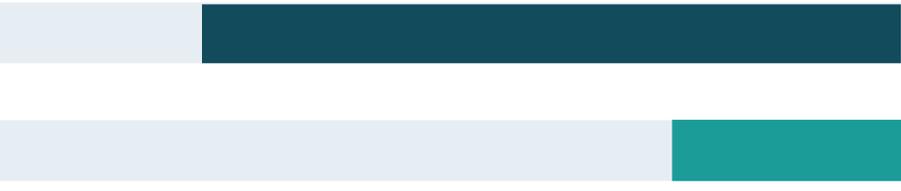


# Fascinating Statistics ABOUT GAMIFICATION



90%

of employees are more productive when using gamification



Gamification is **75%** psychology

and **25%** technology.

2.5x

There are **2.5x more revenues** for companies with engaged employees versus their competitors with low engagement among their employees.



70%

of Forbes Global 2000 companies are using **gamified platforms** as a way to boost staff engagement, employee retention and revenues.

\$

The global gamification market is expected to grow to over **\$11 billion** annually by 2020.



Since 2010, over **350** companies have launched major gamification projects.

**82%** of employees say that gamification makes them happier at work.

“It’s play that helps us do serious things better.” – Daniel Debow, Salesforce SVP



42%

People love games. In 2015, 42% of Americans played 3 hours of video games a week.



REFERENCES