



Maximize Engagement

Everything you need to Engage, Motivate and Retain your customers

Captain Up maximizes user engagement and retention, using gamification, social mechanics and communication tools. We **enhance the business's offering with behavioural economics and gaming methods**. These include challenges, tournaments, multiple currencies, shop, community feeds, badges, levels, leaderboards, in-app messaging and more. **All in real-time, fully segmented and localized**, customized to the specific user's journey.

- Enhance user loyalty
- Increase lifetime value
- Direct and personal communication with the user
- Segmented and automatic group messaging
- Reward active users
- Create a community of brand enthusiasts
- Increase average time spent
- Gain insights using user-centric analytics



Gamification

- **Challenges** - badges, levels, trophies and more
- **Rewards** - Reward your loyal users
- **Shop** - Promote virtual and tangible goods

Increase user loyalty

Communication

- **Direct Message** - in game direct message / notification
- **Bulk Messages** - Communicate with a segment of users
- **Triggered Messages** - Set automatic rules for messages

Communicate with your users

Social

- **Leaderboards** - Empower the community
- **User Profile** - Personalize the user journey
- **Social Sharing** - Broad circles of communication.

Build a community

"Engagement and retention are the biggest challenges facing online services today. Captain Up aims to bring the lessons of behavioral economics to online users worldwide."
Prof. Dan Ariely Duke University



Winner of ICE Operator Challenge 2016