 - Physical Gifts or more

HOW TO CREATE A SPIN & WIN



SPIN & WIN FAQ

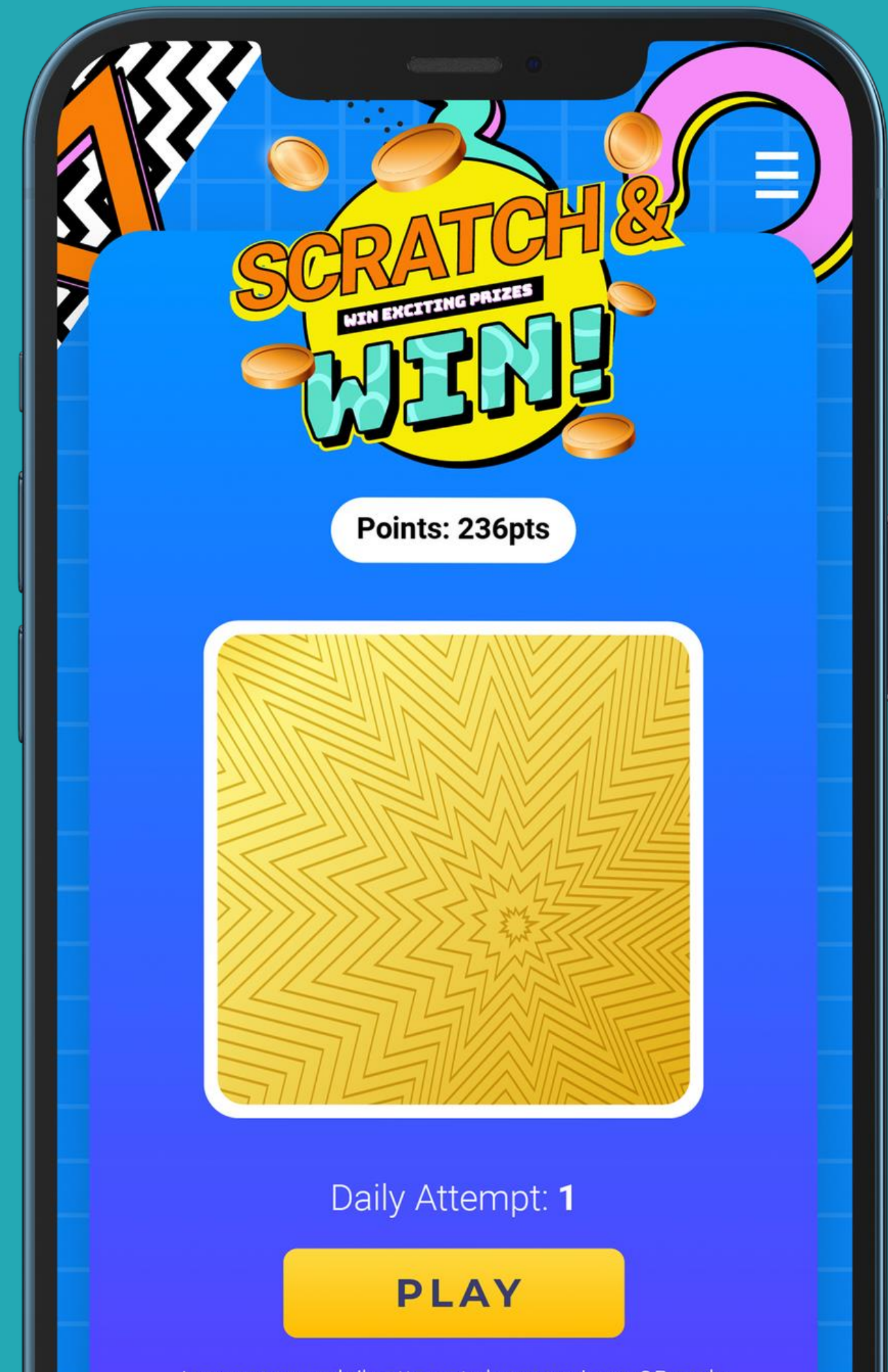
| | |
|--|---|
| Can I add more wheel slices in the game? | No. Currently, you can use up to six wheel slices. |
| Can I set the number of winners for each day? | No. The game's system is randomized. |
| What are the formats I can upload on each wheel slice? | You can put either an image or a text to show the message or the prize. |
| Can automatic check in be enabled? | Yes, this will give the user instant free points. You can determine the number of points they will win upon check in. |

skale Digital Scratch Card

Reward Shoppers dynamically when they complete the actions that matter to you. For example:

- Upload Receipt
- Scan QR Code In-Store
- Refer a Friend
- Engage with brand

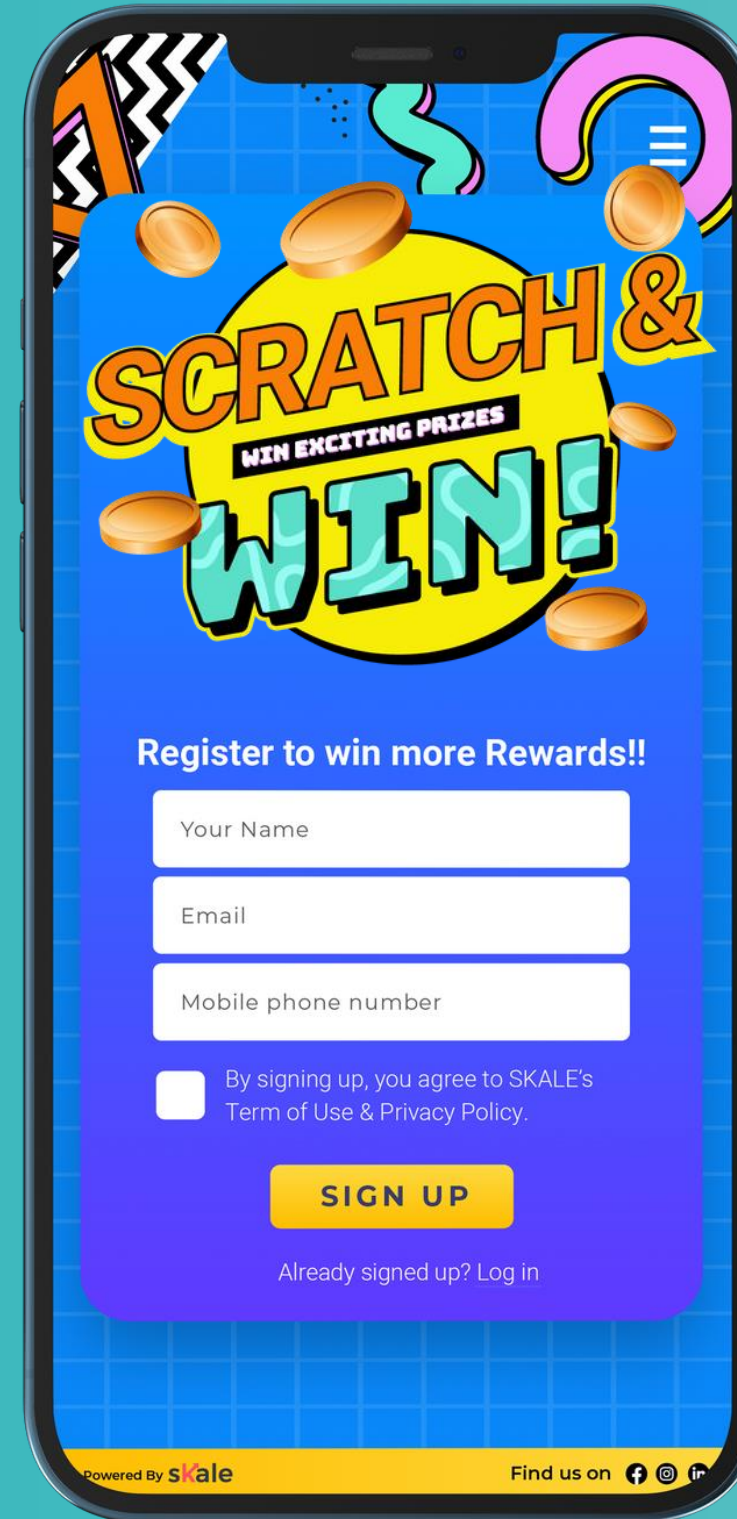
Customize how you reward the shoppers based on the type of action or the customer lifetime value



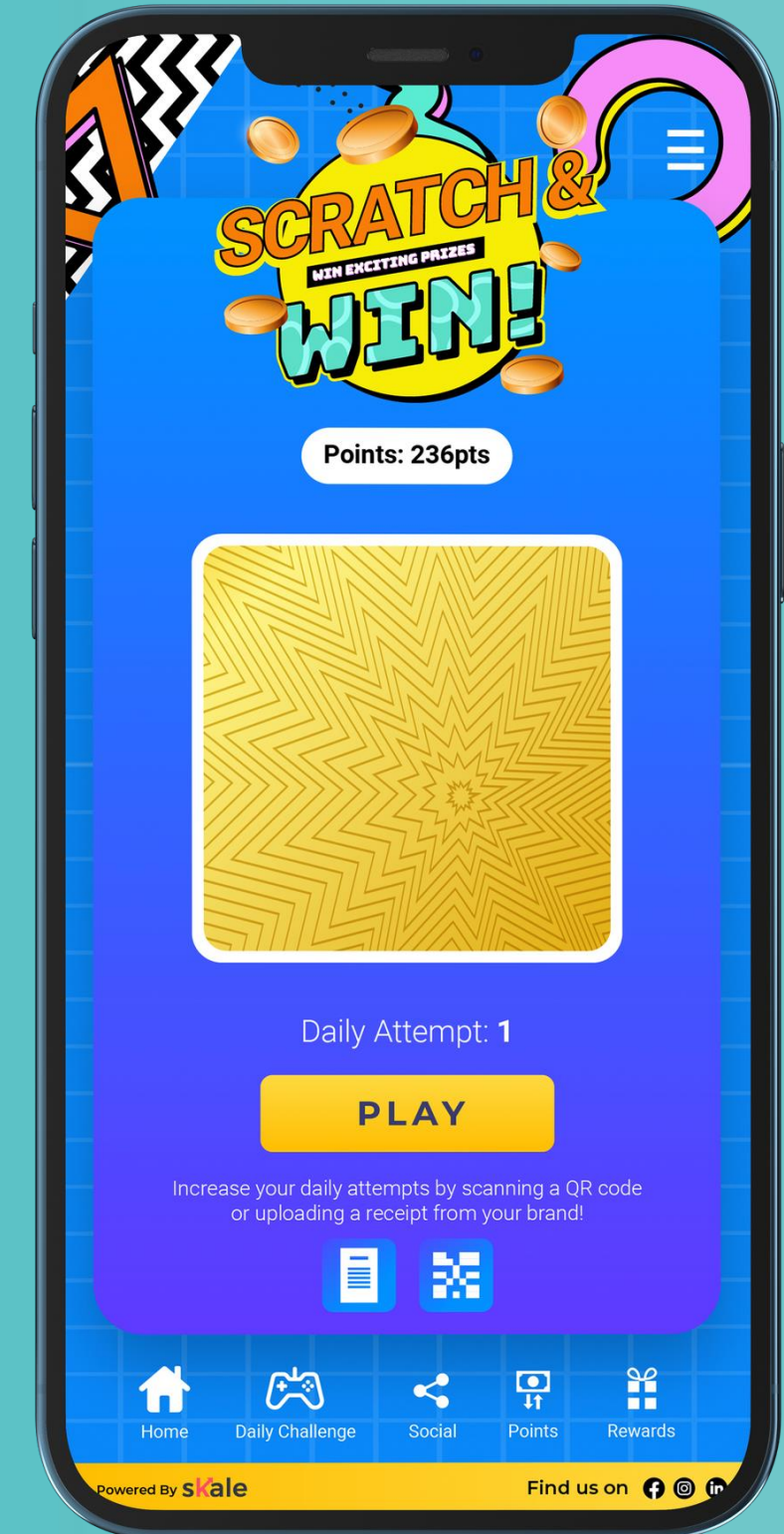
USER JOURNEY – DIGITAL SCRATCH CARD



Shoppers are driven to the platform via Social Media Ads, EDM, or to the organic follower base

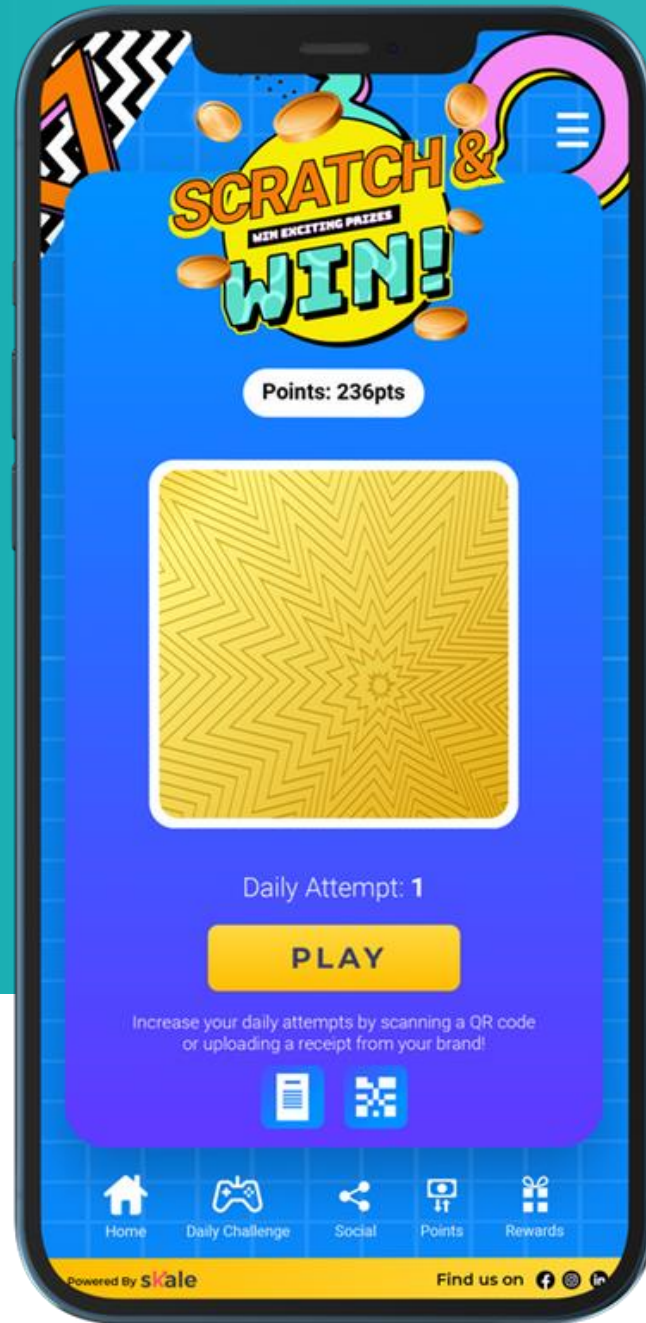


Capture First Party Customer Data
When Shoppers register

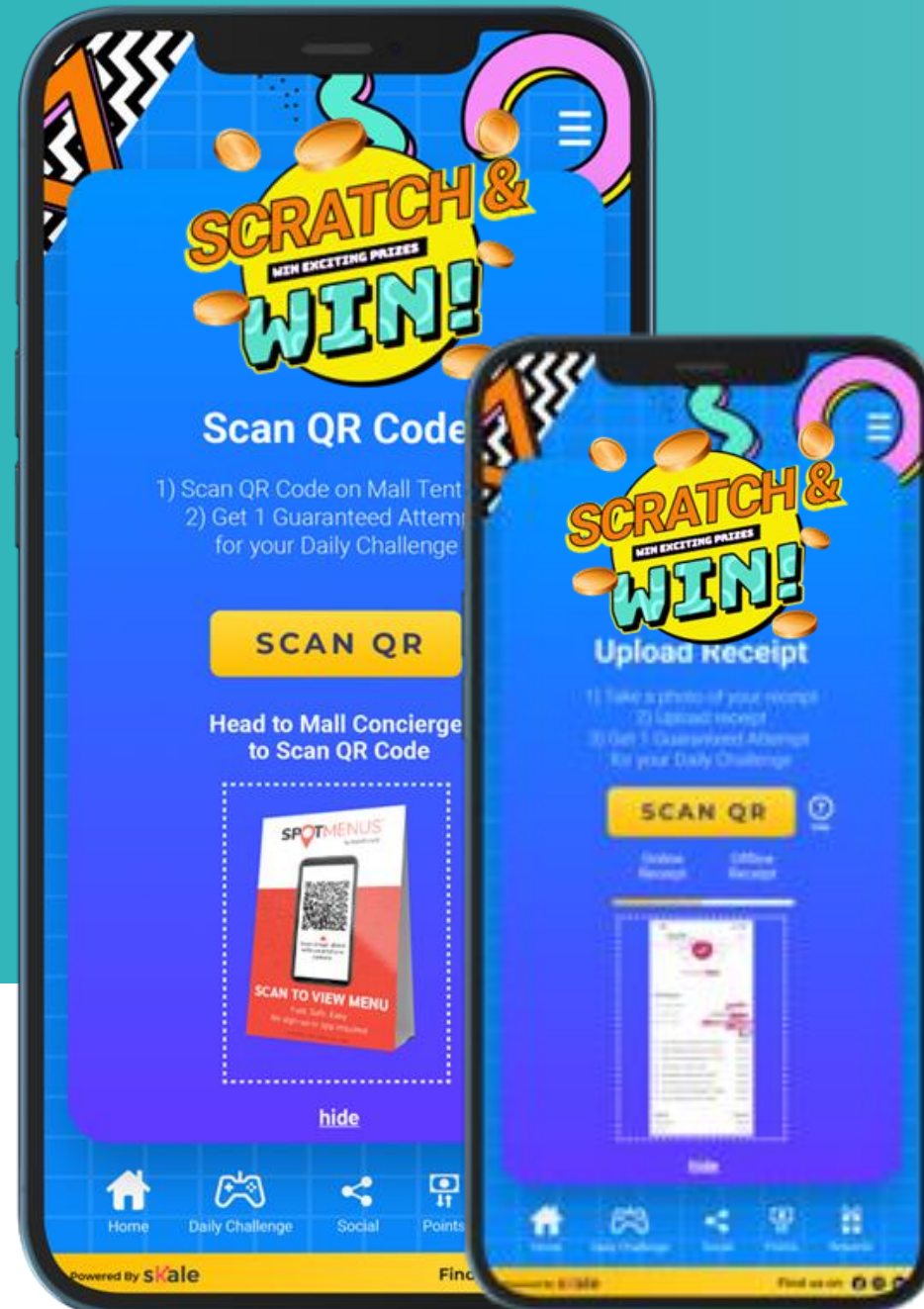


Shopper is directed to a Digital
Scratch Card platform

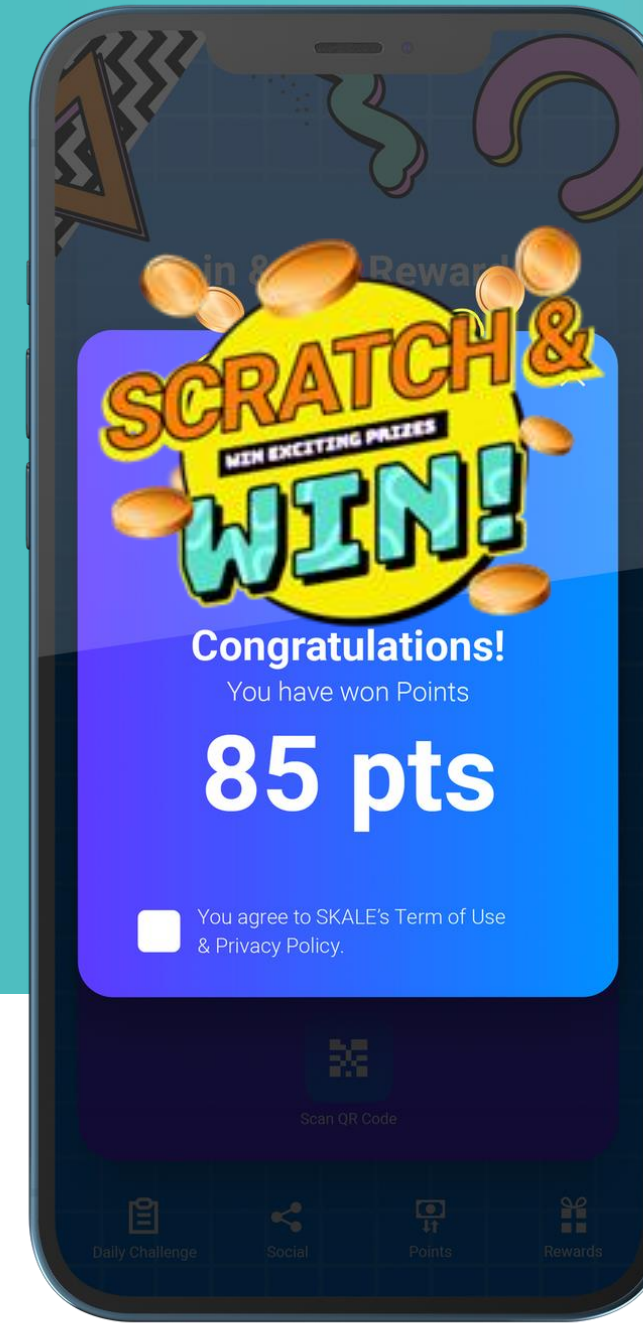
USER JOURNEY – DIGITAL SCRATCH CARD



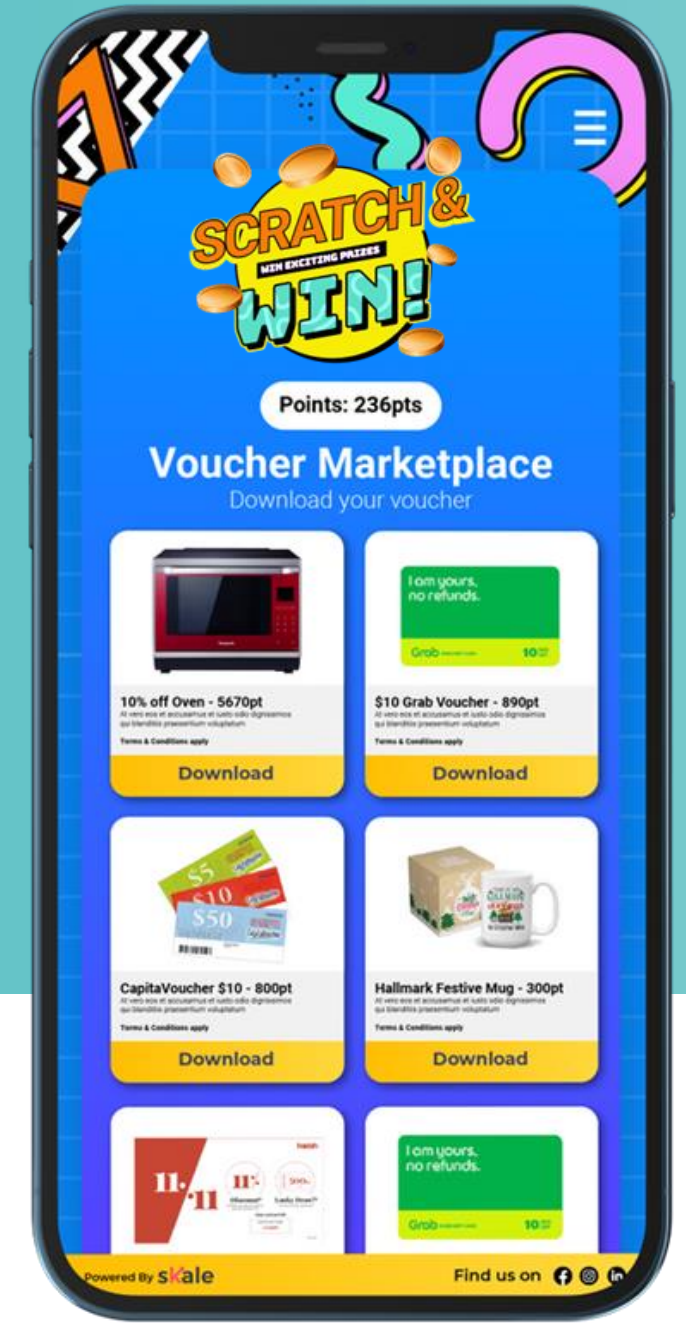
- The user allowed one attempt daily to scratch
- upon Registering (to allow for Instant Gratification and Engagement)



- User prompted Scan QR or upload receipt upon making a purchase to unlock additional points



- SKALE has the ability to customize Point provisioning/number of attempts provisioned based on actions taken
 - Scan QR
 - Refer Friend
 - Follow Social Media
 - Upload photo



- Shopper can redeem their rewards through the rewards marketplace

HOW TO CREATE A DIGITAL SCRATCH CARD

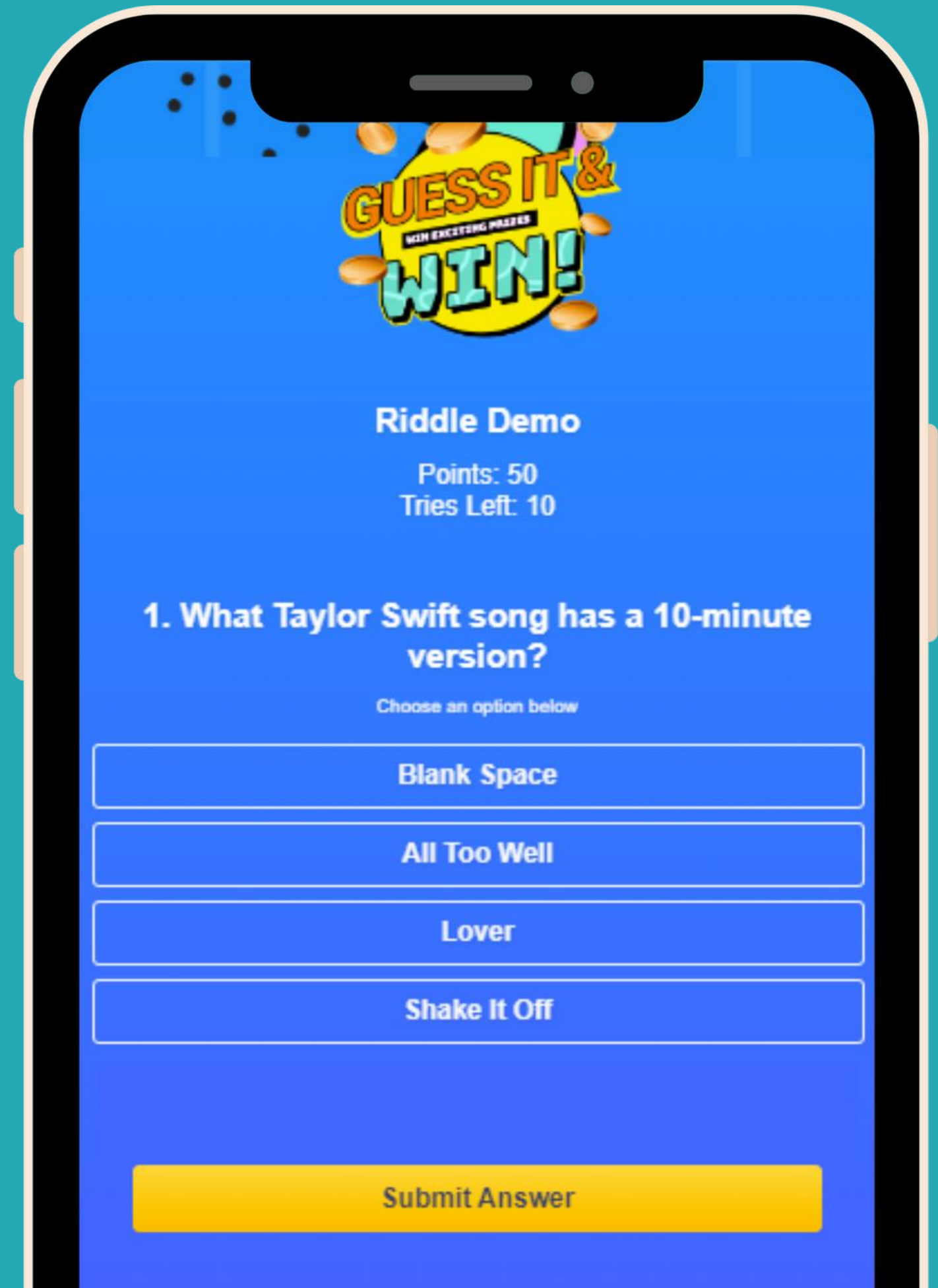


DIGITAL SCRATCH CARD FAQ

| | |
|--|---|
| Can I award items rather than points? | <p>No. You can only reward points in the Digital Scratch Card game.</p> <p>However, you can include an image of the reward in the winning message so the user knows what item he or she can redeem with the points won.</p> |
| Can I upload videos or images on the scratch card? | No. You can only display an image and text. |
| Can I set the number of winners for each day? | No. The game's system is randomized. |
| Can I change the font of the text? | No. You can only change the text color. |

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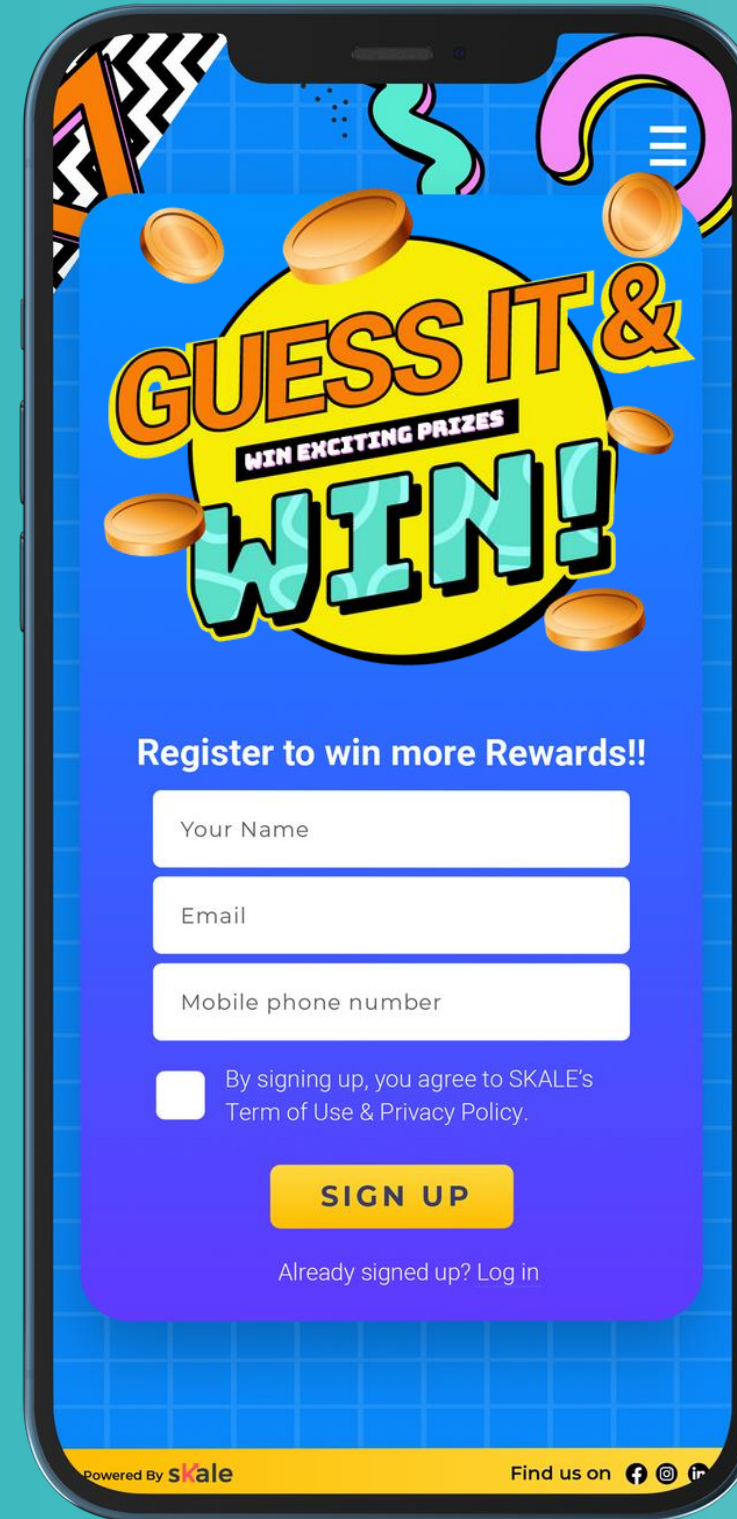
Daily Riddles/ Quizzes



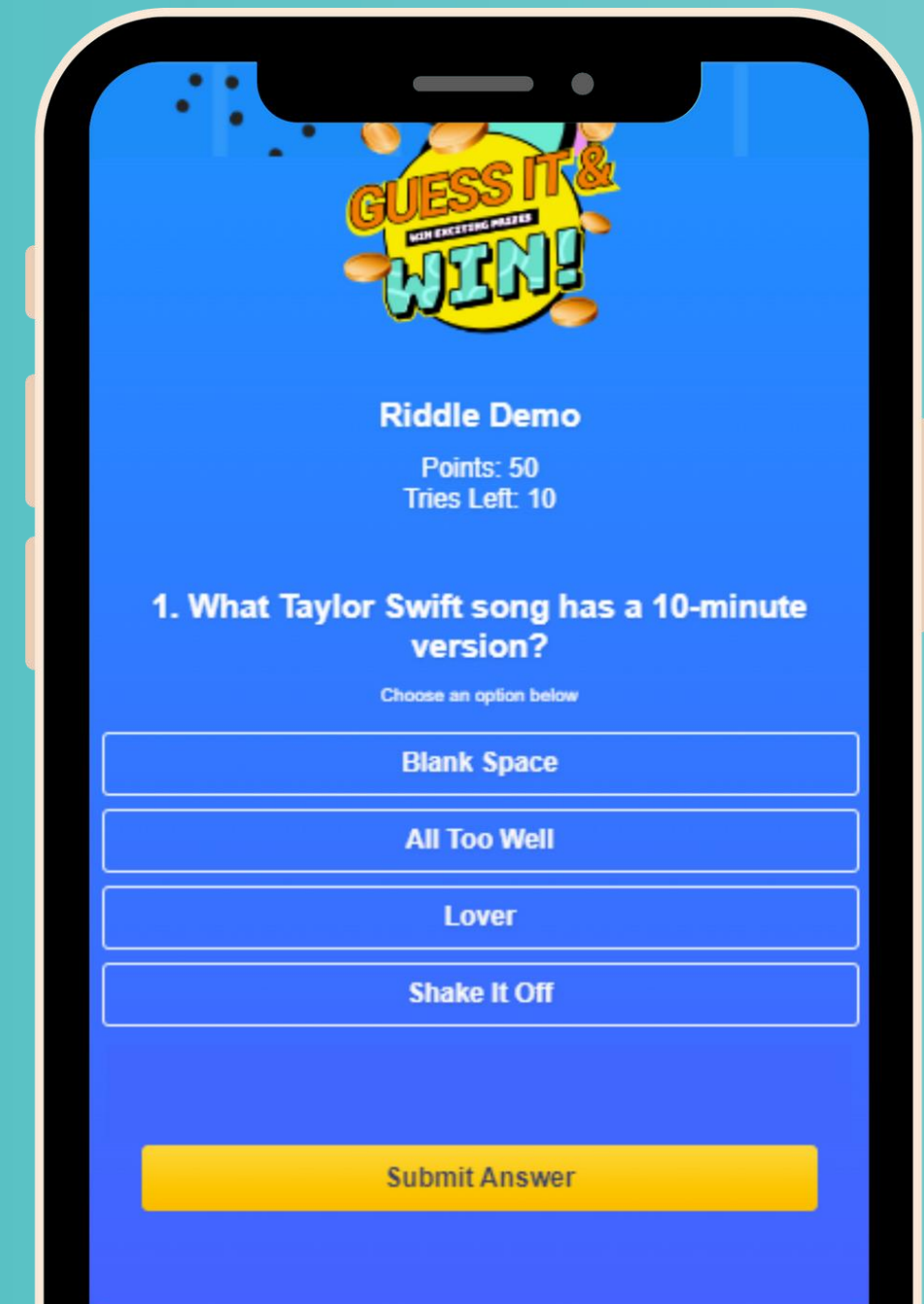
USER JOURNEY – DAILY RIDDLE



Shoppers are driven to the platform via Social Media Ads, EDM, or to the organic follower base



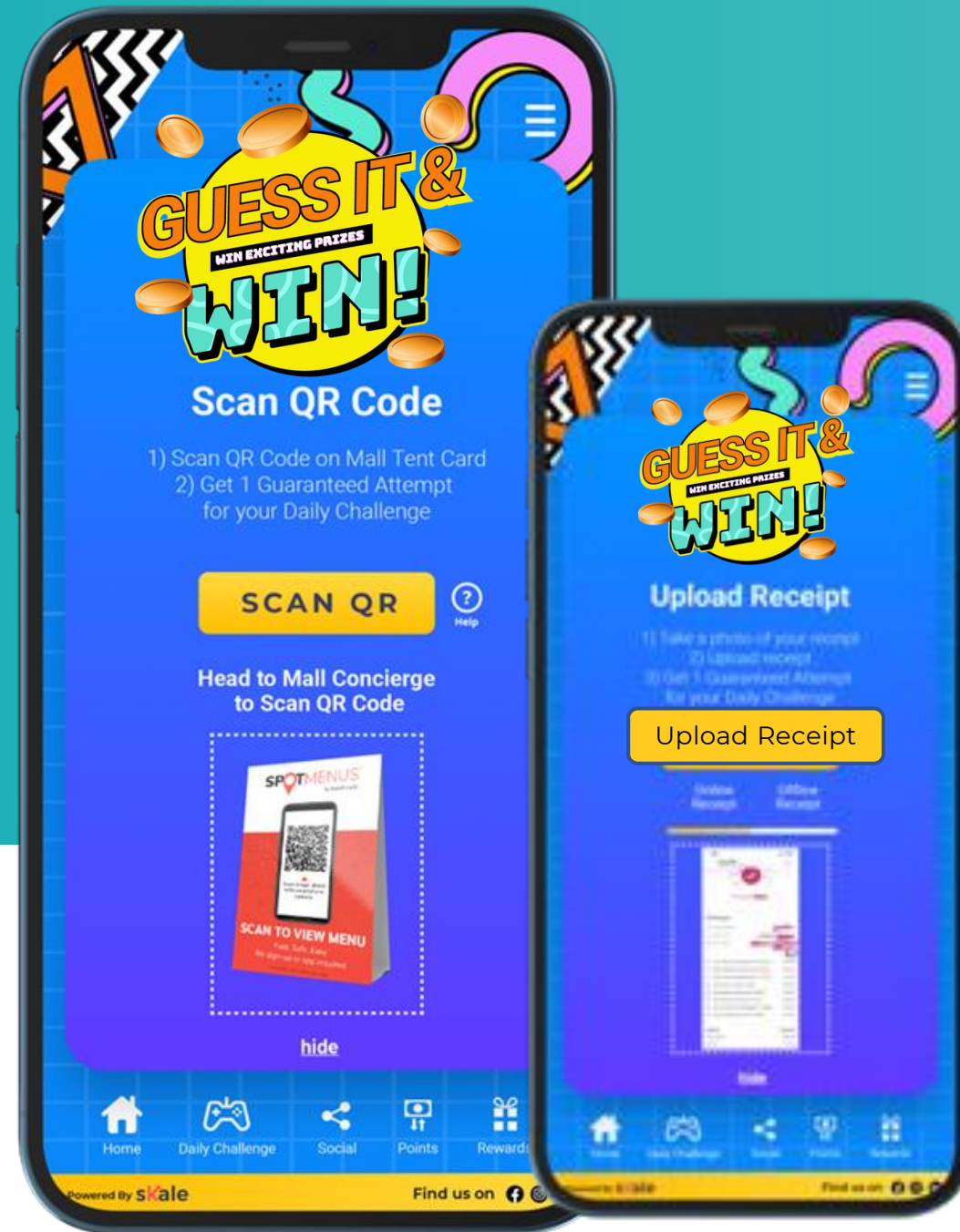
Capture First Party Customer Data
When Shoppers register



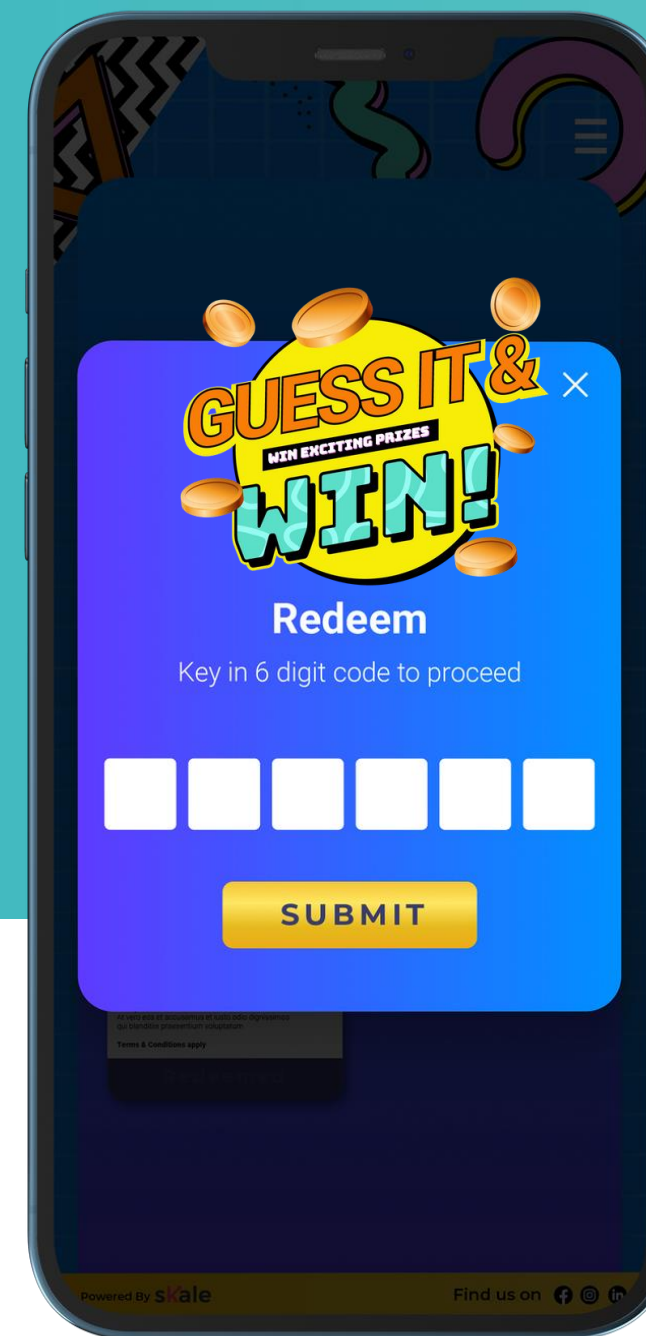
Shopper is directed to Daily Riddle gamification module

USER JOURNEY – DAILY RIDDLE

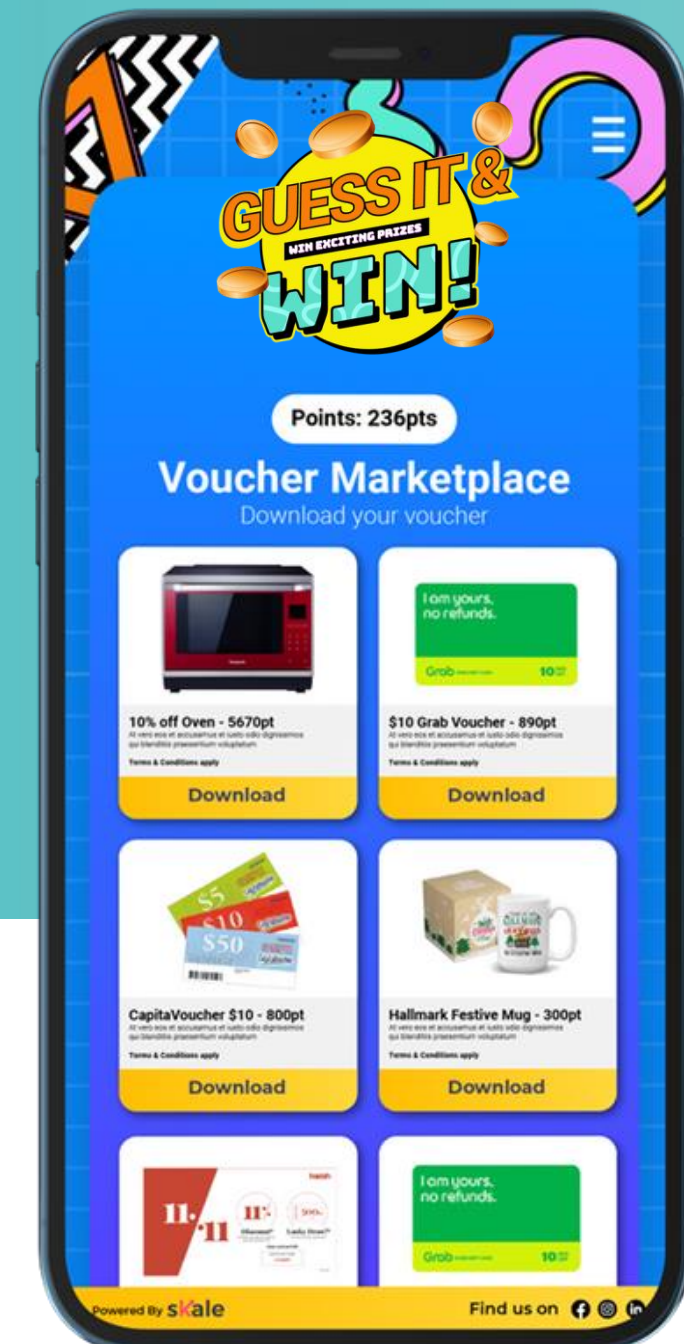
Shopper is rewarded with Points for each attempt.



- User prompted Scan QR or upload receipt upon making a purchase to unlock additional points



- SKALE has ability to customize Point provisioning / number of attempts provisioned based on actions taken
 - Scan QR
 - Refer Friend
 - Follow Social Media
 - Upload photo



- Shopper can redeem their rewards through the rewards marketplace

HOW TO CREATE A DAILY RIDDLE



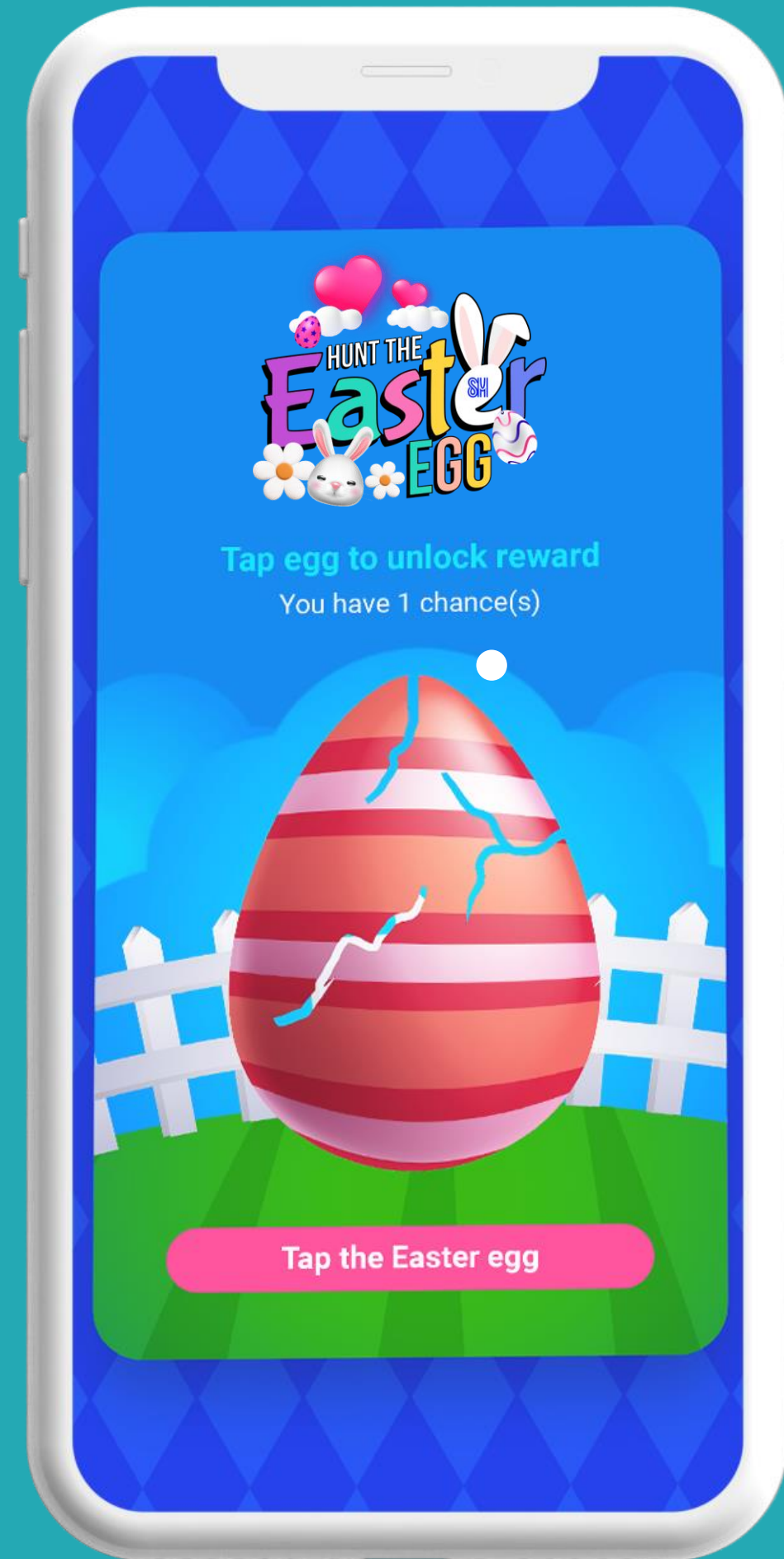
DIGITAL QUIZ/ DAILY RIDDLES FAQ

| | |
|--|---|
| Is there a limit to the number of questions I can ask? | None. |
| Do I always need to set an order of questions? | No. You can randomize the order of questions across all your users. |
| Is there a limit to the number of answers I can provide for each question? | Yes. You can create 2-5 options for each question. |
| Are there any other quiz types besides multiple choice? | No. Currently, SKALE's riddles only support the multiple-choice format. |
| Can I use formats other than text in the options? | No. |

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Tap & Win

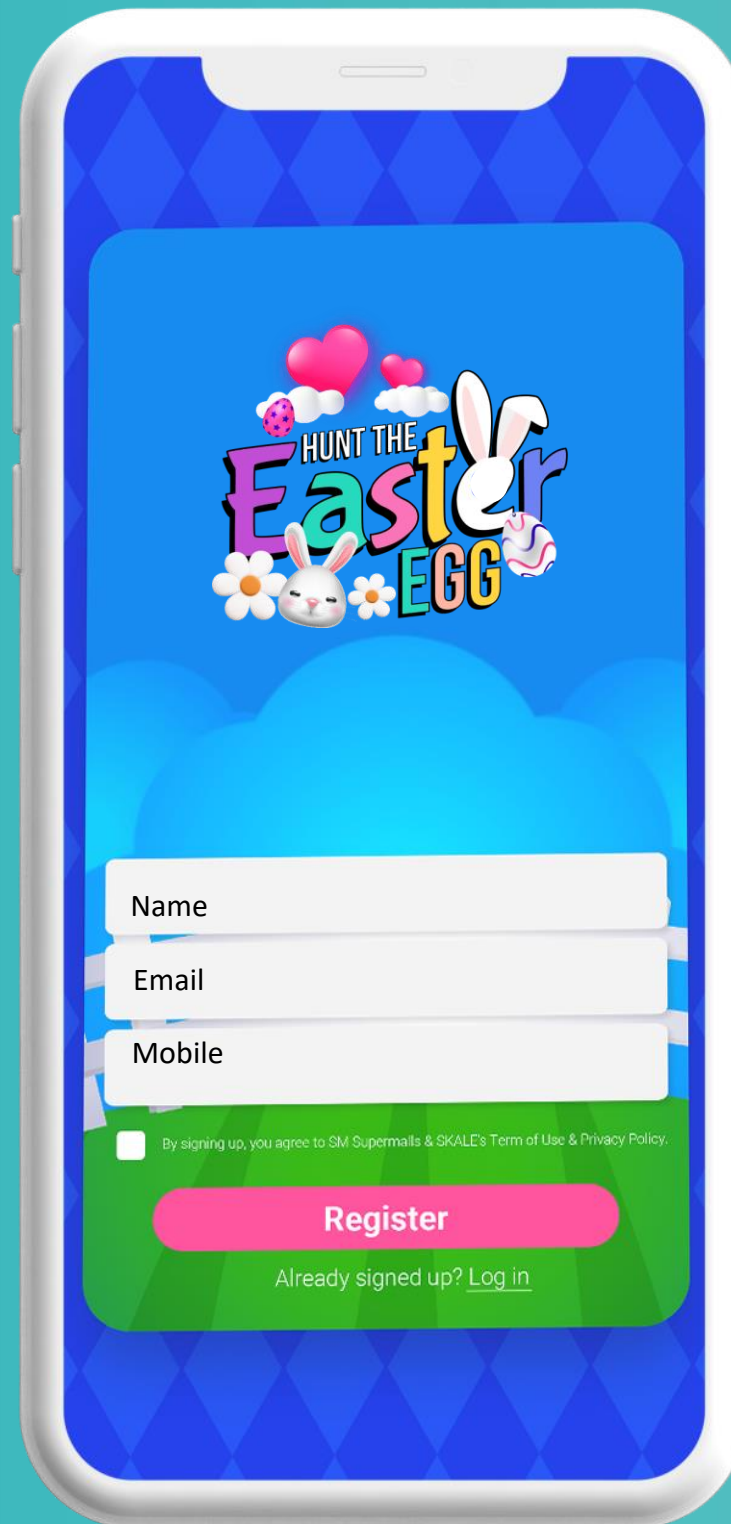
INTRODUCTION GUIDE



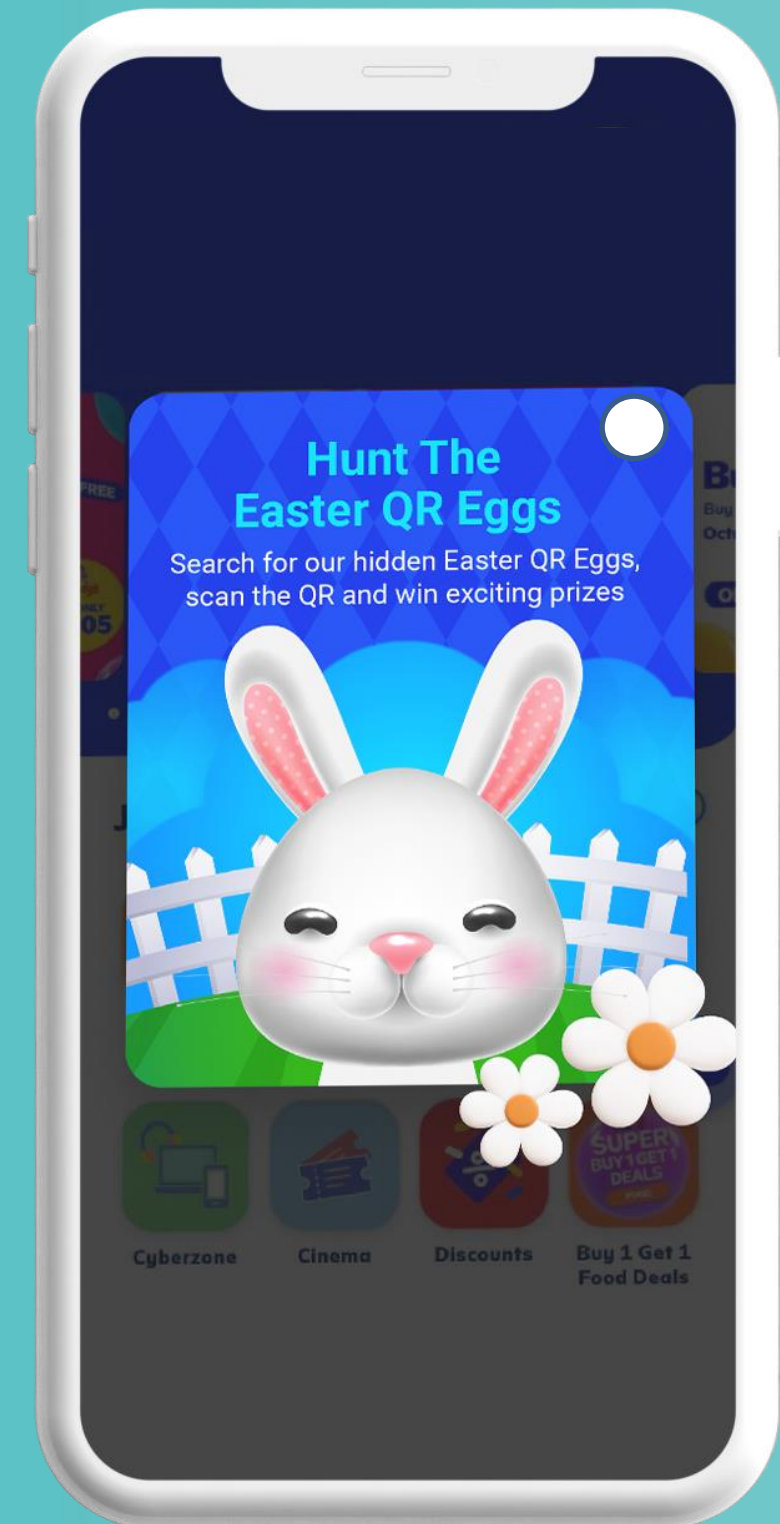
USER JOURNEY – SPIN & WIN



Shoppers are driven to the platform via Social Media Ads, EDM or on-site QR codes



Capture First Party Customer Data When Shoppers register



Shopper is directed to Tap and Win gamification module

USER JOURNEY – SPIN & WIN



- The user allowed one attempt daily to tap upon Registering (to allow for Instant Gratification and Engagement)

- User prompted Scan QR or upload receipt upon making a purchase to unlock additional points

- SKALE can customize Point provisioning/number of attempts provisioned based on actions taken
 - Scan QR
 - Refer Friend
 - Follow Social Media
 - Upload photo

- Shopper can redeem their rewards through the rewards marketplace
 - Digital Vouchers (in-store)
 - eCommerce Promo Code
 - Physical Gifts or more

A vibrant, slightly blurred background image of a board game. In the center, a red six-sided die with white pips sits on a green game board. To the left, a blue pawn stands on a path. To the right, a red pawn stands on a path. The game board features a green field with several yellow sheep, a brown brick path, and a small house with a green roof and a window. In the foreground, several circular tokens with numbers (7, 8, 9, 10) are visible. The overall scene is bright and colorful, suggesting a fun and engaging gaming experience.

Advanced Package of Games

Standard package games plus Digital Stamp Card,
Augmented Reality, Metaverse and Customized
Gamification

skale Digital Stamp Cards

Digital stamp cards, like their physical counterparts, can be an effective tool for driving repeat purchases and customer loyalty.

Every time a customer uploads a receipt or completes a desired action, he or she can earn a virtual stamp that can be redeemed for exciting prizes.

Our platform enables you to collect first-party data, provide a stamp for every in-store purchase, and deliver personalized incentives.

You can customize the design, set stamp conditions, and select from a variety of reward programs, including point-based, discount-based, and direct rewards.



Benefits of Digital Stamp Card Apps Over Physical Stamp Cards

- 1 Customers are no longer required to carry physical cards. They also do not need a new one if they misplace their stamp card.
- 2 Customers can access it by going to the stamp card platform or scanning a QR code.
- 3 Businesses no longer need to worry about running out of stamps or cards to distribute.
- 4 There will be no costs associated with printing stamps and cards before the campaign's launch.
- 5 Instead of having an employee manually stamp the card, the user can claim it virtually in real-time.

Experience SKALE's
**Digital Stamp Card
Demo**

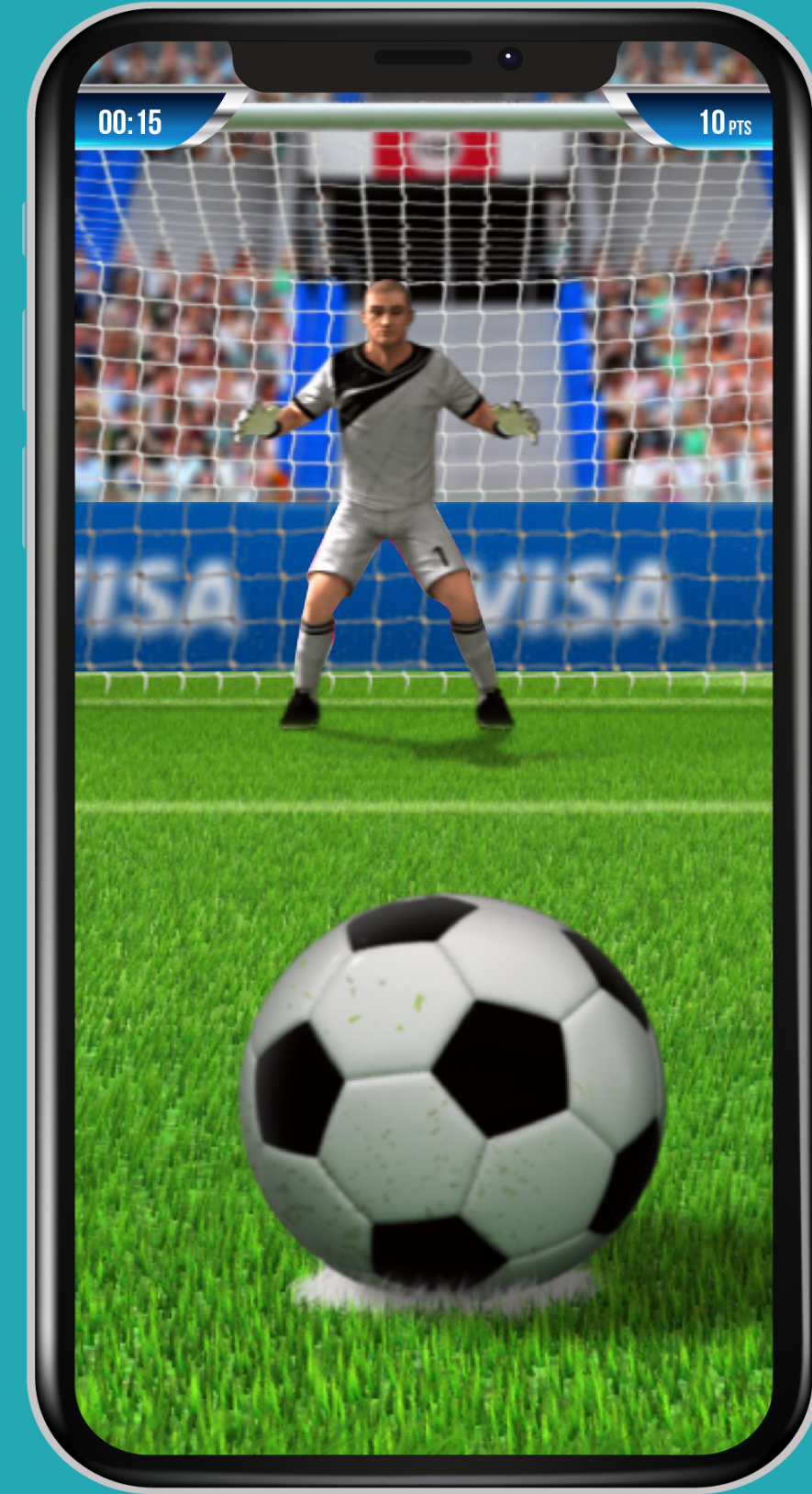
[START DEMO NOW](#)



skale

Digital Soccer

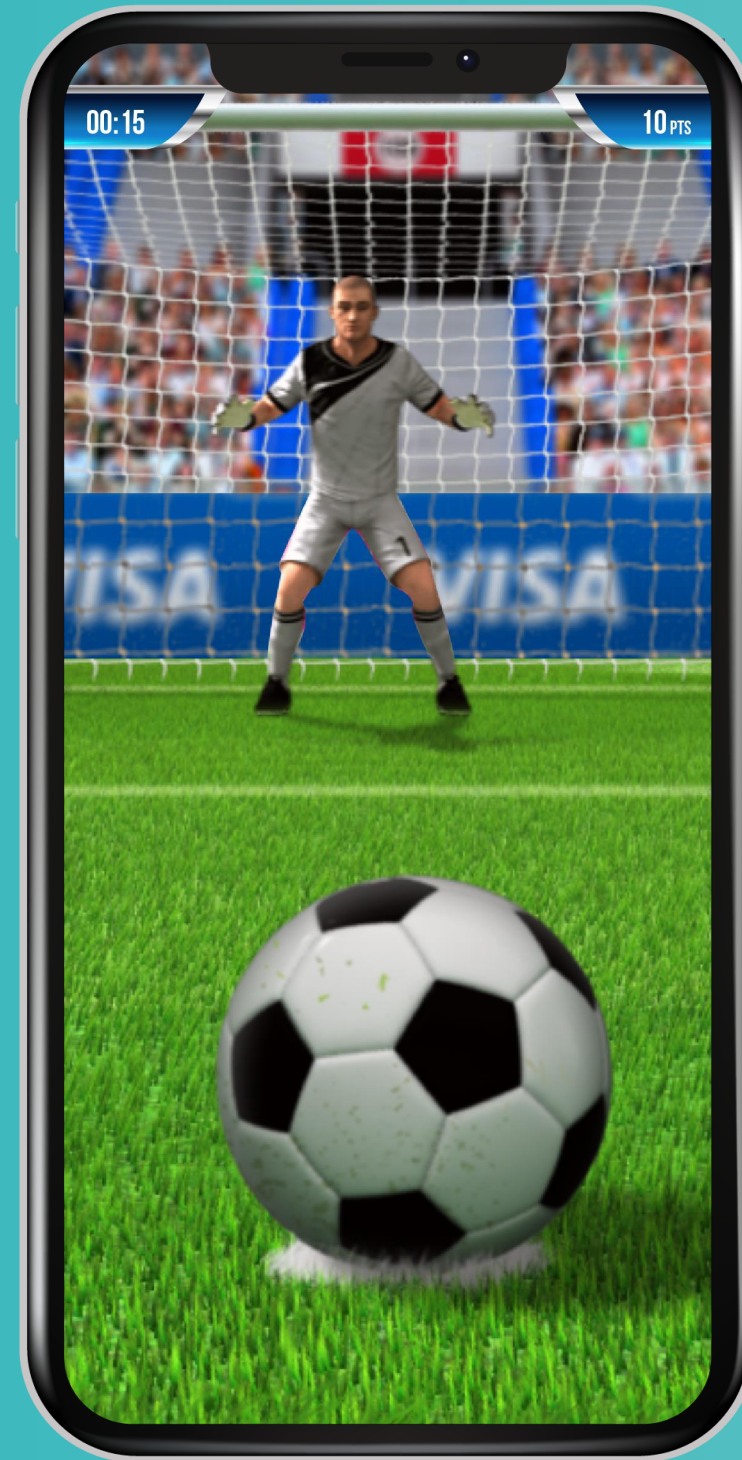
INTRODUCTION GUIDE



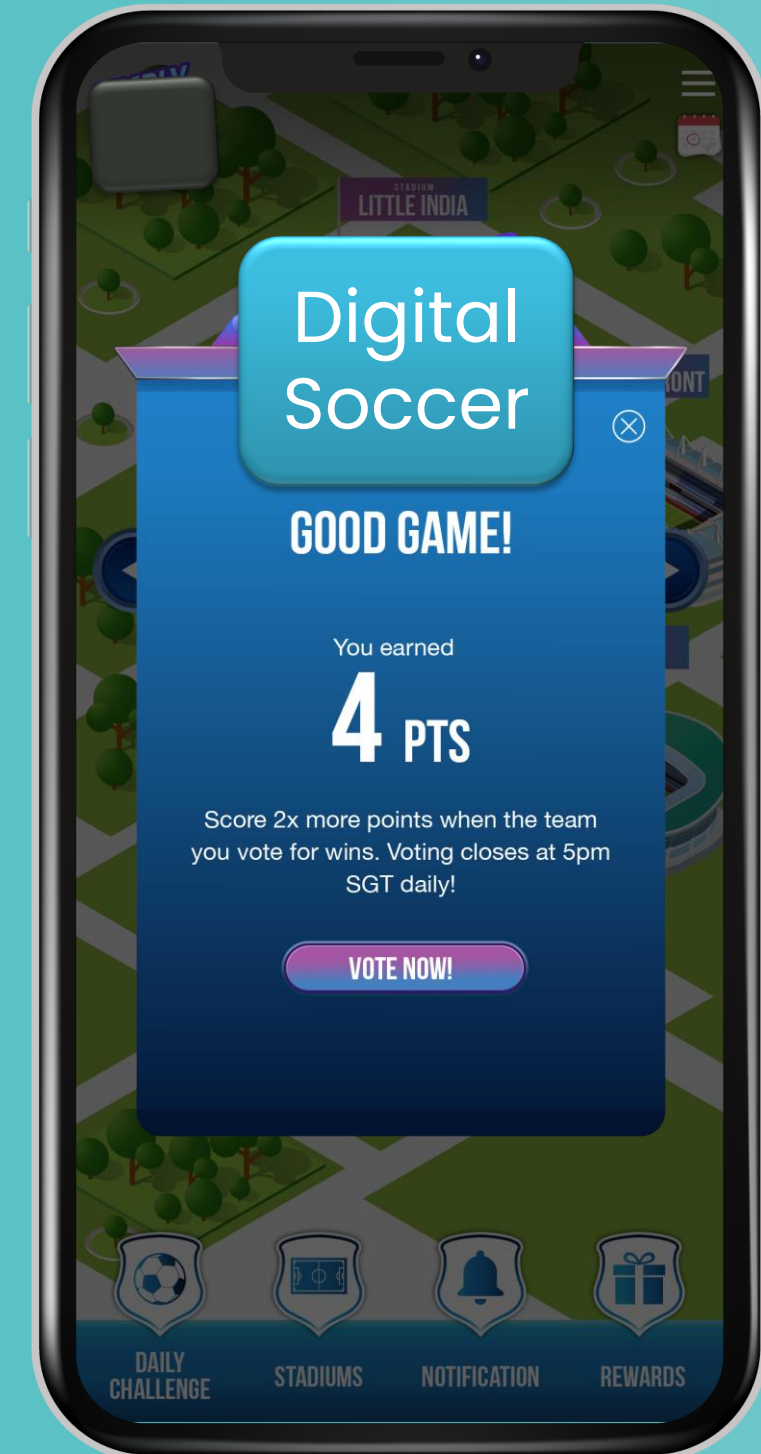
USER JOURNEY – DIGITAL SOCCER



Users register for the game using their name, email and mobile number. Upon entering the portal, they can choose the arena they want to play the game



At the arena, user swipes for the ball to goal within the specified time limit. The objective is to hit the goal as many times

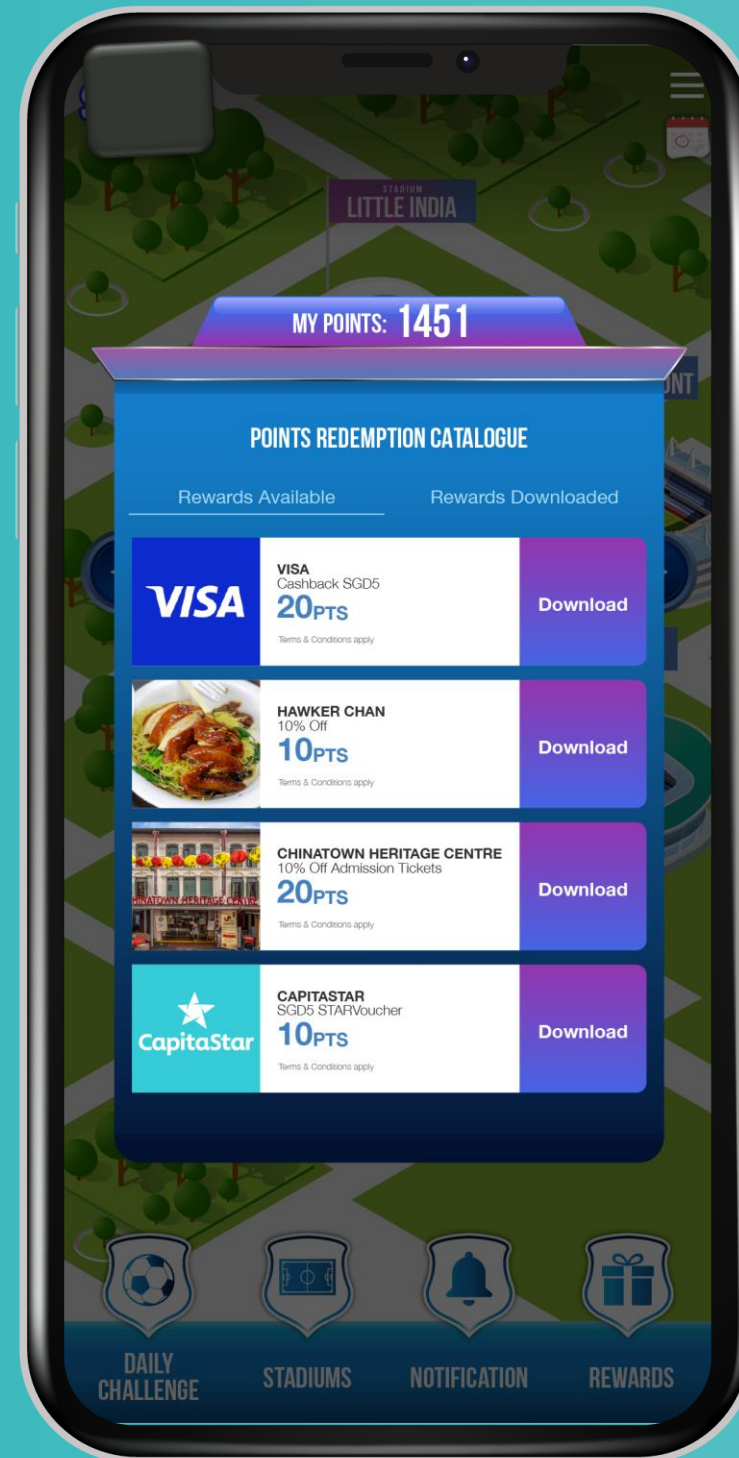


When the time limit is reached, the screen will show the number of points won

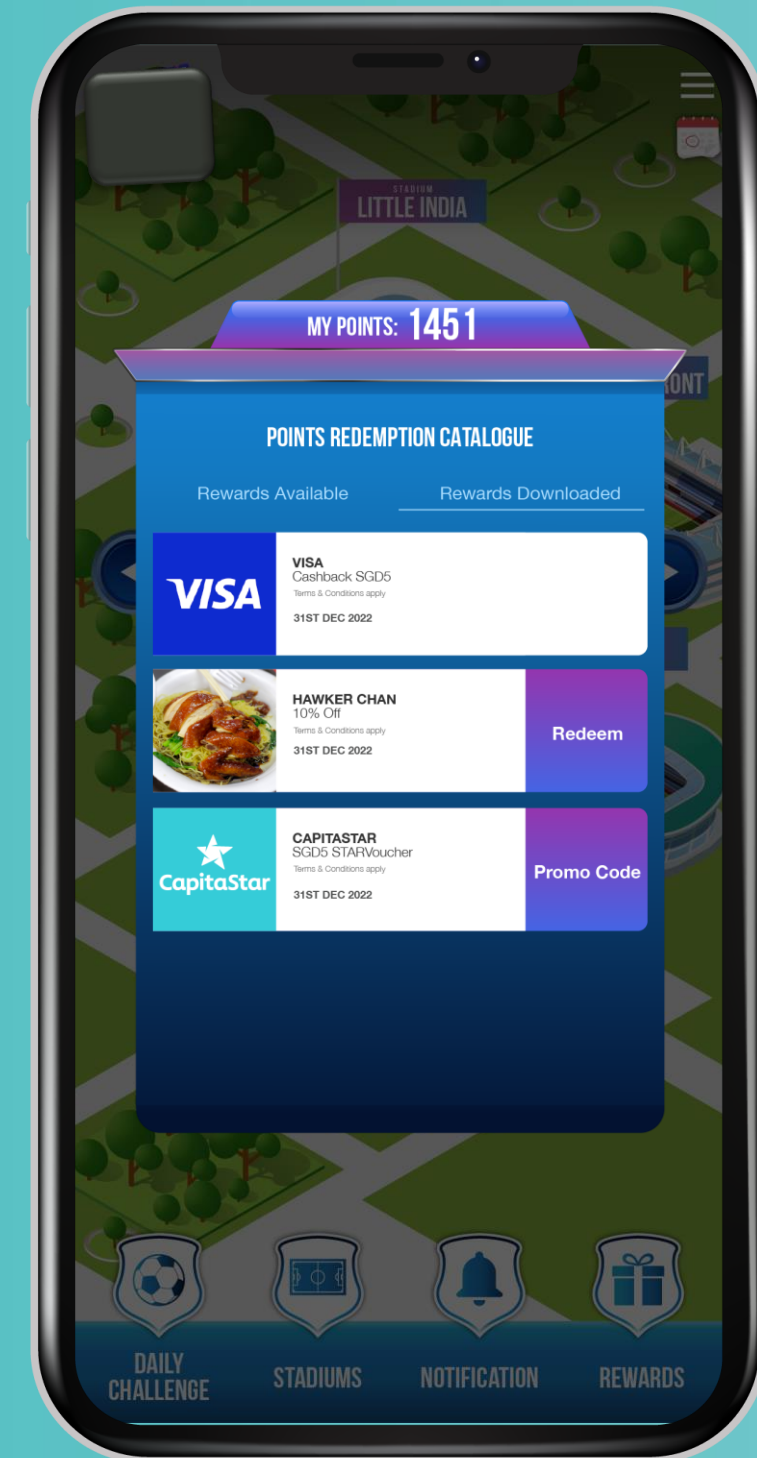
REWARDS – OVERVIEW



Users can use their points for additional attempts to play the game or to claim rewards

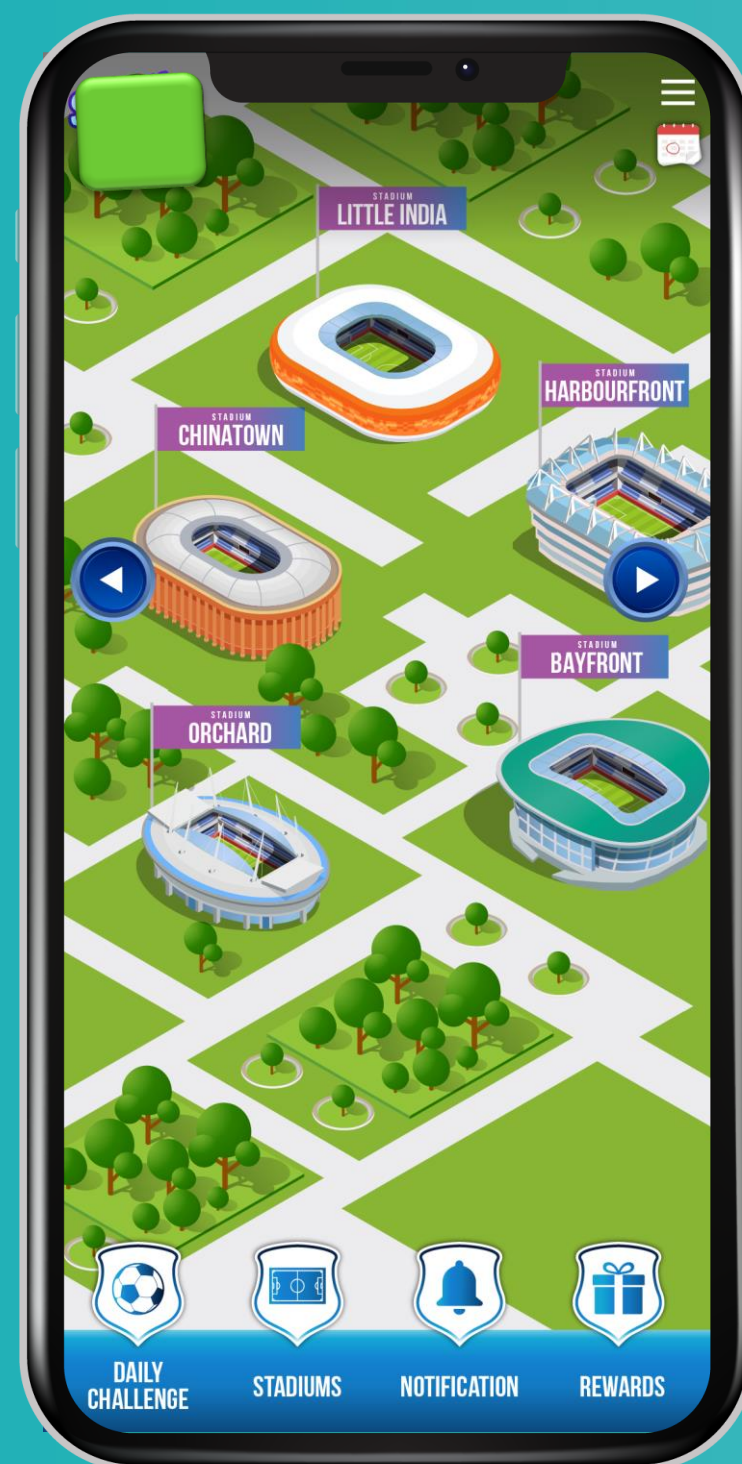


When users click on rewards button, a popup will show Rewards Available for the number of points that they have garnered.



Redeemed rewards are also tracked

Leaderboard



To view the leader board, users can click on the Leader Board icon



A popup will show the leaderboard

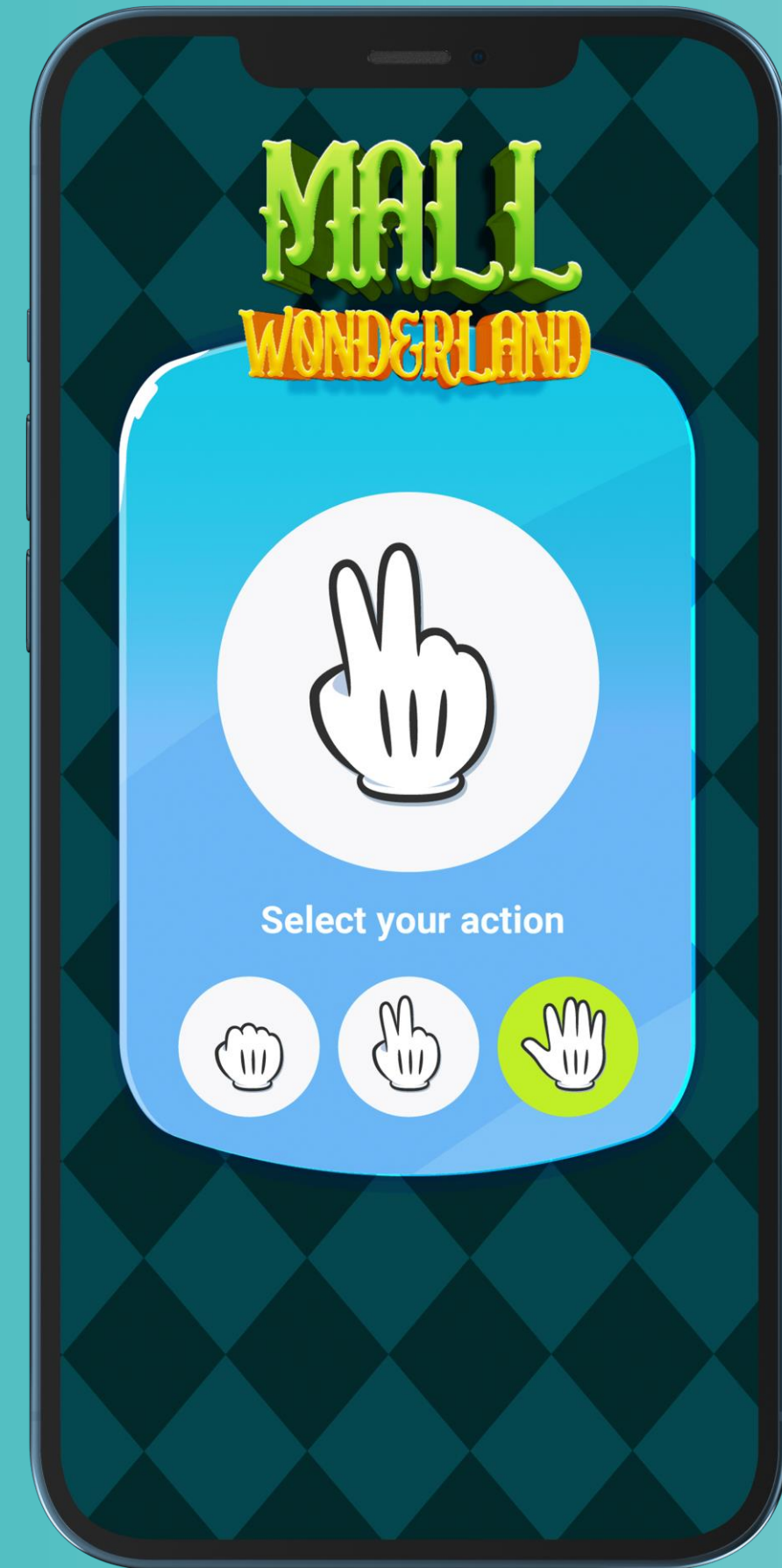
- There will be an additional bar below the overall rankings of users to show individual's current ranking as the leaderboard ranking will only show up to top 50* ranks.

**number of rankings to show on leaderboard will be confirmed*

skale

Rock, Paper, Scissors

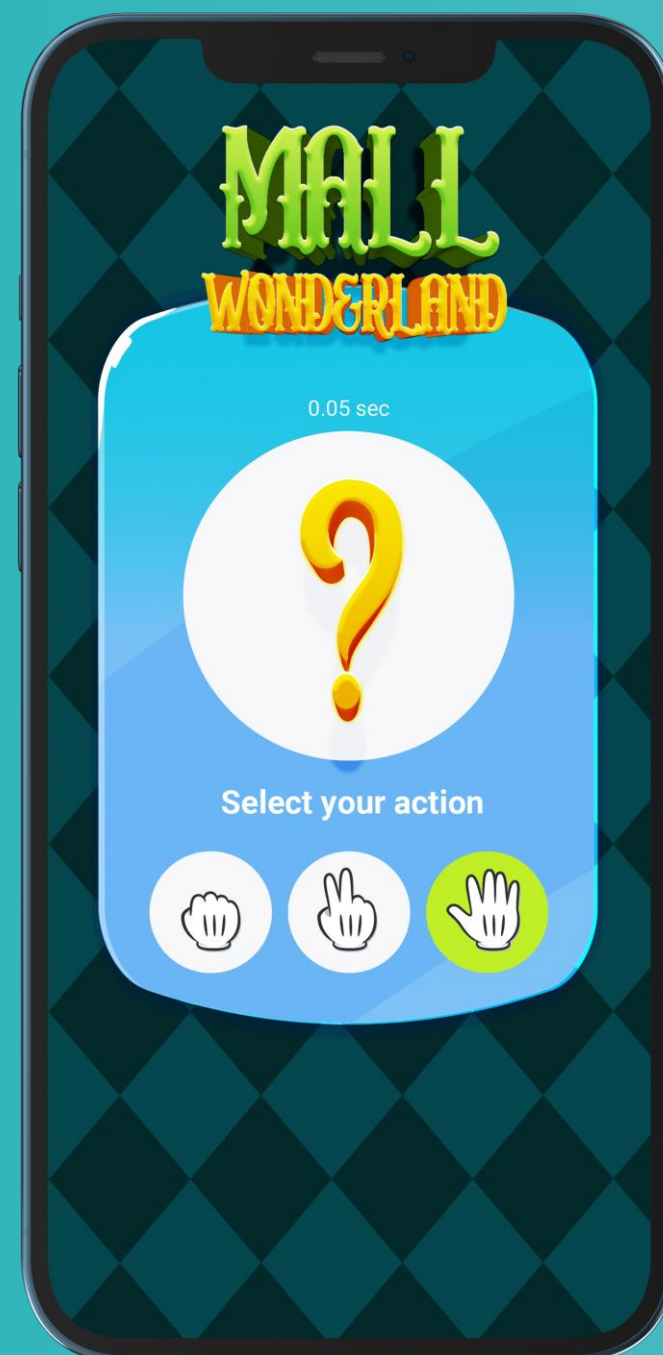
INTRODUCTION GUIDE



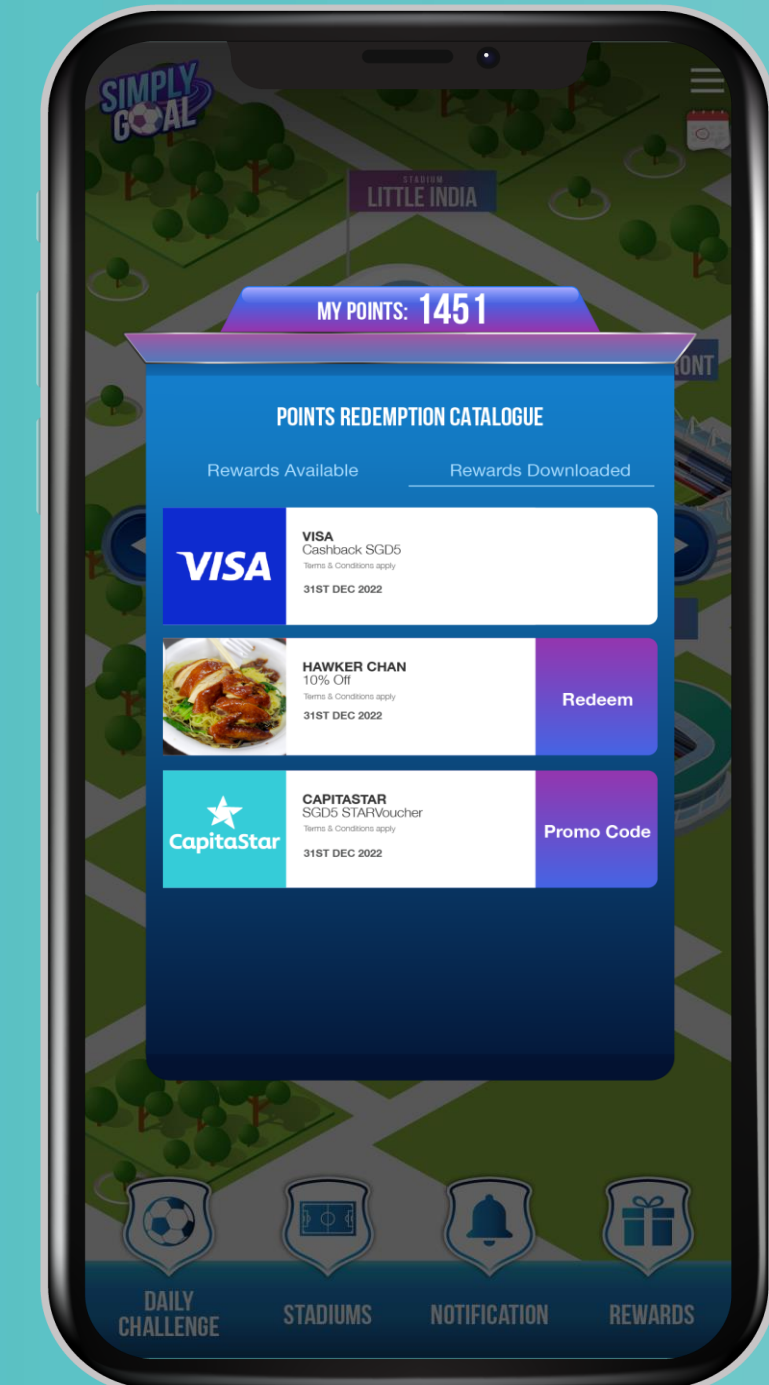
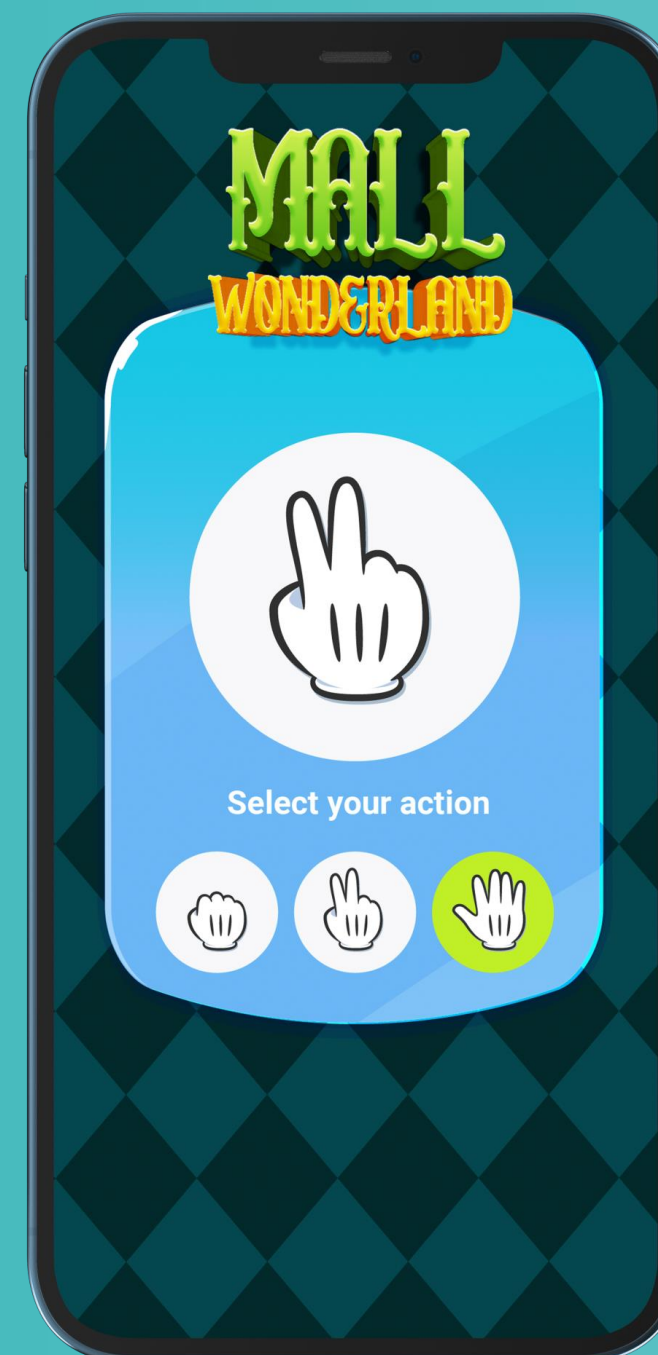
User Journey



Users register for the game using their name, email & mobile number.



Each time a user tops up, they will be entitled to X rounds of Rock, Paper, Scissors to garner as many points as possible.



User is able to easily access number of points and rewards Available to redeem

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Augmented Reality



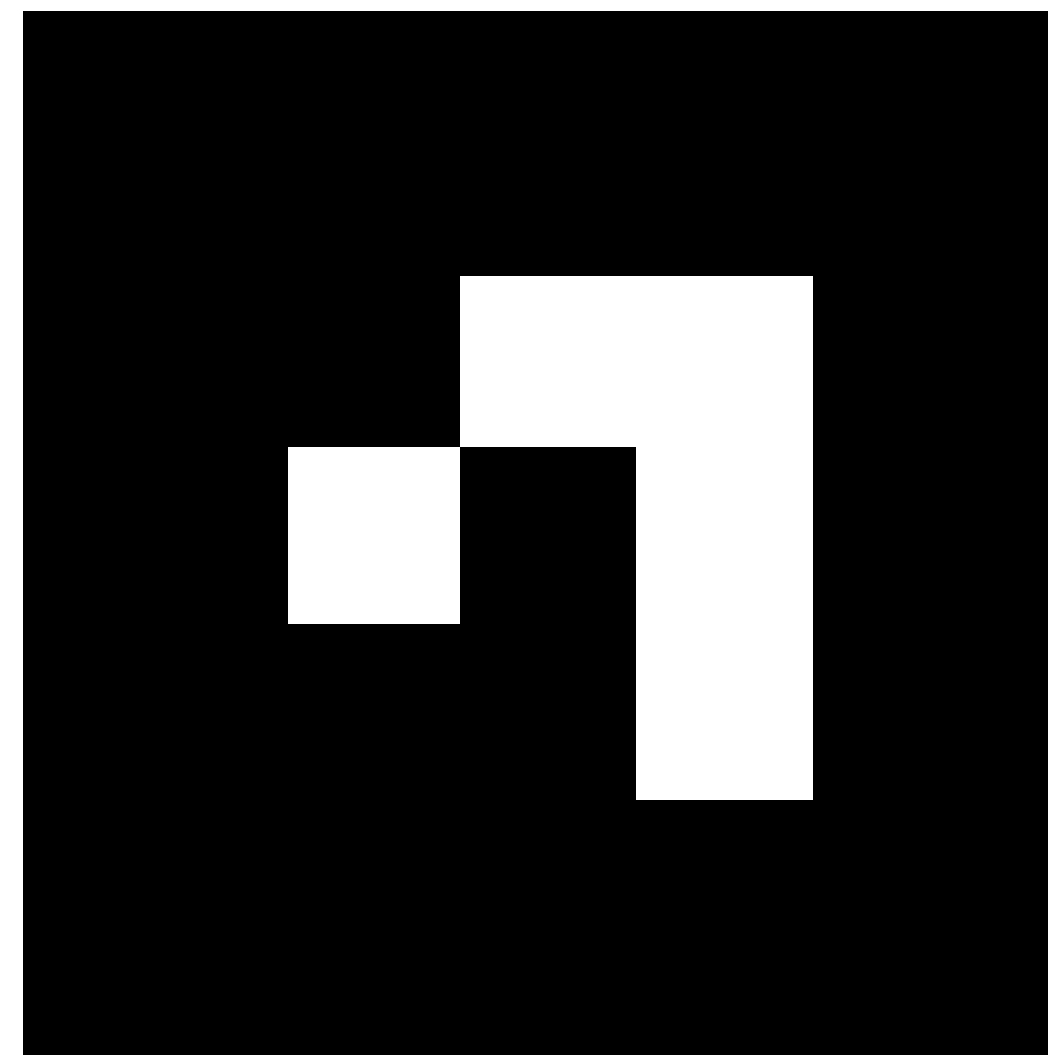


Introducing SKALE's Augmented Reality Campaign

Experience **Augmented Reality**

Use your mobile phone to click the link below and scan the image to meet **SKALE's adorable AR pet**.

[ACCESS AR DEMO](#)



- 1 Engage Shoppers at Home, before they Visit Mall
- 2 Make Mall Campaigns Measurable, Real-Time Tracking of ROI
- 3 Drive App Installs through Gamification
- 4 Fully Integrated with App
- 5 Automated Re-engagement to Drive App Installs

Augmented Reality Gamification, Proven to Drive Shopper Engagement and Action

1

Engage Daily to Grow AR Plant



Shoppers are provisioned a Seed; Goal is to grow a Plant to reap rewards.

2

Daily AR Token Game



Capture as many tokens in 120s
See twice as many tokens in Mall

3

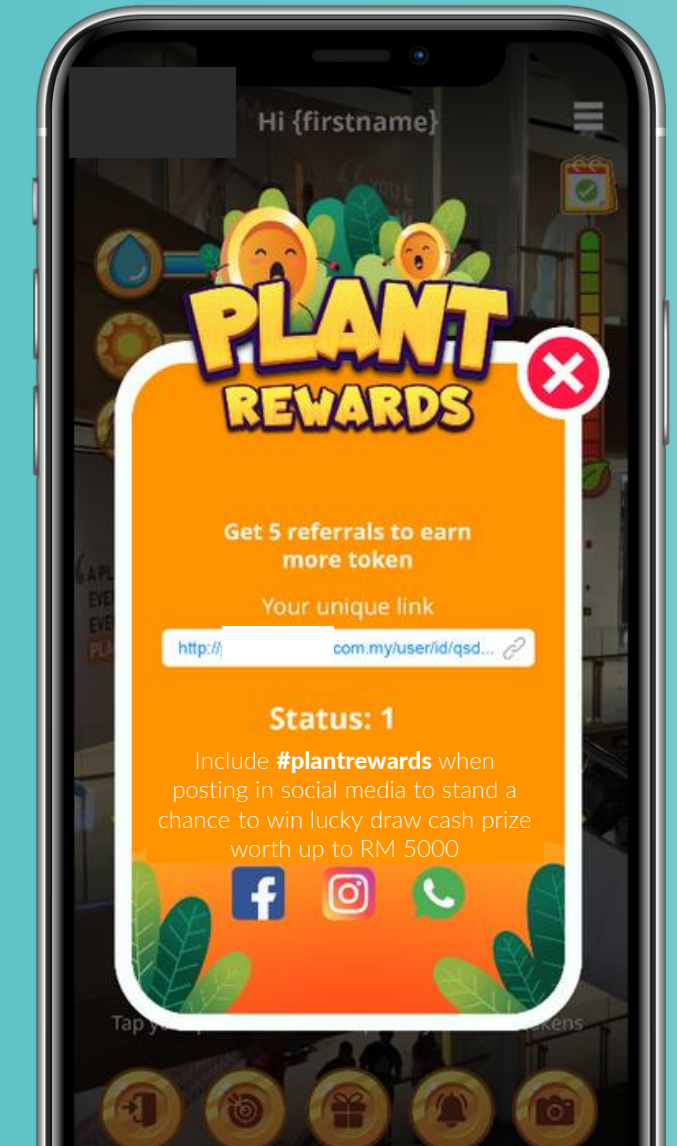
Unique Daily Experiences



Reward Shoppers for Engaging Daily

4

Referral



Refer a Friend; Get Rewarded with Points for Successful Referral

Seamless Integration and User Experience In-App

10mil
Sales

1

Capture Email,
Mobile during
Registration



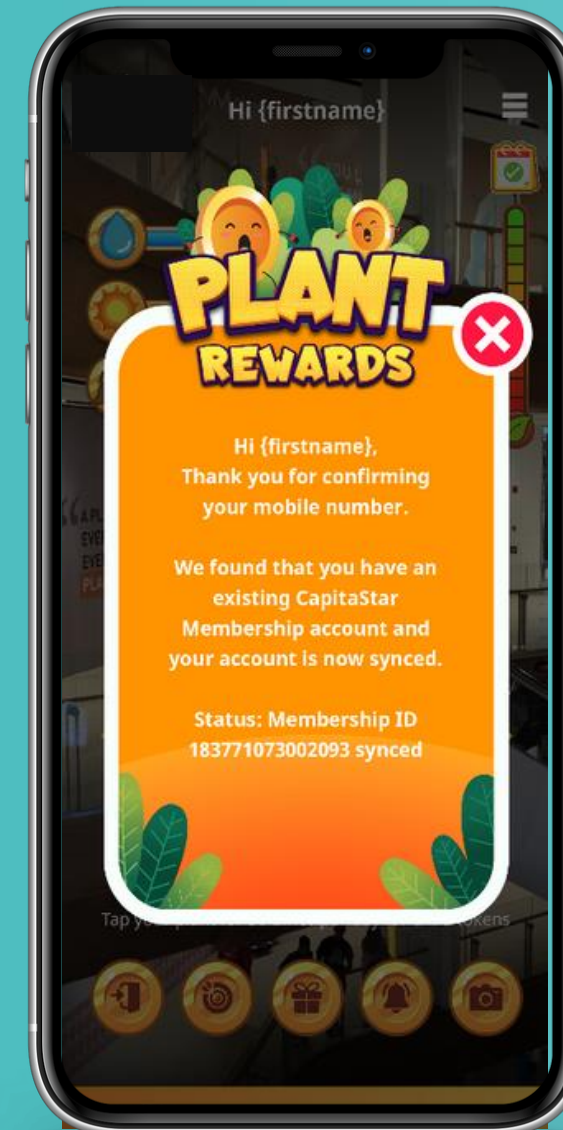
2

All Gamification
can be made
accessible via App



3

Automated Syncing
of Accounts



4

Incentivizes
App Installs



BENEFITS OF AUGMENTED REALITY



Expanded Offline
and Online Sales



Enriched
Customer
Engagement



Contactless
Experience



Equipped Data on
Consumer
Behavior



Reduced Staffing
Expenses



Customer Loyalty



Increased
Footfall



Increased App
Registrations

SKALE'S METaverse MALL



Introducing SKALE's Metaverse Campaigns

Inside SKALE's Metaverse Mall, you can create a space where friends and families can shop, play, and socialize all at the same time.

- Create your own currencies
- Offer virtual goods or rewards
- Launch digital vouchers that people can redeem offline
- Direct people to external channels such as your social media pages
- Track every action in a single dashboard

Campaign **Ideas**

Create an immersive experience

SKALE can simulate physical spaces and offer an immersive experience that goes beyond real-world limitations.

Digital avatars for everyone

In a 3D space, we can let users create and customize their own avatars.

Deliver an omnichannel experience

Translate rich immersive experiences into incentives that direct shoppers to offline sales channels.

Strengthen brand partnerships

Give your clients something they can't refuse: a more immersive and effective form of advertising.

Track conversions

Connect Metaverse experiences to the SKALE platform to track your customers' online and offline actions.

Fully Customizable Gamification System Managed by SKALE or your Agency

1 Customize Campaign Details and Duration

Settings / Campaign
Overview of all settings

Business Profile

Campaign

Gamification

Main Game

Tracking

Market Place

Copy Manager

Campaign Setup

Campaign Name

Title of campaign

Spin & Win Now to Stand a Chance to Win \$510K

Campaign Name Short

Max 12 characters recommended

Spin & Win

SEO Description

Short explanation of campaign platform

SKALE brings you a spin & win gamified experience

SEO Keywords

Separate keywords by commas

Spin & Win, Gamified, SKALE

Campaign Duration

Users are not allowed to register before or after the campaign

2021-05-01 - 2021-05-15

Reward Marketplace Validity

Rewards will not be available for redemption before or after its validity

2021-01-01 - 2023-03-01

Campaign End Message

<h4>This campaign has now ended</h4>
Thank you for your participation in this campaign !

Thank you for your patience.
For further enquiry, please email us at hello@skale.today

Challenges

Offline Engagement

Social Media Follow

App Install

Snap a Photo

Upload Receipt

Referral Programme

Referral Points

15

Referee Points

15

Share Message

Did you hear about :client_name's Platform? Join with my link below and you will immediately get :referrer_point free points right away. Start here: {referrer_link}

Referral Instructions

Both you and your friend will get 1 points when they sign up through your link & upload their first receipt

Save

2 Fully Customizable Look and Feel

Campaign Styling

SPIN & WIN!

Campaign Name

Sign up now

Masthead Image

Choose File

Browse

SPIN & WIN!

Popup Background Type

Color - Gradient

3 Incentivize Shoppers to Achieve Your Objectives

Fully Customizable Gamification System Managed by SKALE or your Agency

4 Customize Every Single Mechanic
within the Game


5 Embed Your Marketing Trackers

☒ Upload Receipt

Image

Choose File

Browse



Title

Upload Receipt

Instructions

Upload receipt of your purchase to unlock additional attempt

☒ Add Shortcut

Awarded

1

Chance

Points

Daily Limit

10


☒ Auto Approve

Example Image 1

Tenant 1

Choose File

Browse




Example Image 2

Tenant 2

Choose File

Browse




Example Image 3

Tenant 3

Choose File

Browse



Settings / Tracking

Overview of all settings

Business Profile

Campaign

Gamification

Main Game

Tracking

Market Place

Copy Manager

Tracking

Facebook/Meta Pixel ID

12312309403

Google Tag ID

UA-XXXXXXX

SKALE Pixel ID

34123989

Other ID

NA

Save

Segment all your Offline Customer Data

[Load Saved Audiences](#)

Who are you sending this blast to?

Customize Audience Segment

Add trigger conditions modules for blast
All users will be selected for empty filters

Events/Goals ×

All Users ×

Events/Goals Filters

Blast will be sent to users who

☐ Event ☒ Goals

Has done

Filter Goal(s)

Digital Engagement

In-Store Engagement

Conversion Interest

Conversion

For how many times

More than

Between dates



2021-07-20 - 2022-07-20

Easily segment all your users based on their offline behaviour and trigger targeted re-engagement

Customize Audience Segment

Add trigger conditions modules for blast
All users will be selected for empty filters

Events/Goals ×

All Users ×

Events/Goals Filters

Blast will be sent to users who

☒ Event ☐ Goals

Has done

Filter Event(s)

Visit to Site

Social Media Following

Register Gamification

In-Game Actions

Upload Photo (snap a photo)

Voucher Download

For how many times

More than

Between dates



2021-07-21 - 2022-07-21

Trigger Customer Re-engagement Blasts easily

*Dummy data set for confidentiality purposes

The screenshot displays the Skale Notification Blasts interface. The left sidebar shows the user profile 'test @ Skale' and a menu with options like Home, Data Analytics, Rewards & Vouchers, and Notification Blasts. The main content area is titled 'Notification Blasts / View Blasts' and includes a 'Create New Blast' button, a search bar, and a table of notification blasts. The table has columns for No., Status, Scheduled Time, SMS Sender ID, SMS Content, Email Sender Name, Email Reply To, Email Subject, Email Content, and Created Date. A callout box points to the 'Create New Blast' button with the text 'Create Re-engagement Blasts easily'. Another callout box points to the 'SMS Content' column with the text 'Personalize every engagement'.

| No. ↑↓ | Status ↑↓ | Scheduled Time ↑↓ | SMS Sender ID ↑↓ | SMS Content ↑↓ | Email Sender Name ↑↓ | Email Reply To ↑↓ | Email Subject ↑↓ | Email Content ↑↓ | Created Date ↑↓ | |
|--------|-----------|---------------------|------------------|---|----------------------|----------------------|------------------|--|-----------------------------|----------------------|
| | completed | 2022-03-14 10:03:00 | SKALE | Hey {{recipient_name}}, You have new rewards waiting for you here {{login_url}} | SKALE | sheroqueen@gmail.com | Congrats! | <p>Hey {{recipient_name}}, You have new rewards waiting for you here {{login_url}}</p> | 2022-03-14T13:56:02.000000Z | View |

Showing 1 to 1 of 1 entries

Previous 1 Next

SKALE's Analytics Platform is as modular and robust as Excel, Ready For Use by marketers, data analysts and more from Day 1 without any training

The screenshot displays the SKALE Analytics Platform interface. On the left is a dark sidebar with the 'skale' logo and a user profile 'test @ Skale'. Below this is a 'Module (Business Account)' dropdown set to 'Skale'. A 'Menu' section includes 'Home', 'Data Analytics' (highlighted), 'Rewards & Vouchers', 'All Vouchers', 'Create Voucher', 'Flash Campaigns', 'Voucher', 'View', 'Create Blast', 'Templates', 'Business Data', 'Stores', 'Rewards', 'Users', and 'Site Settings'. The main area is divided into four steps: 1. Select a data set (Users, Downloads, Transactions), 2. Select View Columns, 3. Select Data Filter, and 4. Select or create a view. The view selected is 'Total Voucher Downloads by Voucher Series by Months'. Below this are fields for 'Title' and 'Description'. A chart configuration section shows 'Stacked Bar Chart' selected, with a 'Count' dropdown and a 'Month' dropdown. A list of filters includes Year, Week No., Day of Week, Day of Week (Numeric), Status, Voucher Source, Voucher Unique Serial, and Voucher Series. A callout points to the 'Voucher Series' filter with the text 'Access any data set you need'. The chart itself is titled 'Count vs Month by Date-Voucher Title' and shows a stacked bar chart with three bars for Dec, Jan, and Nov. The y-axis is 'Count' from 0 to 5. The legend lists five items: 2021-11-30-F&N Ice Mountain Pure Drinking Bottle Water (blue), 2021-12-06-CHICKEN WITH SALMON HYPOALLERGENIC FOR SENIOR DOG 1.35kg (orange), 2021-12-06-F&N Ice Mountain Pure Drinking Bottle Water (green), 2021-12-09-LAMB WITH SALMON HYPOALLERGENIC FOR ADULT DOG 1.35kg (red), and 2022-01-04-ATLANTIC SALMON (GRAIN FREE) SENIOR CAT 1.5kg (purple). A callout points to the chart with the text 'Any type of chart you need in a Dropdown box'.

Any type of chart you need in a Dropdown box

Access any data set you need

1. Select a data set

Users Downloads Transactions

2. Select View Columns

3. Select Data Filter

4. Select or create a view

Total Voucher Downloads by Voucher Series by Months

Title

Total Voucher Downloads by Voucher Series by Months

Description

e.g. Transactions Per Month

Stacked Bar Chart

Count

Month

Count vs Month by Date-Voucher Title

Count

Dec Jan Nov

2021-11-30-F&N Ice Mountain Pure Drinking Bottle Water

2021-12-06-CHICKEN WITH SALMON HYPOALLERGENIC FOR SENIOR DOG 1.35kg

2021-12-06-F&N Ice Mountain Pure Drinking Bottle Water

2021-12-09-LAMB WITH SALMON HYPOALLERGENIC FOR ADULT DOG 1.35kg

2022-01-04-ATLANTIC SALMON (GRAIN FREE) SENIOR CAT 1.5kg

Save this View

Pin to Home BI

Connect all your Customer Data with your Existing Marketing Infrastructure

*Dummy data set for confidentiality purposes

Business Data / Users
Overview of all business level data

Stores | Products | Users

Search:

Connect

| id | Name | Email | Mobile Number | DOB | Digital Engagement | Total Sales Generated | Registered at |
|----|----------------|---------------------|---------------|-----|--------------------|-----------------------|---------------------|
| 1 | K**** L** | k*****m@live.com | 659*****15 | | 0 | 0 | |
| 2 | B** L**** | j*****z@dlsu.edu.ph | 659*****39 | | 0 | 0 | |
| 3 | B** | b*a | 601*****61 | | 0 | 0 | |
| 4 | J***** | j*****g@gmail.com | 659*****89 | | 0 | 0 | |
| 5 | B** | g*****1@gmail.com | 601*****70 | | 0 | 0 | 2022-01-13 18:22:27 |
| 6 | S**** | s*****n@skale.today | 650*****73 | | 0 | 0 | 2022-01-11 14:11:00 |
| 7 | R**** | s*****a@hotmail.com | 601*****52 | | 0 | 0 | 2022-01-07 18:08:37 |
| 8 | J*** B** L**** | j*****z@gmail.com | 639*****02 | | 0 | 0 | 2022-01-03 16:26:49 |
| 9 | t*** | b****@lesk.com | 601*****86 | | 0 | 0 | 2021-12-09 17:56:15 |
| 10 | V*** | v**a@gmail.com | 601*****52 | | 0 | 0 | 2021-11-30 16:41:31 |
| 11 | B**** | b***n@gmail.com | 601*****91 | | 0 | 0 | 2021-11-30 16:04:47 |
| 12 | J*** | j**e@gmail.com | 659*****21 | | 0 | 0 | 2021-11-30 16:04:05 |

All your offline Customer Data in 1 place

Connect your Offline Customer Data to your systems

Score your customer's lifetime value (Digital / Store Engagement and Total Sales)

- 1 CRM
- 2 Customer Data Platform
- 3 Facebook / Google Ads
- 4 Ecommerce Platform

GAMIFICATION FAQs

| | |
|--|--|
| Can participants still redeem rewards in the rewards marketplace after the campaign ends? | Yes. To set the validity of rewards, you can change the date in the Rewards Marketplace Validity section on the campaign page. |
| What are the design elements I can edit on the game? | You can change the masthead, background image, logo, font color, button color, and footer. |
| How can offline engagement be tracked? | <p>You can scan a QR code, enter a 6-digit pin, or do both.</p> <p>If you chose Scan QR code, you'll need to create QR codes on the platform to use in offline sales channels.</p> <p>The 'Enter 6 Digit Pin' method requires you to generate the pin using the platform and then distribute it to employees who will manually enter the pin.</p> |
| Can the 'social media follow', 'app install', 'snap a photo', and 'upload a receipt' challenges be automatically verified? | <p>Yes, you can use the Auto Approve feature to instantly verify and award points for uploaded images.</p> <p>This feature, however, does not automatically assess the image's quality or validity. You can manually approve the images or work with SKALE's experts to develop the backend capability to ensure that each entry is qualified.</p> |
| Can I upload videos or GIFs on the challenge images? | No. Currently, you can only upload PNG or JPG formats of images on the challenge images. |
| Can I give out rewards instead of points and chances for challenges? | No. You can only give out points and chances. The user can claim the reward by using points or chances in the rewards marketplace page. |
| Do I need to download an app? | No. SKALE is a web-based platform. |
| What kind of packages do you offer? | Standard and advanced |
| What games are in the Standard Package? | Standard Package Games: Spin & Win, Digital Scratch Card, and Digital Quiz |
| What games are in the advanced package? | Games in Standard Package plus Digital Stamp Card, Augmented Reality / Metaverse and Customized Gamification |
| What is the difference between the standard and advanced package? | The standard package is customized by the agency themselves and has fewer games. |

The logo for skale, featuring the word "skale" in a lowercase, sans-serif font. The letter 'k' is stylized with a small upward-pointing arrow integrated into its vertical stroke.

Experience our Marketing Platform today!

[BOOK A DEMO](#)

or email us at hello@skale.today