

Fireside Chat | [Gamification] Interactive Contents & Gamification in Marketing: Winning Your Customers Over by Letting them Win



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What does gamification mean to you?

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1. How to engage customers and motivate them to want to come back?

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2. Successful tactics on gamified techniques in marketing strategy

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3. How do you see new innovations fitting into the gamification space?

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Key Takeaways

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Q&A



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