

# Roidu

**Gamified lead capture**



# Gamified lead capture solutions

Roidu offers **3 different game options** to make lead capture entertaining and easy: **Wheel of fortune, Slots and Cards**

Games can be **branded according to customer's visual guidelines** (fonts, logos, colours, images in winning sectors)

Leads are collected in real-time to the **online-reporting service**, where they can be exported as an Excel-file or via API to customer's own CRM system

# Wheel of fortune

# GRANO

Viisas pääsee granommalla



## Voitit **palkinnon!**

Jättämällä yhteystietosi osallistut **pääpalkinnon** arvontaan!

Etunimi

Sukunimi

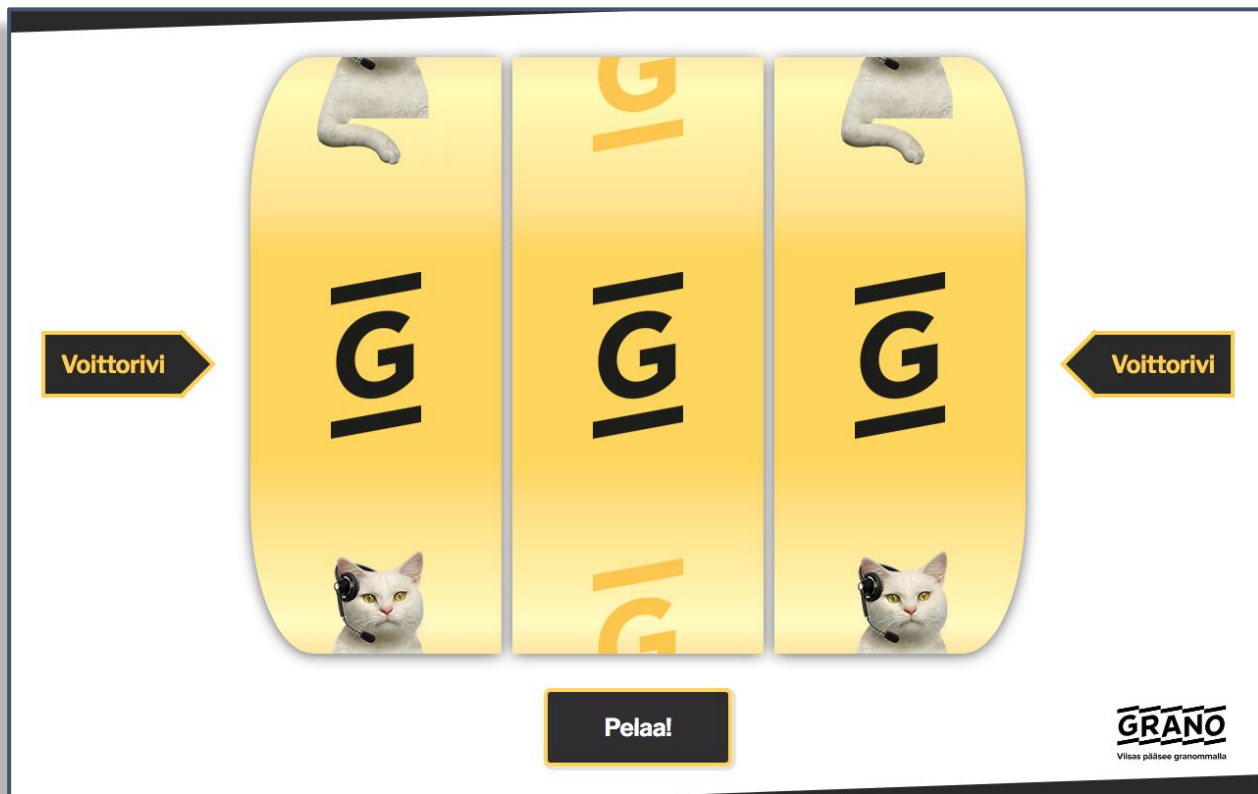
Sähköpostiosoite

Puhelinnumero

Pyöräytä uudelleen!

Lähetä

# Slots



# Cards



# Winning logic



Päävoitto!



The logic to determine winning can be defined according to prize categories which there can be  $x$  amount, in which each can have  $y$  amount of products.

1. Each product can be defined with a probability, such as 20%, meaning that on average every fifth turn wins.
2. A chosen amount of prizes can be handed out in a certain time period, for example 100 pcs of products are won during a weekend fair.

# Gamified lead capture

## Pricing

Starting expense 1 500 €

includes the game, branding and winning logic implementation

Licence fee 20 € / month / device

includes the use of game and online-reporting service

Device rental solution e.g. 100 € / device / month

when renting two devices for 12 months



# Our customers

FINAVIA



HS



Lääkärikeskus  
Aava



ORACLE®



SIEVITALO





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