

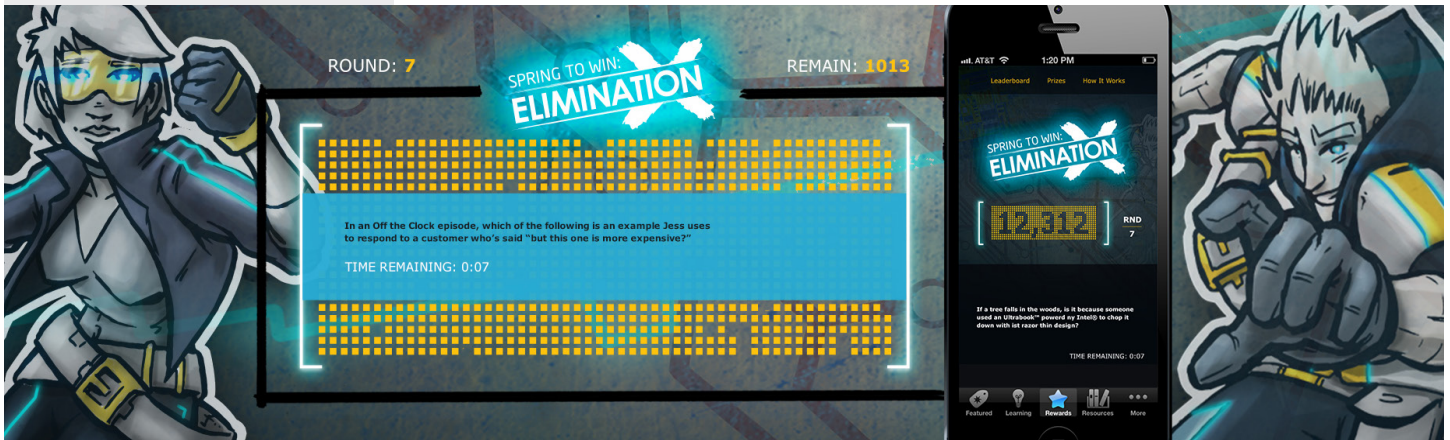


609 E. Lockwood Ave.  
Suite 203  
St. Louis, MO 63119  
Phone: 314.963.9700  
motechhq.com

## CASE STUDY

### Online Head-to-Head Elimination Gameplay

*Program Duration: Seven weeks*



#### Program Results

- Participants were able to fellowship with other Program members and immerse themselves in a cutting-edge format of educational gameplay
- Total Elimination Qualifications: 24,075
- Total Activities Completed: 53,746
- Total Members Competing: 1,934

#### Program Objectives

- Grow and educate the active main Program member base
- Strengthen existing member participation
- Maximize the number of learning activities completions

#### Program Strategies

- Develop and launch the innovative “Elimination” gameplay
- Motivate and reward members through desirable, industry-relevant prizes
- Integrate a chatroom feature to build community and involvement in promotion

#### Program Operations

- Members login to Program website at specified times per day
- Users must pass the Qualifying Round to compete in an Elimination—all participants are given the same five question quiz to qualify
- After a Qualifying Round is completed, participants may chat with one another in a virtual room that is enabled before the Elimination begins and disabled when it begins
- Once the Elimination is initiated, all players are given the same question and have 20 seconds to answer it
- Those who answer the question correctly proceed; those who do not are eliminated
- A dashboard shows users how many players proceed to each round
- The Elimination ends when 10% or less of participants remain, or after 15 rounds have been played
- Passing the Qualifying Round earns Program currency and one prize drawing entry, while winning an Elimination earns a higher amount of Program currency and prize drawing entries
- A player can increase their chances of winning a prize by referring another retail sales professional to the Program and involving them in the promotion
- If the referred member earns a prize drawing entry, so does the member who referred them