



# CUSTOMER ENGAGEMENT GAMING CASE STUDY

## Sisal Entertainment (Italy)

**SISALFUNCLUB**  
IL FANTAGIOCO PIÙ RICCO D'ITALIA



# SISALFUNCLUB

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## SOLUTION

PUG Interactive's  
Picnic Engagement  
Platform

## VERTICAL

Entertainment

## Core Theme

Amplifying Sisal-  
Customer Relationship

## KPIs

Sign-ups  
In-game Engagement  
Social Engagement  
Cross-App Movement

## How Sisal Tapped Into Their Customers' Love of Sport and Scored Big With Gamified Engagement

In 2017, Sisal selected PUG Interactive to develop a long-term gamification platform & gamified geo localized app to motivate, engage and profile their customer community while providing status & loyalty incentives through an enjoyable, gamified "meta layer" experience. The success of the initial Giocopolis contest campaign led to the next generation, Sisal FunClub, in 2021.

Made possible by the power and flexibility of PUG's Picnic Customer Engagement platform, Sisal FunClub delivers a leading-edge digital game experience to customers with competitive dynamics and captivating prizes. Supported through a variety of adaptive quests, games, quizzes and competitions that will reward users for both skill, knowledge or luck, FunClub is intended for a broad audience interested in new technologies and passionate about soccer, allowing each player to climb the rankings and have fun challenging their friends.

Sisal, active since 1946, was the first Italian company to operate in the legal gaming sector as a State concessionaire and has held this business for over 70 years. Sisal is one of the leading global companies in the sector, with approximately 40,000 points of sale nationwide, online and internationally.

# Sisal Program Goals

## Goal #1

Increase engagement & retention of Sisal customers, fostering a deeper sense of belonging, collaboration, & affinity amongst community members

- ✓ Contesting
- ✓ Competitive challenges



## Goal #2

Deliver recognition & loyalty rewards, along with support for fun parallel activities, challenges & contests

- ✓ Loyalty Credit System
- ✓ Contesting
- ✓ Leaderboards
- ✓ Virtual Goods Collection Challenges



## Goal #3

Expand reach and knowledge of non-hardcore gamers, with an emphasis on the more casual/infrequent gamer segment, motivating increased participation, visits, and spending

- ✓ Mini Games and Quiz Games
- ✓ Prizing including Instant Wins, "Points" Races, and Grand Prize Draws



## Goal #4

Identify/capture patterns of real-world & online engagement metrics that uncover user trends, behaviors, preferences, and social interactions

- ✓ Quests and Actions Involving Commercial Actions and In-game Achievements
- ✓ Rewards
- ✓ Referrals
- ✓ Social Media Codewords



## Goal #5

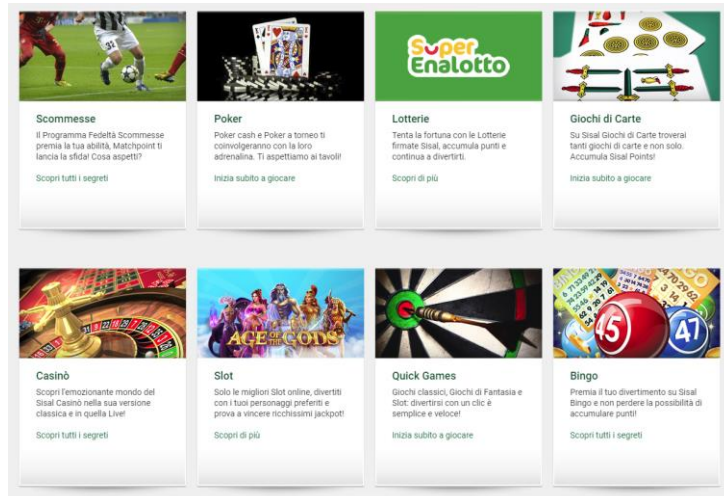
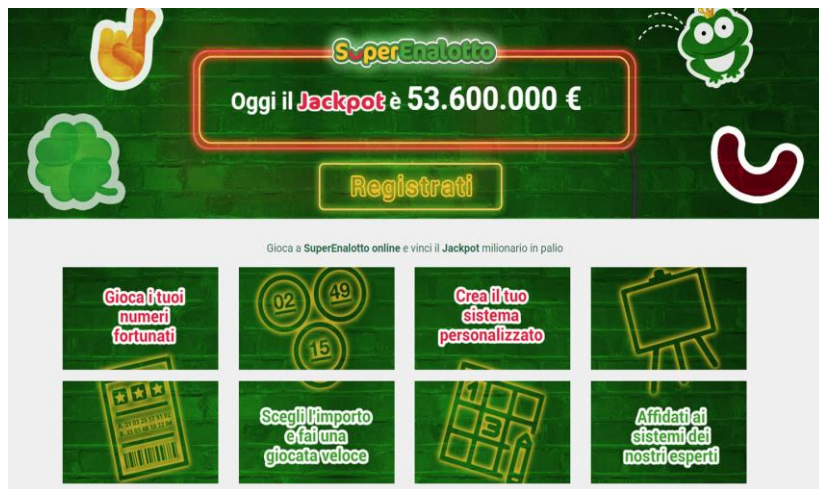
Highlight & showcase the entire Sisal.it catalog in ways that promote discovery & cross-branding to drive increased loyalty & repeat visits

- ✓ Quests and Challenges Featuring Sisal Catalogue
- ✓ Themed Virtual Item Collections



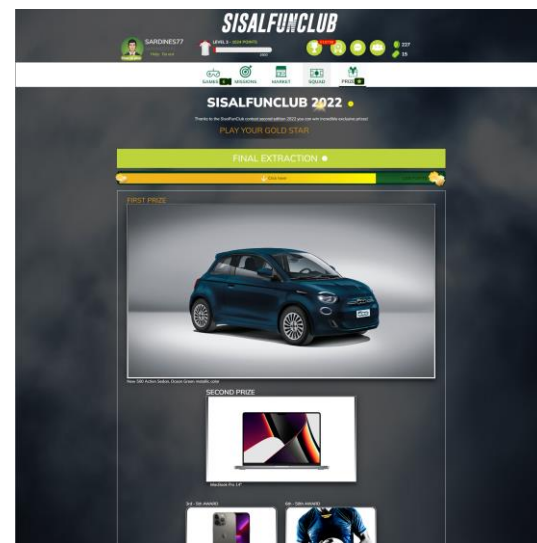
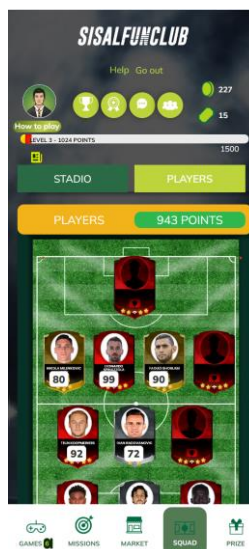
# Results Matter

## The Before



- **Challenge:** Highly competitive online gaming industry with little player traction, players feeling underappreciated, and fragmented player data
- **Starting Point:** Basic catalog of games (casino/lottery), loyalty points program, limited mobile content, simple contests/promotions

## The After



- **Result:** Dynamic motivators that drive KP-based calls-to-action. Interesting choices & consequences that inspire deep engagement. Seamless cross-platform experience that retains players. And a solution that converts points to plays (and vice versa) for greater traction in a highly interactive, "fun-first" environment that delivers on key business outcomes.

# Results Matter

## Engagement Behaviors

1

FunClub increased the CTA response rate of the targeted customer segment by **44%**

2

A **39% increase** over baseline customer engagement was achieved

3

An average of **18.1 interactions per week** (up **160%**) between each community member and the brand

4

**28%** increase in brand sentiment

5

**Over 68%** of the total community participated repeatedly during each campaign phase

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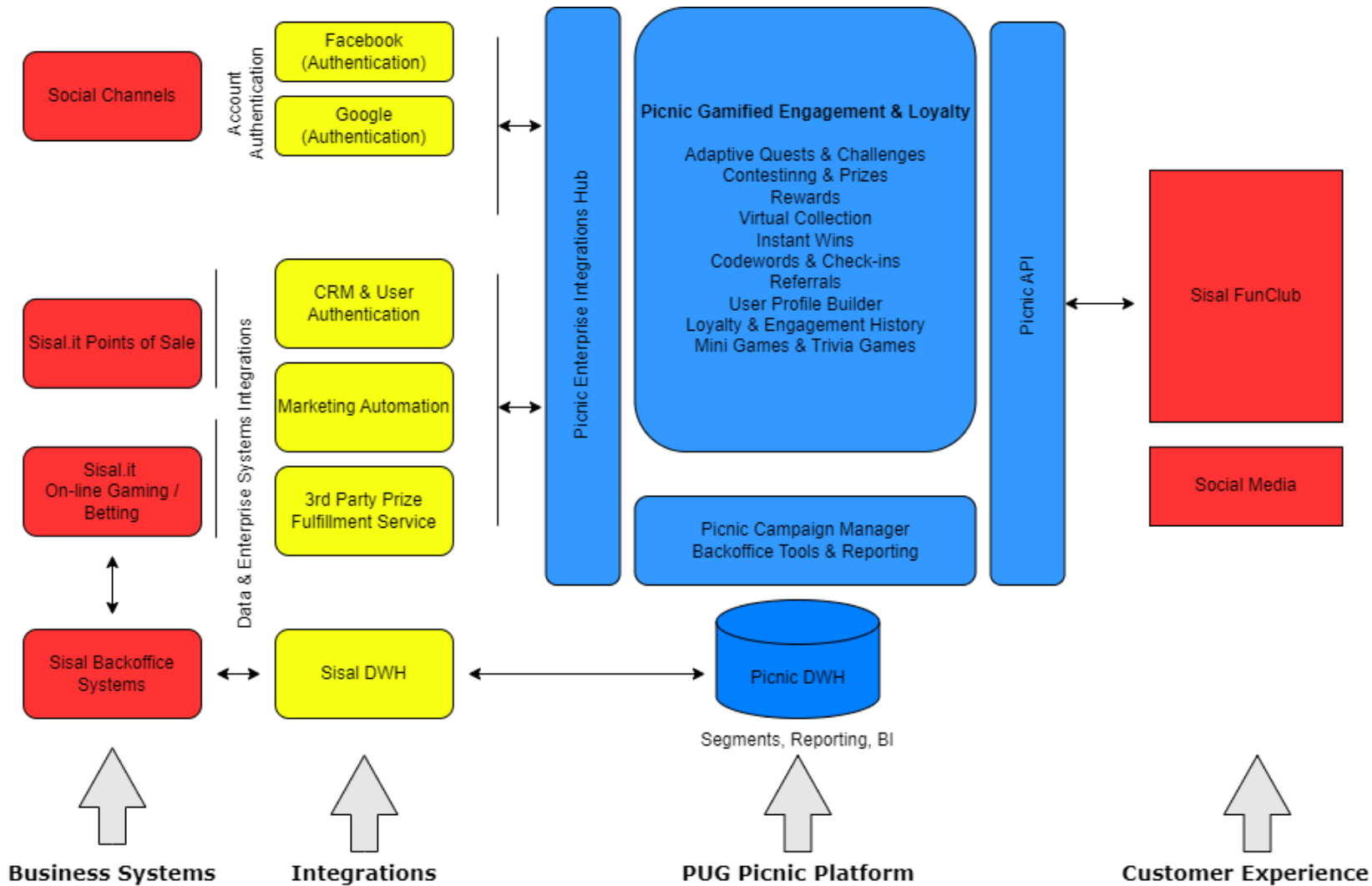
**8x** efficiency of traditional audience-building marketing campaigns

7

FunClub has established **a new industry standard** in best-practices for digital customer engagement, brand/theme amplification, and community profiling data

# The Technology

## Core Technology and Integrations



- Enterprise Integrations Hub provides “connector” access to **Realtime Marketing, CRM, 3<sup>rd</sup> Party Prize Fulfillment, and Sisal’s Data Warehouse** (for Gaming and Betting data)
- Supports the definition of user segments and creation and processing of data rules
- Login and authentication using Social Media accounts
- Data exchange with Picnic DWH via batch and API

# SUMMARY



*“The creation of the new SisalFunClub platform once again confirms our strategy where fun is at the heart of our offer and play is a pastime, a healthy moment for many users. And it is our continuous and inexhaustible commitment that has led us to be the first operator in Italy by market share of online games.”*

*Marco Tiso, Online Managing Director at Sisal*

SisalFunClub is an exceptional case-study in the power of **choice-based campaign design, cumulative participation, and empowering individual voices**—all towards driving **stronger brand engagement, recognition & increased sales.**

*“I am particularly proud of Sisal’s effort aimed at supporting and encouraging the investment program in digital skills in favor of an evolution strongly linked to entertainment”, said **Marco Tiso, Online Managing Director of Sisal.** “Sisal has always been very attentive to promoting responsible gaming, the protection of minors and the safety of its systems. The creation of the new SisalFunClub platform once again confirms our strategy where fun is at the heart of our offer and play is a pastime, a healthy moment for many users. And it is our continuous and inexhaustible commitment that has led us to be the first operator in Italy by market share of online games.”*

PUG Interactive Inc. is a leader in gamified engagement solutions for enterprise, delivering playful, purposeful community engagement to the world's top brands. By combining proven video gameplay design experience and its proven Picnic™ platform technology, PUG Interactive delivers high-performance retention, loyalty, and motivation solutions for large audiences and enterprise applications.



# CONTACT



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