

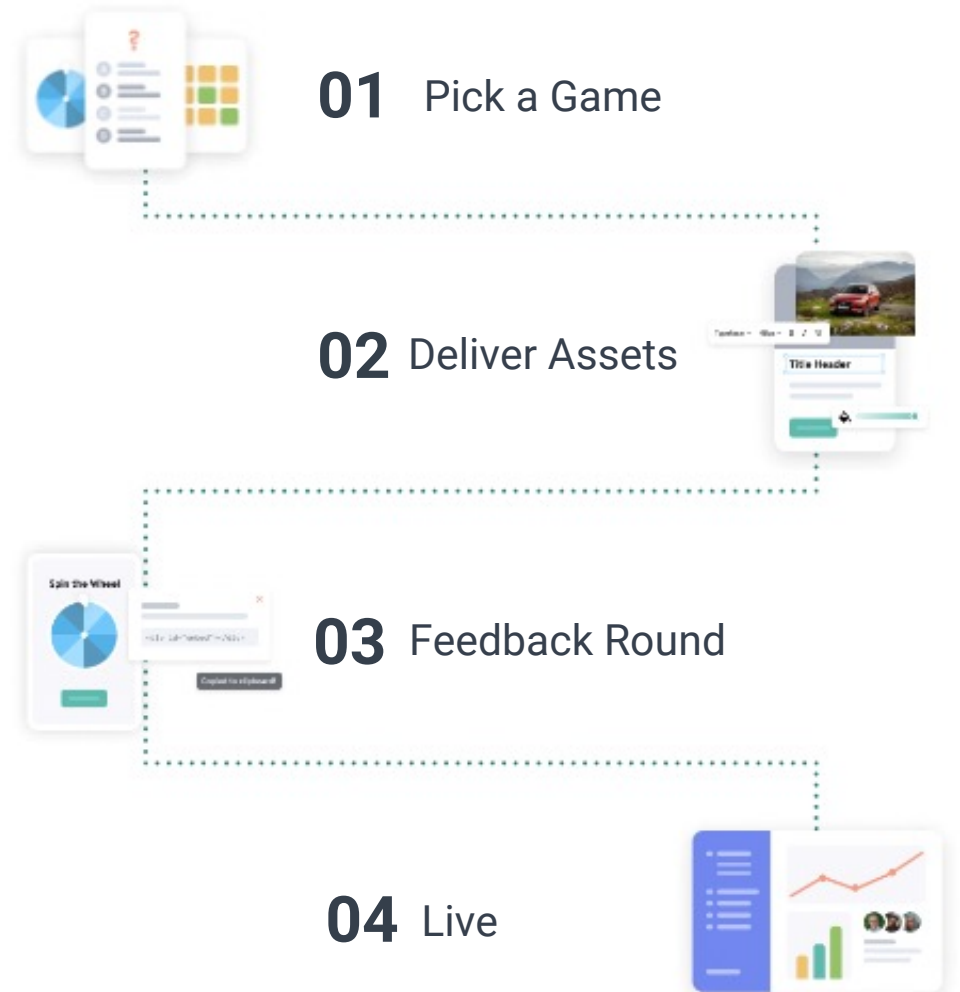
# PLAYABLE ADS





# How It Works

- 01** Pick one of the four available games
- 02** Deliver assets according to the specsheet
- 03** Give feedback on the game design
- 04** Final check and go live!



# Games



## Spin the Wheel

Users can spin the wheel with the intention of landing on a winning field. Immediate wins such as discount coupons increase the chances of future sales. In this game every user wins something.

You determine the design, the prizes and the winning metrics.

### Advantages

- Create a sense of luck
- No skills needed
- Reward by surprise



## Personality Test

Give users the opportunity to learn more about which product best matches their wishes. Gain valuable insights into their needs and preferences. Redirect the user to suitable landing pages.

You determine the design, questions and the matching products.

### Advantages

- Personal discovery
- Create a custom experience
- Reward the journey



## Memory

Users turn over and match memory cards matching your products or design. Let users play for a discount or benefits instead of simply gifting it. An excellent tool for promoting (new) products.

You determine the design, and difficulty for the user.

### Advantages

- Challenge the user
- Stretch user engagement
- Reward for skill effect



## Quiz

Ask your target audience fun and challenging questions about your products, services or events. This game can be used for consumer insights as well as for a fun challenge with rewards.

You determine the design, questions and difficulty.

### Advantages

- Enhance self image
- Create a personal connection
- Reward the user for knowledge



## Spin the wheel



- Create a sense of luck
- No skills needed
- User always wins something
- Reward by surprise
- Control the design and prizes

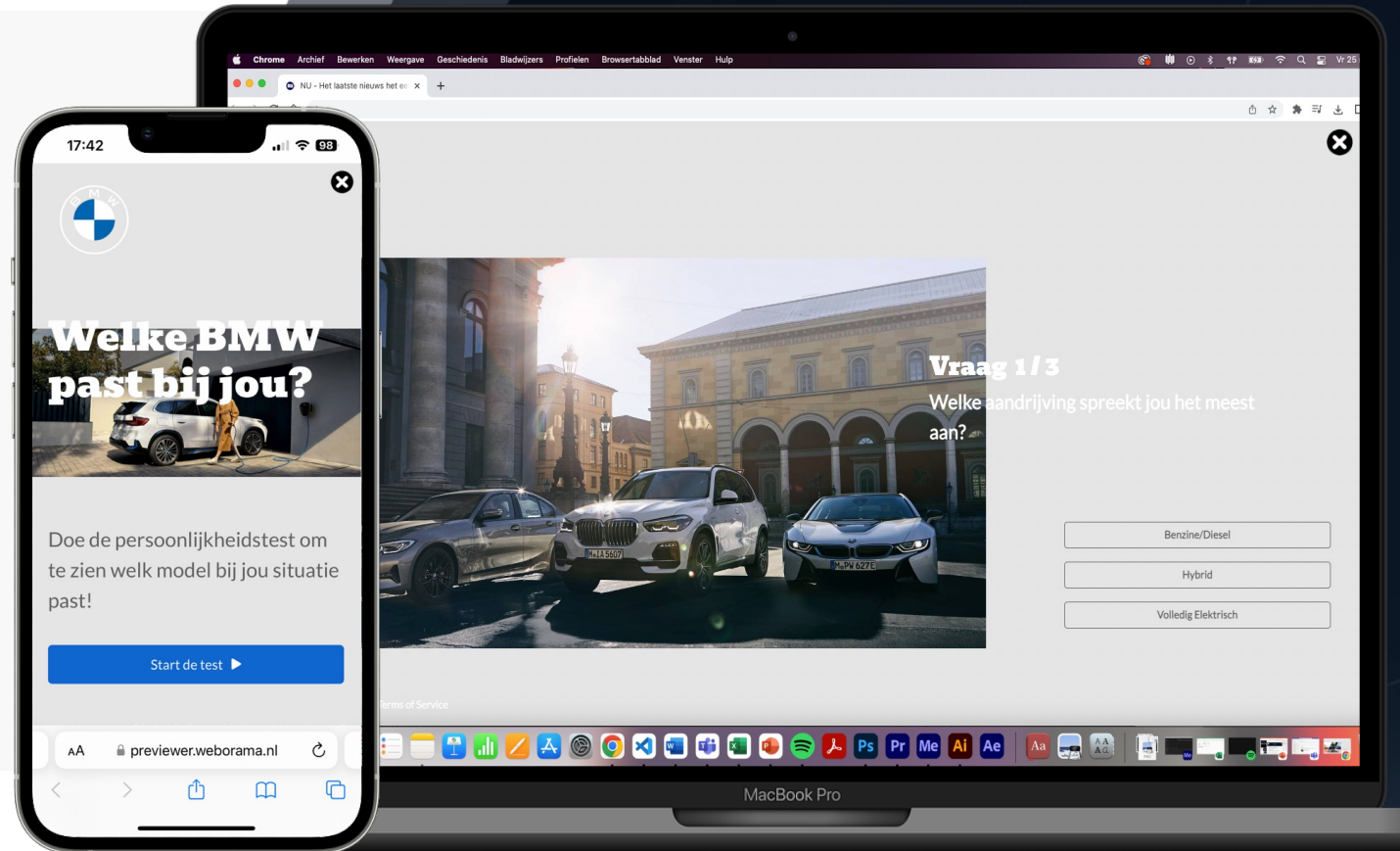


Try this game



## Personality Test

- Personal discovery
- Create a custom experience
- Redirect users to products
- Control the design and products
- Reward the journey

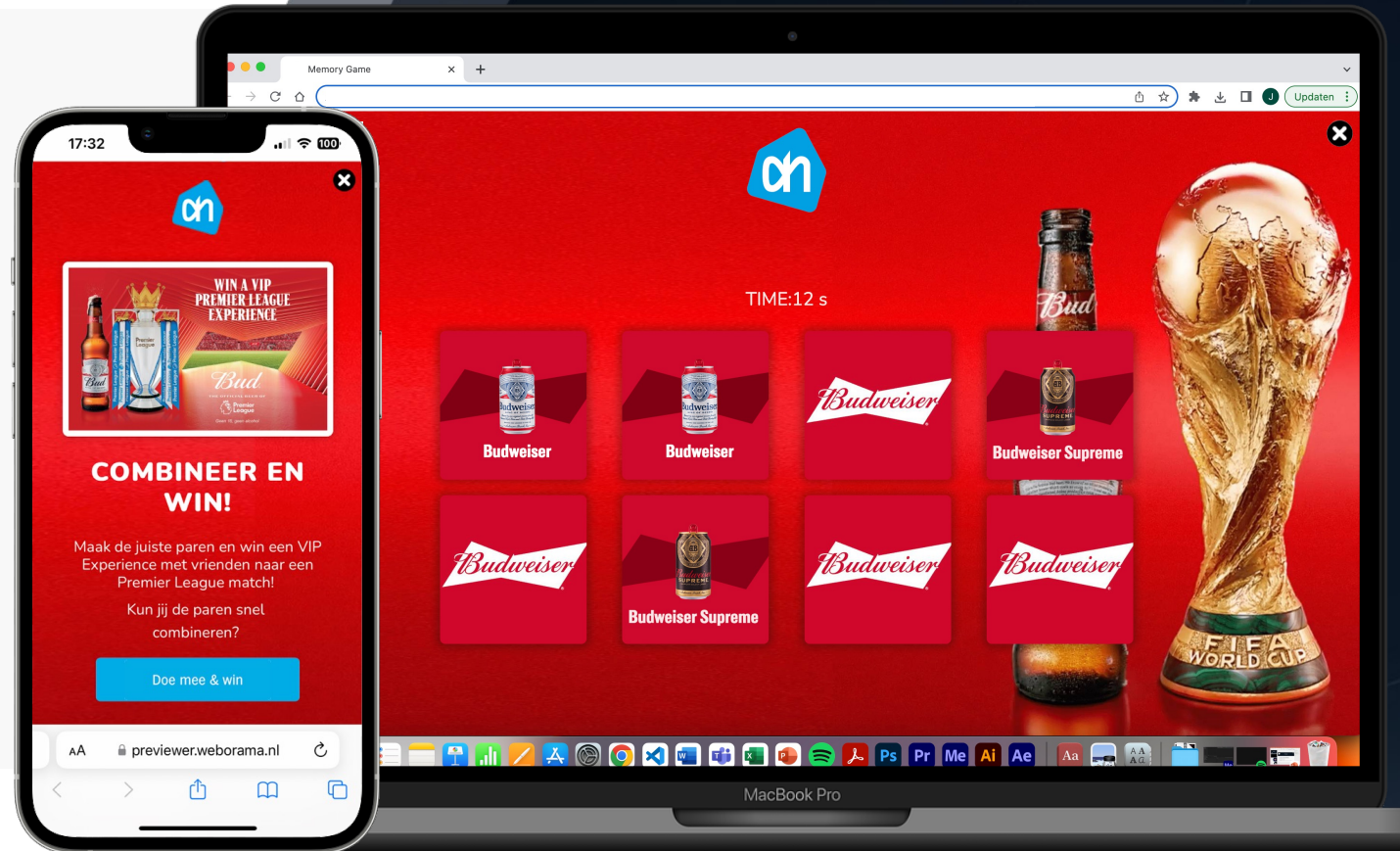


Try this game



# Memory

- Challenge the user
- Stretch user engagement
- Let users play for prizes
- Control the design and difficulty
- Reward for skill effect

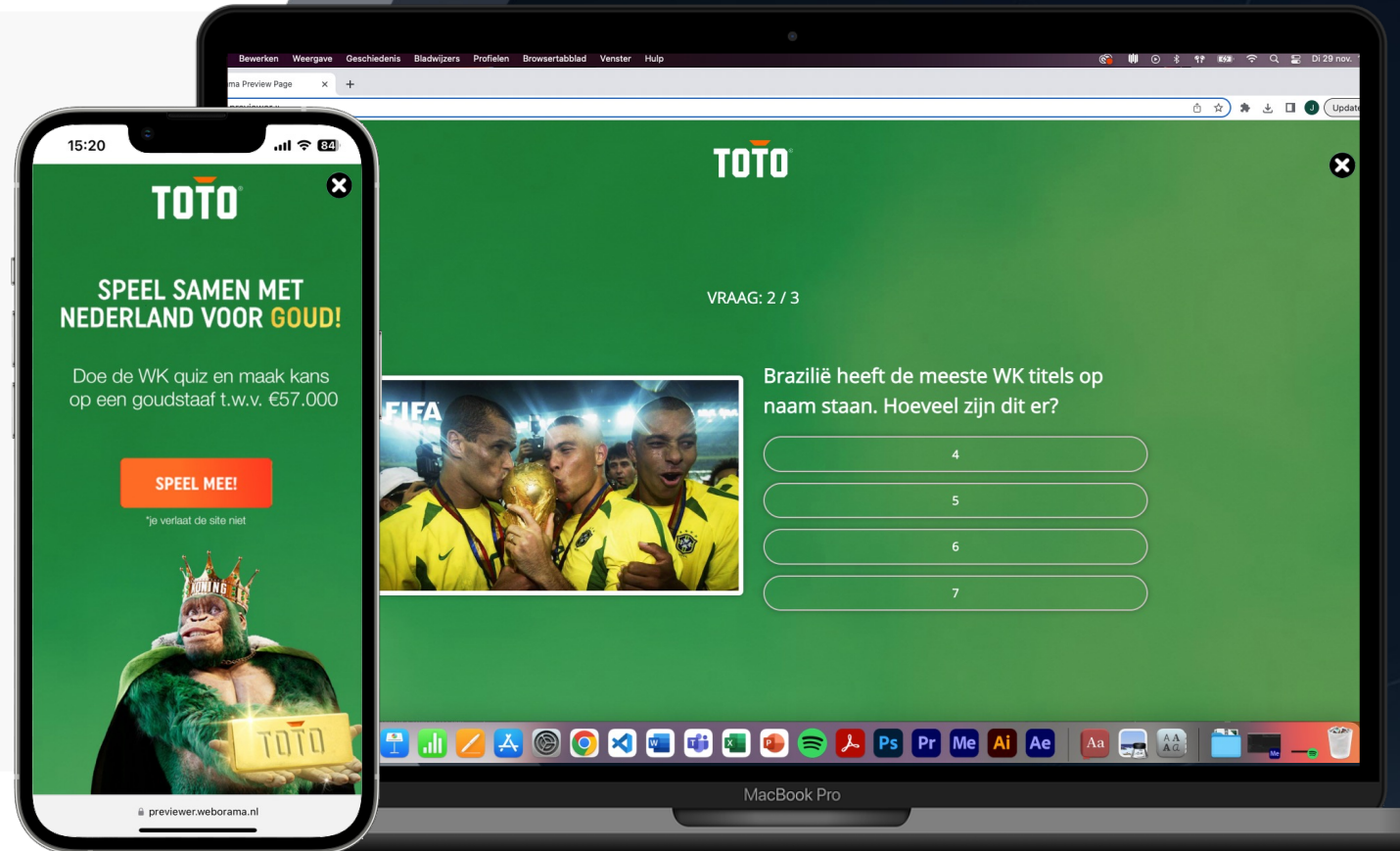


Try this game



## Quiz

- Enhance self image
- Create a personal connection
- Ask users anything
- Control the design and questions
- Reward the user for knowledge



Try this game



# QUESTIONS?



Contact [sales@weborama.nl](mailto:sales@weborama.nl)





# THANK YOU

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