

Actions Don't Align To Intentions

Why consumers
share more with
playable marketing

leadfamily

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Key findings



The say/do gap

We never behave how we expect to, even with the best of intentions. Three reasons for this: we have the intention to but don't, we may overpromise or be overly enthusiastic, or we give the desirable answer over the true one.



Games in marketing bridge the gap between how consumers intend to behave and their true actions

Consumer research shows **36%** were open to sharing their zip code with a brand. Data from Leadfamily shows that **55%** actually do share.



Consumers want to earn their rewards

They're more likely to share first-party data after playing a game that requires skill than a game that is random luck.



Games in marketing help consumers be more open

They're more likely to share location data like zip code after engaging with a gamified experience.



It's not always about the prize

Over **40%** of consumers surveyed are more open to sharing data if it means better and more personalized offers in the future.



Know your audience

For Gen X and Baby Boomers, less is more when asking for preferences. For Gen Z and Millennials, the more data you ask for, the more likely they are to share it.

Introduction

In any marketing campaign the aim is the same. Engage the customer. Entice them in and get them to love spending time with your brand to build loyalty and revenue.

Engagement can take many forms but building a solid customer relationship relies on getting to know more about the customer. And that means convincing them to share the first-party data that you need to build that engagement. First-party data is information that a brand can collect about its audience from its own channels. It's such data that consumers are sometimes unwilling to share.

Or are they? In [Leadfamily's recent report with YouGov, Marketing is a data game: How to create game-changing possibilities for your brand](#), we asked consumers how they responded to traditional advertising and how they reacted to gamified marketing. Thankfully the study proved that game mechanics improve engagement and enable greater collection of first-party data.

Data type overview

	Inferred Data	Observed Data	Self-Reported Data
Third-party Data	Inferred household income	Purchase preferences	Social media likes
Second-party Data	Product/category preferences	Website cookie data	Self-identified income, civil status, etc.
First-party Data	Cross-device matching	Loyalty program activity Purchase history	Date of birth Email address
Zero-party Data			Purchase intentions Preference insights

Source: [Forrester](#)

But what was really interesting is that when we looked at the details of customer behavior from live game campaigns our clients built on the Leadfamily platform, we not only found that it supported what consumers said in our YouGov study, but that in many cases their claims were conservative.

That is, what they say they do differ from how they actually behave once they become engaged in playable marketing. And interestingly the biggest differences we saw were in areas of data that consumers in the YouGov report had previously been the most reluctant to share – such as their zip codes.

It proves that customers who interact with game mechanics in marketing are more willing to engage in such experiences, and more importantly share their first party data, than they may think. And that's a powerful phenomenon.

Understanding the say/do gap

So why does this difference exist? Why do consumers behave differently to how they believe they do?

We believe it's in the power of the value exchange, fuelled by gamification. Consumers may say they are reticent about sharing more personal details, but analysis of our platform data and our customer success stories shows that presented with the right value exchange they will open up in sometimes surprising detail.



This attitude/behavior gap is something that is reflected in all areas of life. We never quite behave how we think we should or plan to. It's just human nature.

We know to limit sugar but still reach for the treat tin now and again. We know not to get stressed but still forget to take time away from our screens when we feel those stress levels rising.

And it's the same with playable marketing. When consumers play, they become more involved in the game experience than they imagine. They can't resist the desire to play, since it's something that's innate within us all. This desire to play, with the added touch of a competitive spirit, is what draws them in.

To understand how consumers behave in practice we looked at how our platform data supports our key conclusions from *Marketing Is A Data Game*, consumer research we conducted with YouGov, with the following proof points:

Data Deep Dive: The Proof Points

Proof point 1

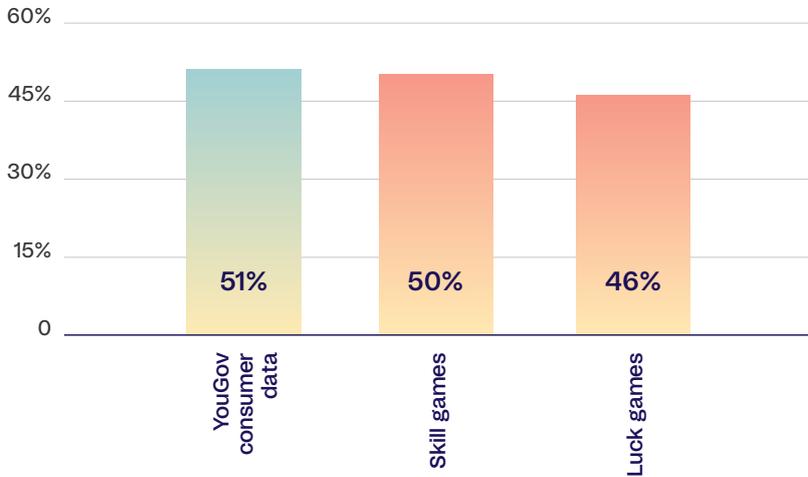
A prize or voucher won is more valuable than a discount everyone receives

In the YouGov report we found that 51% of respondents said that a prize or voucher was more valuable to them than a coupon that everyone receives. It means that people value their prize if they have put some effort into winning it.

How much effort they put in can vary. We offer several formats, including luck and skill games. While they both require the consumer to do something, the effort required is obviously more in a skill game since this involves some sort of challenge to overcome.

Such skill games typically see the highest conversion rates to registration by our customers, with an average unique registration rate of 50% for skill games, versus 46% for luck games. Registration forms can include generic data points like name and email, to more targeted data like zip code, family size, and even TikTok username. So, it shows that consumers are more willing to share their data and complete the registration the more effort they have put into winning that prize. Quite simply they feel that they've earned it.

Registration rate between YouGov and Leadfamily



Proof point 2

It's the chance to win, not the size of the prize, that matters to consumers

Our clients offer a variety of prizes within our game formats. These include bulk prizes where there are many variants of the same prize, such as a voucher code, and normal prizes which are fewer but tend to be of greater value.

When we look at our platform data, we see a higher conversion rate for games where there is a higher likelihood of winning with a lower value prize. And we see a lower conversion rate for those games that have fewer prizes but with higher values. So, prizes don't have to cost the earth to draw your customers in.

Likelihood to fill out a registration form by prize type



Proof point 3

Preferences for game formats vary by age group

When we look at our platform, we see that across our game types, personality tests are our third highest in terms of how many young people are playing the game. That's similar to polls too. For personality tests we see a heavier use by Millennials.

After analyzing platform data, we see that Millennials and Gen Z are most interested in game formats like Poll, Personality Test, Spin The Bottle, Spot The Difference, and Swipe It.

While Gen Xers and Baby Boomers also have Polls as their number one, the remaining four in the top five differ. The preferences for these two demographics are Video Quiz, Slot Machine, Roll The Dice, and Hit The Target.

What do we make of this? Gen Xers and Baby Boomers seem to lean towards familiar games like a slot machine and dice, and also towards more visual games. Whereas their counterparts in Gen Z and Millennials look to learn about themselves and games that resemble popular apps.

Top 5 games

Gen Z & Millennials



Poll



Personality Test



Spin the Bottle



Spot the Difference



Swipe It

Gen X & Baby Boomers



Poll



Video Quiz



Slot Machine



Roll the Dice



Hit the Target

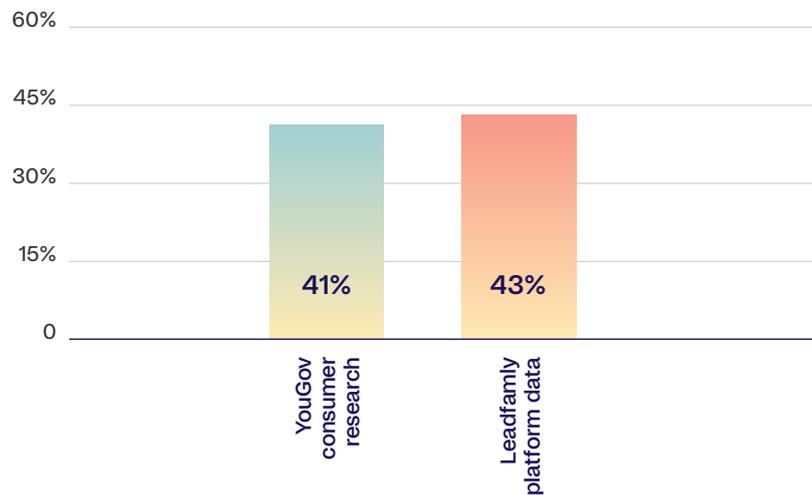
Proof point 4

41% of consumers says they are open to sharing data and preferences if they get better offers from a brand in the future

When customers play a game, they have a number of reasons for playing. It may be that they are playing a game without prizes with the expectation of getting something more in the future. From our platform data, there's a 43% registration rate for games without prizes. We see that customers are willing to play even though they aren't winning a prize, showing that they also have other motivations beyond prizes.

One key difference here is the desire to be rewarded, and here we can see that intrinsic, or delayed rewards, are even more appealing when we analyze Leadfamily's platform data. We can all easily agree that we enjoy extrinsic rewards and drivers like prizes and vouchers, but what is interesting here is that your audience is willing to delay a reward. If it means getting better and more personalized experiences in the future, and this is where you, as a brand, need to deliver on that promise.

Likelihood to share preferences for better offers in the future



Proof point 5

Millennials are 57% more likely to share data than Baby Boomers

Our study with YouGov showed that Millennials are more willing to share their data. This too is supported by our platform which shows that campaigns with high conversion rates seem to have younger customers in it. We also see this in the different details shared by customers.

When we compare the consumer data from YouGov to our platform data, we see a higher conversion rate for age and gender.

Interestingly in the Leadfamily platform data, we saw that as the number of requests for data goes up, the more likely Gen Z and Millennials were to complete the registration form. For Baby Boomers, the more data points a brand asked for, the less likely they were to share their personal information. For Gen X, their likelihood to share data was consistent regardless of the number of data points they were asked to share.

As the number of data points to share goes up...



The more likely Gen Z and Millennials are to respond



The less likely Baby Boomers are to respond



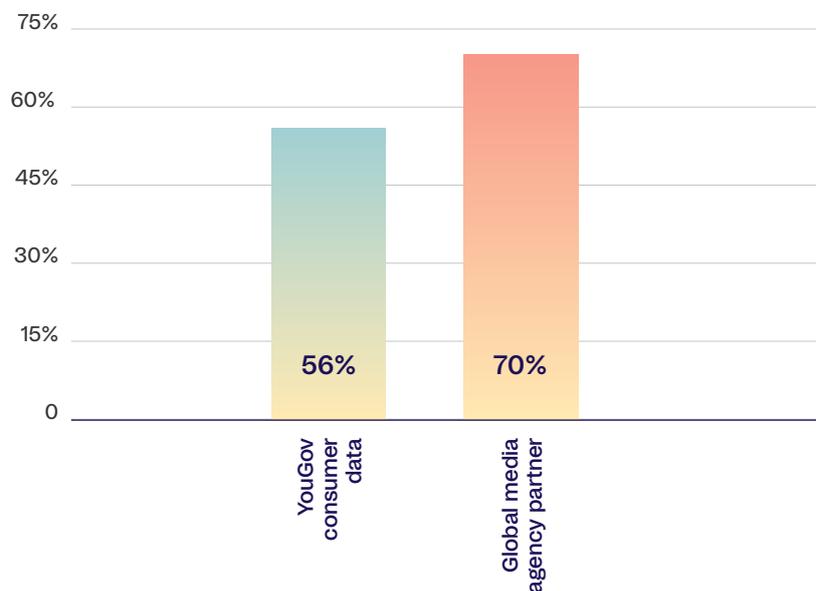
Gen X is steady and likelihood to respond doesn't change

Proof point 6

Consumers are 56% more willing to click on a gamified ad

One of the most powerful data points in our study with YouGov was the fact that consumers are 56% more likely to click on a gamified ad than a standard ad. But again, our experience shows this is even more powerful in practice. According to a global media agency, the CTR (click-through-rate) for a gamified ad can be as much as 70% higher than a standard ad.

The power of games in ads and CTR



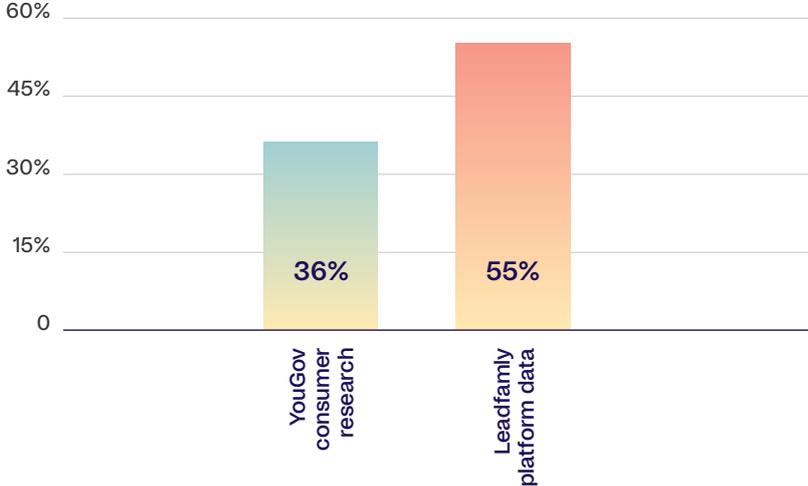
But the biggest surprise when we looked at our data? Consumers are more willing to share their most sensitive data than they think.

We were obviously pleased to see that our platform data and our customer data supported the conclusions from our consumer study but the biggest difference between what consumers say, and what they do actually came with their willingness to share their most sensitive data.

In our consumer study with YouGov, zip code (post code) was the data point that consumers said they were least likely to share. Only just over a third (36%) said that they would share their zip code in a gamified marketing campaign.

And yet from our own platform we can see that more than half (55%) of players shared their zip code in a registration form, showing just how powerful gamification can be.

Likelihood to share zip code with a brand



We analyzed Leadfamily's platform data and found what our clients asked in registration forms.

Here's a sampling in alphabetical order

Address	Company role	Phone number
Age	Current insurer	Place of study
Birthday	Customer loyalty number	Preferred store for order pick up
Business registration number	Email	Social security number
Business unit	Favorite restaurant branch	Subscribe to newsletter
Child's age	Feedback on whether they liked the game	Supplier ID
Child's date of birth	Gender	TikTok username
City	Job title	Year graduated
Closest store branch	Name	Zip code

Most unique questions asked in registration forms

- What is your sun prediction index?
- When do you plan to buy your next mobile phone?
- What's your favorite department store?
- What is your favorite hiking area?
- How many people are in your household?
- Who is your favorite tennis player?



Valuable first- and zero-party data learned from games



How wasteful cat litter is and what a better alternative is

A foundation finder helped find the right match and brands collected female consumers' skin color and brand preferences

Consumers' skincare and mask preferences

A consumer's kids' age, gender, clothing preferences

Preferred colors and design of furniture

Beer flavor profiles and preferences for a consumer and their loved ones

What navigation systems suit various traditional industries like oil and gas

Budget for buying Christmas presents

How digitally ready is a B2B company with regard to security

A consumer uses a scent finder to discover what kind of perfume they like best

What it's like to be a Red Cross volunteer in a war zone and how they deal with dilemmas

Consumers can find the best serum for their skin

Consumers find clothes that suit their preferences and the retail brand learns about clothing preferences by country

A retail brand reduced the return rate of their clothes by educating their audience about their sizing

Learn more about a favorite journalist

Subscribers for a retail brand want more games in newsletters

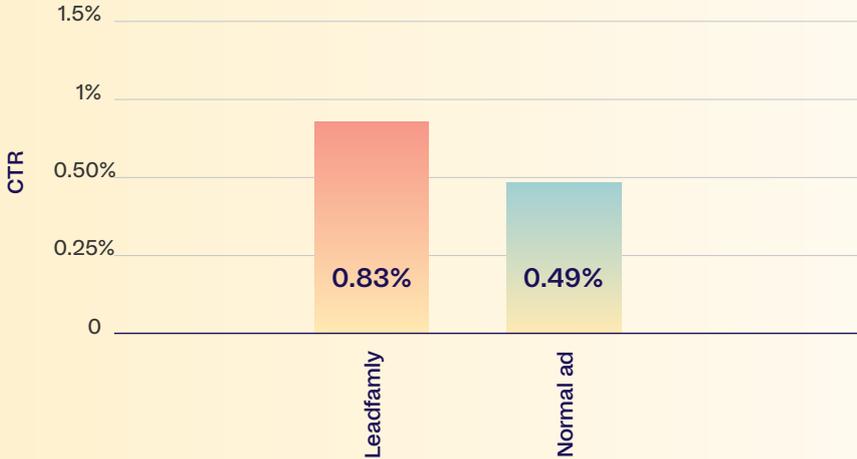
And that's not all they will share as consumers open up during play

Our experience shows that consumers open up when they play, and what they reveal might surprise you. We've even been surprised by the types of things consumers are willing to share once they get engrossed in play.

There are other benefits too: Cost and click through rates improve with gamification.

The study also shows that campaign costs fall, and conversion rates rise when a gamified marketing strategy is applied. Data from the insurance sector shows that with Leadfamily campaigns, the average CTR is 0.83%. Normal non-gamified campaigns have a CTR of 0.49%.

Leadfamily game vs. normal social media ad



Summing up

Why **game mechanics** should **play a valuable role** in your marketing

Of course, we are going to say that game mechanics can play a valuable role in your marketing strategy. But more than it being something we just say, we wholeheartedly believe in its transformative power for marketing.

It's a claim backed by the results of our study with YouGov of consumers and verified even further by the results of our platform and our clients' experiences in it. We have the qualitative and quantitative proof, which we've laid out for you here.

Our clients continually see brilliant results from their gamified marketing strategies thanks to the power of bringing play to the front of their experiences. It's the fact that it ties into our human nature and our desire to play and is frankly irresistible.

By comparing and contrasting the results of our study with YouGov with the results from the Leadfamily platform, we prove that gamification is a strategy that works – engaging the consumer in the moment but also in putting them into the alert state of mind that makes them more open to receiving a marketing message. And it works regardless of demographic.

It breaks down the barriers that consumers put up, and, as our comparing and contrasting of results has shown, it's often even more powerful than marketers might think.

Why not see how your results with a gamified marketing strategy compare? And how do your results stack up against what we've shared?



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Leadfamily is a SaaS platform for marketers to create a clear value exchange with their audience through the use of game mechanics, in order to create game-changing possibilities for their brand.

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