CASE STUDY

APP: WE GOT GAME

Superdrug, one of the UK's largest retailers, was hosting an annual event for roughly 1,700 attendees.

THE UNIQUE NEED

This event was all about engagement, and Superdrug needed an app to drive it. It needed to be completely white-label, fully branded, and to offer the gamification capabilities that they dreamt of.

THE ELEVATED SOLUTION

Superdrug used eventcloud's 100% white-label solution to create a unique, fully-branded app. They also leveraged our in-app scanning technology to drive delegates on a real-world "treasure hunt", where people had to scan QR codes at over 20 exhibitors for a chance to win.

THE ELEVATED RESULTS

A 73.4% app download rate, and a 70% app usage rate. In fact, the app was so popular that it was trending in the top 100 business apps in the Google Play Store (UK), and was the the #1 new business app. That's all incredible... but it gets better.

Superdrug

73%

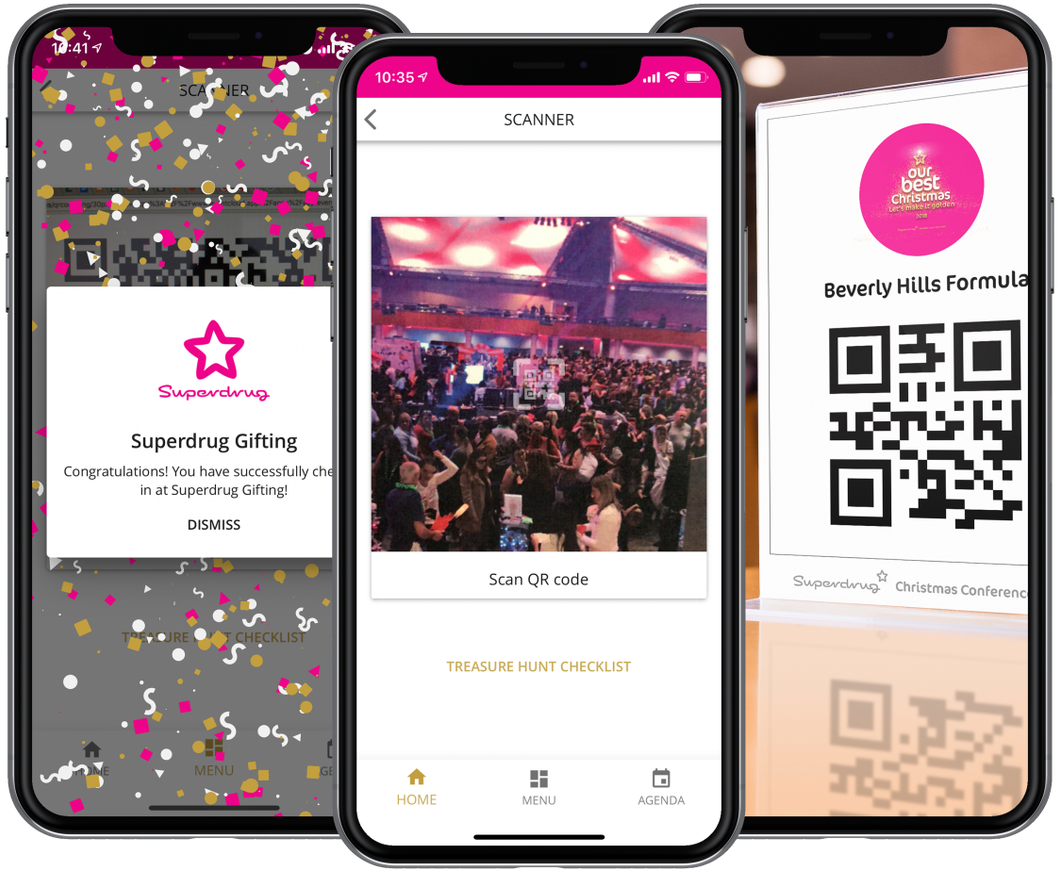
of delegates downloaded the app

APP-SOLUTELY ENGAGED

THIS IS SUCCESSFUL GAMIFICATION

The app played a core role in the event by enabling a treasure hunt that drove attendees to exhibitors, where they used the app's QR code scanner to capture their presence. The more stands visited, the more scans, and the better the chance to win a prize hamper. *How successful was it?*

- 74% of attendees downloaded the app.
- 70% of those actively engaged in the game by scanning codes.
- Over 13,500 scans during the game period.
- An average of 87 codes were scanned per minute (more than 1 per second).
- An average of 15.1 scans (and booths visited) among these attendees.



ALL THE ELEVATED NUMBERS

AN APP-SOLUTELY BRILLIANT RESULT

Superdrug

SDCONF18 REPORT

Attendees Invited | 1,768

Apps Installed | 1,298

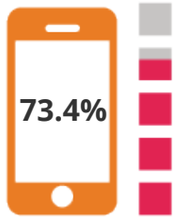
825

473

The industry average for App Penetration is **48%**.

App Penetration

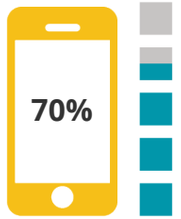
(% of all attendees)



73.4% of attendees (1,298 attendees), downloaded and logged into the app.

App Usage

(% of penetration rate)



70% of those attendees (897 people) took part in the treasure hunt by scanning QR codes.

App Scans

13,527 scans during the event

With two periods totalling 165 minutes allotted to treasure hunt activities, that equates to **82.7 scans per minute.**

= **10.4** scans per attendee or
= **15.1** scans per active app user

= **10.4** scans per app download