AN AGRICULTURE & AGRI-INPUTS COMPANY · RETAILER GAMIFICATION LAYER | CHANNEL LOYALTY

Sales lift on repeat, without a platform migration

How an agri-inputs company layered spin-the-wheel and scratch-card mechanics onto its existing retailer program, keeping eligibility logic and analytics in its own systems while Loyalife ran the plays and paid the rewards.

23%	5 wks	96%
Sales velocity uplift during campaign windows	From decision to first live campaign	Issued spins consumed by retailers

CAPABILITIES USED

CHANNEL LOYALTY

Gamification Modules as a Service

Spin-the-wheel with configurable reward slices and scratch cards with concealed outcomes, supporting assured-win, mixed-probability and jackpot campaign structures, dropped into an existing program rather than replacing it.

INFRASTRUCTURE

Client-Owned Logic, API-Executed Rewards

The company keeps retailer qualification, spin allocation and campaign logic in its own systems; Loyalife ingests member IDs and entitlements over API and executes the play and the reward, with no migration and no shared source of truth.

THE CHALLENGE

A working loyalty program wasn't driving seasonal sales spikes

The company already ran a retailer loyalty program on its own app, with years of eligibility logic built into it. Engagement was steady, but seasonal sales windows needed a short-term push that points accrual couldn't deliver. Every gamification vendor's answer was to migrate the program onto their platform. That meant rebuilding eligibility logic, handing over analytics, and a rollout measured in quarters.

The company needed an approach that could:

- **Add gamification to the existing program** - not replace it
- **Keep eligibility logic and analytics** - entirely in the company's own systems
- **Deploy inside a season** - not across a replatforming project
- **Keep every gamified reward auditable** - for finance and channel governance

THE SOLUTION

Loyalife as an execution layer behind the existing app

Loyalife runs as a gamification and reward layer behind the company's own app. It doesn't replace anything. The company decides who plays and what they win; Loyalife runs the play and pays the reward.

The company keeps retailer qualification, spin allocation and campaign rules in its own systems. Loyalife just ingests member IDs and entitlements over API, then runs the spin or scratch in real time. Nothing about the core app, its data, or its analytics changes.

Reward mechanics change with each campaign. Spin-the-wheel and scratch cards carry win percentages the company can tune. Campaigns can be assured-win, mixed-probability, or jackpot, with reward values set per campaign and per retailer segment.

Because rewards are probability-based, finance wants proof. Every play and every reward is logged: spins issued against spins consumed, and actual payouts checked against configured odds. That lets finance see campaign cost as it happens, not after the season ends.

- **Spin-the-wheel:** - configurable reward slices with tunable win percentages
- **Scratch cards:** - concealed outcomes for a different engagement rhythm
- **Campaign structures:** - assured-win, mixed-probability or jackpot models set per campaign
- **Client-owned logic:** - retailer qualification and spin allocation calculated in the company's own systems
- **API-executed rewards:** - Loyalife ingests member IDs and entitlements, then executes the play
- **No migration:** - the core app, its data model and its analytics remain untouched
- **Audit logs:** - every play and every reward recorded and reconcilable
- **Liability visibility:** - campaign cost known during the window, not after it

THE RESULTS

Sales velocity up, with zero changes to the core app

The interesting result isn't the engagement lift, it's what the company didn't have to give up to get it. Its eligibility logic and channel analytics stayed exactly where they were, and gamification shipped as a five-week campaign decision, not a platform migration requiring executive sponsorship.

That's only possible because the reward layer never touched the program underneath it. The seasonal sales jolt that points accrual couldn't deliver came at the cost of an API integration, not a replatforming project, and finance could sign off on a probability-based reward mechanic without adding new controls, because every play and payout was already reconciled against the odds.

The result is a model the company can reuse: turn a campaign on for a quarter, retire it, tune it by retailer tier, or run a few variants side by side, and treat each one as a season-by-season decision instead of a platform commitment.

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COMPANY PROFILE

INDUSTRY
Agriculture & Agri-Inputs

PROGRAM
Retailer Gamification Layer

REGION
India

USE CASE
Channel Engagement