



609 East Lockwood Avenue
St. Louis, MO 63119
Phone: 314.963.9700

CASE STUDY

Online Timed Quiz Game

Program Duration: Three to six weeks, varying by country/region



Program Results

Participants interacted with each other in a competitive experience that reiterated and refreshed their sales knowledge

Region 1:

- Overall Completions during promotion: 140,891
- Overall Active users during promotion: 7,775

Region 2:

- Overall Completions during promotion: 22,156
- Overall Active users during promotion: 844

Region 3:

- Overall Completions during promotion: 14,381
- Overall Active users during promotion: 660

Program Objectives

- Escalate Program membership
- Increase learning activity completions
- Strengthen the sales skills of Program participants

Program Strategies

- Produce and execute an educational, immersive virtual game
- Reward users for persistence and participation throughout the duration of the promotion

Program Operations

Gameplay

- Program members login to the Program website and navigate to the promotion-specific pages
- After completing a selected set of learning activities, participants can showcase their industry knowledge by competing in timed quizzes
- Five times a day, a 60 second quiz can be taken
- Answering the quiz at 80% or higher counts as a win and grants the participant a drawing entry
- Weekly and overall leaderboards allow players to see where they stand in comparison with their peers
- Prizes are awarded for:
 - Daily participation
 - Weekly participation
 - Overall promotion participation

Promotion

- Some regions utilized weekly promotional blog posts to tease prizes, list required trainings and announce winners