



Increase new user engagement by 20%

Drive deeper engagement, boost traffic and increase content creation

Humans love games. There is science that supports this, but the bottom line is this—games are fun. Customers expect more than just information and service online. They expect engaging experiences, motivations to interact, and opportunities to contribute and be rewarded for their efforts. Games provide an opportunity for customers to enter a highly rewarding mental state where challenges motivate them to keep playing and contributing.

With Premium Gamification, we deliver a unique offering that leverages over a decade of social science and gamification experience to help you drive deeper engagement with your community members. It includes Lithium Badges and trophies, which provide community members immediate visual recognition for achievements inside and outside the community. You can motivate and reward specific actions amongst new community members as well as re-engage existing members. These actions can deliver broader and more valuable participation to any customer community.



We have over a decade of expertise led by Chief Scientist, Dr. Michael Wu, who has patented a continuum of techniques to help you choose the right gamification plan for your customers, depending on the behaviors you want to drive.

[Learn more](#) about the Gamification Spectrum

USE PREMIUM GAMIFICATION TO:

Accelerate onboarding for new members and enlist more customers to become active contributors:

- 2,000 new user registrations within the first month of community launch
- 2,300% increase in active members

Drive traffic to your website and improve SEO:

- 19% increase in visits
- 151,000 unique visitors in the first 6 months, leading to #1 search rank

Create a more responsive and rewarding community experience:

- 23% increase in solutions
- 43% increase in kudos

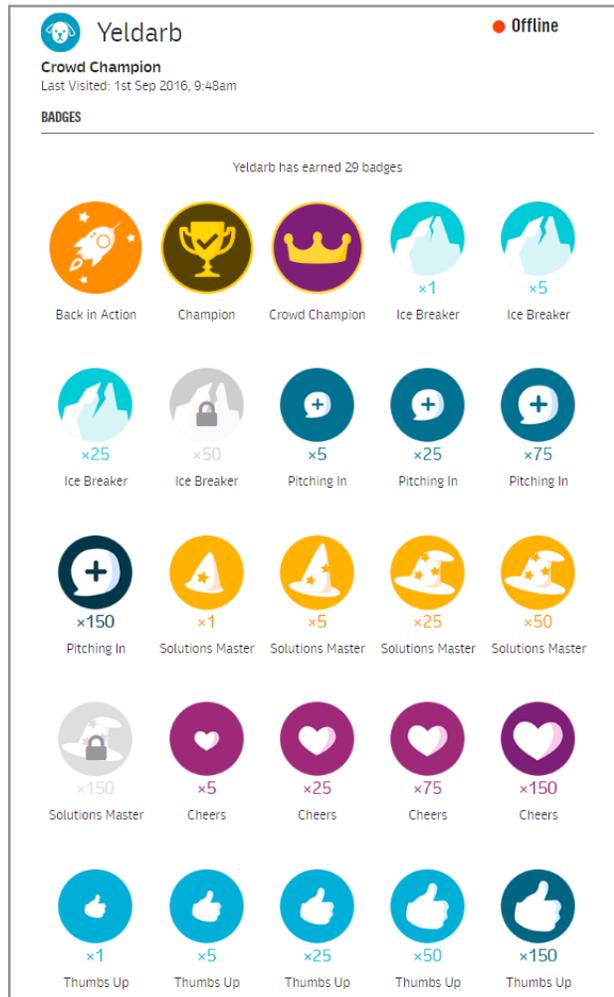
How does it work?

Premium Gamification comes with an online training session that covers gamification, its benefits, gaming dynamics and mechanics as well as tactics for putting this into practice such as identifying objectives, goals, strategies and metrics, and referencing real-world examples and best practices.

OPTUS

Optimizing user engagement on the community leads to higher volumes of peer-to-peer support and support savings:

- Contributions from superusers increased by 300% YoY
- Achieved 70% increase in posts and 26,000 page views of Wiki Articles
- Resulting in 500,000 reduction in calls to the contact center and 230% increase in operational savings



Once you've determined your community gamification approach, you can implement it into your Lithium community. No integration is necessary—Premium Gamification works out-of-the-box with your existing Lithium community features and is integrated with Lithium's permission system, giving you complete control. In the console you can add custom badges to recognize community member achievements, awarding those badges automatically when criteria have been fulfilled. You can also upload your badge graphic assets to create custom badges that align with your brand.

As you consider implementing Lithium Premium Gamification you may want to consider reviewing your gamification strategy and determine the best approach to meet your business goals with an onboarding plan. We therefore offer a separate, onsite Premium Gamification strategy workshop, as it helps you plan your community-wide gamification approach.

To learn more

For additional information about Premium Gamification or to request a demo, please contact your Lithium Account Representative or visit lithium.com.