Turkey

- Online shopping app
- 21,000+ registered shops
- 24.5+ million registered products
- 350,000+ registered app users

Goals

- Create a fun loyalty rewards program
- Advertise promotional products
- Encourage shopping within N11 app

N11 increases user engagements through loyalty reward program with Branded Mini-Games

60% Game Completions
48% User Replay Rate
74% Unique User CTR

Overview

N11.com is a popular online shopping portal in Turkey, with more than 21,000 registered shops, 24.5 million registered products and 350,000 registered app users.

Objectives

Having recently launched their app, N11 is seeking content to engage and entertain their users. To further encourage shopping within the app, N11 wants to tie-in a customer loyalty program and marketing of their latest promotional products together with the advergame.

Loyalty Rewards Program Solution

A loyalty rewards program is created using a Slide-and-Catch game that was branded with N11's current promotional products. In the game, these products, would fall from above and the user has to slide an N11-branded shopping bag left and right to catch the falling items.

The game is integrated in N11's shopping app. N11 users who play Branded Mini-Game have to achieve a minimum game score in order to download a 3TL (US$1.20) discount coupon, which can be used for purchasing products within its shopping app.

💡 Solution

- Create N11 branded mini-game within app
- Promotional products used within game
- Users download discount coupon after game ends
- Discount coupon can be spent in-app

The mini-game campaign becomes very popular among N11 app users and is being played by more than 76,000 users. The game also achieve the following:

- **88%** of users play the game for more than 5 secs
- **60%** of users complete the game
- **74%** of mini-game users downloaded the discount coupon

📊 Results

- 88% Engagement
- 60% Game completions
- 48% Replay rate, with an average of 4 plays per person
- 74% Unique CTR

Funnel Conversion Rate

88%	60%	48%	4x	74%
Engagements	Completions	Replay	Plays per person	Call-to-action