Gamification Companies, Solutions, Market Outlook and Forecasts 2015 - 2020

Description: The goal of Gamification is to maximize user brand/product engagement through facilitation of entertainment in which the user interacts with the brand in a fun/pleasurable manner. One of the keys to success is to assess user behavioral patterns as a precursor to deploying optimal game mechanics that align user likes, dislikes, expectations and behaviors. Optimal design is based on research into extrinsic motivators, intrinsic values and facilitation of long term engagement.

Gamification technologies and solutions can make virtually any digital platform, device, or application more engaging for users, allowing gamers to explore their own desires towards game mastery and autonomy. From a business perspective, Gamification represents a promising strategy for public and commercial brands to increase customer activity, build loyalty, broaden reach and monetize assets.

In terms of data analytics, predictive analysis looks towards how end-users engage in gaming, providing insights into potential game improvements as well as gaming aspects that are most interesting/engaging wherein the brand can place its most important messaging to the consumer. Available data from Gamified websites, applications, and processes indicate potential improvements in areas like user engagement, ROI, data quality, timeliness, or learning.

This report evaluates the companies, solutions, strategies, and market outlook for gamification. This research projects Gamification growth to reach $10.02 billion by 2020. All purchases of this report includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:
- Mobile network operators
- Content providers and intermediaries
- Digital marketing agency or consultants
- Internet and mobile based solution providers
- Brands, advertisers, portals, and media companies
- Mobile commerce application and service providers
- Social gaming, mobile gaming and social commerce developers
- System integrators, consultants, and professional service providers
- Gamification platform providers (equipment, software, and services)

Contents:
1. Introduction to the Gamification Paradigm
2. Gamification Market Trend analysis
   2.1 Core Gaming Platforms Vs. Gamification (Gamified Platforms)
   2.2 Loyalty Reward, Gaas (Gamification as a Service), and In-app Gamification
   2.3 Customer acquisition, Engagement, Loyalty and Gamification
   2.4 Social Web Engineering & Gamification
   2.5 Location Based Service Network (Lbsn) & Gamification
   2.6 F-Commerce, Social Network, and Gamification
   2.7 Boost Up Social Innovations and Entrepreneurship
   2.8 Social Goods Industry and Gamification
   2.9 Social Business Startup and Cloud Gamification
   2.10 Investment Trend In Gamification
   2.11 Gamification and Big Data analytics
   2.12 Gamification For Productivity
   2.13 Virtual Reality and Gamification
   2.14 Wearable Wireless and Self Gamification
   2.15 Corporate Learning For Executive and It Leaders
   2.16 Semantic Web & Gamification
2.17 Millennial and Gamification

3. Global Gamification Market assessment
3.1 Global Gamification Market Projections 2015 - 2020
3.2 Gamification Market By Geography 2020
3.3 Gamification Market By End-User 2020
3.4 Gamification Market By Industry Vertical 2020

4. Gamification Technology Solutions
4.1 Game Style Marketing
4.2 Gamification Vs. Serious Gaming
4.3 Wearable Gamification
4.4 Mobile Social Gamification
4.5 Using Game Layer
4.6 Cloud Gamification

5. Gamification Company analysis
5.1 42 Terabytes
5.2 500 Friends
5.3 actapi
5.4 actiplay
5.5 Badgeville
5.6 Bankerslab
5.7 Belly
5.8 Bennu
5.9 Bigdoor
5.10 Bitoon Digital
5.11 Bizpart Engage
5.12 Black Ink Studio
5.13 Blue Telescope
5.14 Boombox
5.15 Brandgame
5.16 Bunchball
5.17 Catalysts
5.18 Challengera
5.19 Ci&T
5.20 Clic&Gain
5.21 Comarch
5.22 Crmgamified
5.23 Crowdtwist
5.24 Customeradvocacy
5.25 Designing Digitally
5.26 Dopamine
5.27 Dopawin
5.28 Dsxgroup, Llc
5.29 Dynamia
5.30 Echo.It
5.31 Emee
5.32 Enthouse
5.33 Expertoffice
5.34 Fantasysalesteam
5.35 Friendefi
5.36 Funifier
5.37 Game Craft
5.38 Game On! Learning
5.39 Gameeffective
5.40 Gamification Nation
5.41 Gamified Labs
5.42 Gaminide
5.43 G-Era
5.44 Gigya
5.45 iactionable
5.46 Leaderboarded
5.47 Levelup
5.48 Loyaltymatch
5.49 Mindspace
5.50 Mindtickle
5.51 Pakra
5.52 Playbasis
5.53 Playgen
5.54 Pugpharm
5.55 Punchcard
5.56 Punchtab
5.57 Salesforce
5.58 Sap
5.59 Seriosity
5.60 Tembosocial
5.61 the Gamifiers
5.62 Wonnova
5.63 Work Bandits (Fidup)

6. Conclusions and Recommendations
6.1 Recommendations For Brands and advertising agencies
6.2 Recommendations For Merchants and Instore Strategies
6.3 Recommendations For It Leaders and application Developers

List of Figures:
Figure 1: Flow Zone in Gamification Social Web Engineering
Figure 2: Zynga used LBSN concept for Times Square
Figure 3: BMW's Gamified Store
Figure 4: Pain Squad's Pain Parameters for Kids
Figure 5: SNN Gaming Interface
Figure 6: Global Gamification Market Forecast in $ Billion 2015 - 2020
Figure 7: Global Gamification Market Percentage Share by Geography 2020
Figure 8: Global Gamification Market Percentage Share by End-user Type 2020
Figure 9: Global Gamification Market Percentage Share by Industry Vertical 2020
Figure 10: Cadbury Spots and Stripes: a Successful Game Style Marketing
Figure 11: Foursquare Leaderboard sponsored by Pepsi
Figure 12: Gaming analytics and Statistics

List of Tables:
Table 1: Gamification and Business Objectives in app Design

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