

# Gamification Companies, Solutions, Market Outlook and Forecasts 2016 - 2021

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## Abstracts

A "game" can be defined as an activity utilizing rules, challenges, interaction, and rewards. Gamification is related, but something entirely different. Embedded gaming or "Gamification" is a next generation advertising approach in which gaming elements are integrated into a non-game environment. The goal of Gamification is to maximum user brand/product engagement through facilitation of entertainment in which the user interacts with the brand in a fun/pleasurable manner.

Gamification technologies and solutions can make virtually any digital platform, device, or application more engaging for users, allowing gamers to explore their own desires towards game mastery and autonomy. From a business perspective, Gamification represents a promising strategy for public and commercial brands to increase customer activity, build loyalty, broaden reach and monetize assets.

This report evaluates the companies, solutions, strategies, and market outlook for gamification. Mind Commerce projects Gamification growth to reach \$15.9 billion by 2021. All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:

Content providers and intermediaries

Digital marketing agency or consultants

Internet and mobile based solution providers

Brands, advertisers, portals, and media companies

Mobile commerce application and service providers

Social gaming, mobile gaming and social commerce developers

System integrators, consultants, and professional service providers

Gamification platform providers (equipment, software, and services)

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. INTRODUCTION**

2.1 GAMES VS. GAMIFICATION

2.2 WHAT IS "GAMIFICATION"

2.3 WHY IS GAMIFICATION IMPORTANT?

### **3. GAMIFICATION TRENDS ANALYSIS**

3.1 THE MOVE TOWARDS "GAMIFYING" VARIOUS PLATFORMS

3.2 LOYALTY REWARDS, GAMIFICATION-AS-A-SERVICE, AND IN-APP  
GAMIFICATION

3.3 CUSTOMER ACQUISITION, ENGAGEMENT, LOYALTY AND GAMIFICATION

3.4 SOCIAL WEB AND GAMIFICATION

3.5 LOCATION BASED SERVICES (LBS) AND GAMIFICATION

3.6 COMMERCE, SOCIAL NETWORK, AND GAMIFICATION

3.7 SOCIAL INNOVATIONS AND ENTREPRENEURSHIP

3.8 SOCIAL GOODS INDUSTRY AND GAMIFICATION

3.9 SOCIAL BUSINESS STARTUP AND CLOUD GAMIFICATION

3.10 INVESTMENT TRENDS IN GAMIFICATION

3.11 GAMIFICATION AND BIG DATA ANALYTICS

3.12 GAMIFICATION FOR PRODUCTIVITY

3.13 VIRTUAL REALITY AND GAMIFICATION

3.14 WEARABLE WIRELESS AND SELF GAMIFICATION

3.15 CORPORATE LEARNING FOR EXECUTIVE AND IT LEADERS

3.16 SEMANTIC WEB AND GAMIFICATION

3.17 MILLENNIAL AND GAMIFICATION

### **4. GAMIFICATION STRATEGIES**

4.1 IMPLEMENTING GAMIFICATION IN PRODUCTS AND SERVICES

4.2 APPLY GAMIFICATION IN A CROSS-CHANNEL BASIS

4.3 BALANCING GAMIFICATION WITH SOCIAL, IN-GAME CURRENCY, AND OTHER  
AREAS

4.4 KNOW THE CUSTOMER

4.5 MEASURING GAMIFICATION SUCCESS

#### 4.6 ENGINEERING GAMIFICATION DYNAMICS

### **5. GLOBAL GAMIFICATION MARKET ASSESSMENT**

#### 5.1 GLOBAL GAMIFICATION MARKET FORECASTS 2016 - 2021

#### 5.2 GAMIFICATION MARKET BY REGION 2021

#### 5.3 GAMIFICATION MARKET BY END-USER 2021

#### 5.4 GAMIFICATION MARKET BY INDUSTRY VERTICAL 2021

### **6. GAMIFICATION TECHNOLOGIES AND SOLUTIONS**

#### 6.1 GAME STYLE MARKETING

#### 6.2 GAMIFICATION VS. SERIOUS GAMING

#### 6.3 WEARABLE GAMIFICATION

#### 6.4 MOBILE SOCIAL GAMIFICATION

#### 6.5 USING GAME LAYER

#### 6.6 CLOUD GAMIFICATION

### **7. GAMIFICATION COMPANY ANALYSIS**

#### 7.1 500 FRIENDS

#### 7.2 ACTAPI

#### 7.3 ACTIPLAY

#### 7.4 BADGEVILLE

#### 7.5 BANKERSLAB

#### 7.6 BELLY

#### 7.7 BENNU

#### 7.8 BIGDOOR

#### 7.9 BITOON DIGITAL

#### 7.10 BIZPART ENGAGE

#### 7.11 BLUE TELESCOPE

#### 7.12 BOOMBOX

#### 7.13 BRANDGAME

#### 7.14 BUNCHBALL

#### 7.15 CATALYSTS

#### 7.16 CHALLENGERA

#### 7.17 CI&T

#### 7.18 CLIC&GAIN

#### 7.19 COMARCH

7.20 CRMGAMIFIED  
7.21 CROWDTWIST  
7.22 CUSTOMERADVOCACY  
7.23 DESIGNING DIGITALLY  
7.24 DOPAMINE  
7.25 DOPAWIN  
7.26 DYNAMIA  
7.27 ECHO.IT  
7.28 EMEE  
7.29 ENTHUSE  
7.30 FANTASYSALESTEAM  
7.31 FRIENDEFI  
7.32 FUNIFIER  
7.33 GAME CRAFT  
7.34 GAME ON! LEARNING  
7.35 GAMEEFFECTIVE  
7.36 GAMIFICATION NATION  
7.37 GAMIFIED LABS  
7.38 GAMINSIDE  
7.39 GIGYA  
7.40 IACTIONABLE  
7.41 LEADERBOARDED  
7.42 LEVELUP  
7.43 LOYALTYMATCH  
7.44 MINDSPACE  
7.45 MINDTICKLE  
7.46 PAKRA  
7.47 PLAYBASIS  
7.48 PLAYGEN  
7.49 PUGPHARM  
7.50 PUNCHCARD  
7.51 SALESFORCE  
7.52 SAP  
7.53 SERIOSITY  
7.54 SODEXO  
7.55 TEMBOSOCIAL  
7.56 THE GAMIFIERS  
7.57 WONNOVA  
7.58 WORK BANDITS

## **8. CONCLUSIONS AND RECOMMENDATIONS**

8.1 RECOMMENDATIONS FOR BRANDS AND ADVERTISING AGENCIES

8.2 RECOMMENDATIONS FOR MERCHANTS AND INSTORE STRATEGIES

8.3 RECOMMENDATIONS FOR IT LEADERS AND APPLICATION DEVELOPERS

8.4 RECOMMENDATIONS REGARDING COMPANY EXIT AND M&A

## List Of Figures

### LIST OF FIGURES

- Figure 1: Getting into the Flow with Gamification and Social Web Engineering
- Figure 2: Implementation of LBS with Gamification
- Figure 3: Gamified Online Stores and Commerce
- Figure 4: Gamification and Providing a Social Good
- Figure 5: Semantic Web and Gamification
- Figure 6: Gamification User Group Segmentation
- Figure 7: Gamification Statistics Reveal ROI
- Figure 8: Iterative Gamification Process
- Figure 9: Global Gamification Market 2016 - 2021
- Figure 10: Global Gamification Market Share by Region 2021
- Figure 11: Global Gamification Market Share by End-user Type 2021
- Figure 12: Global Gamification Market Share by Industry Vertical 2021
- Figure 13: Introducing Gamification into a Creative Campaign
- Figure 14: Serious Gaming or Entertainment?
- Figure 15: Gaming Analytics and Statistics

## List Of Tables

### LIST OF TABLES

Table 1: Gamification and Business Objectives in App Design



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