

How Claire made \$69M in three weeks playing Whodunnit.

Claire used IncentivePilot's Whodunnit game to boost rep revenue 83.6% and generated \$69,381,319 in just three weeks at a Fortune 100 technology company.



Fostering Focus at Scale

Claire understands that moving the needle at an enterprise technology company is all about cutting through the noise and fostering focus at scale.

To incentivize revenue run rate on an underperforming product line, Claire engaged sellers with IncentivePilot's Whodunnit game. The game's built in touchpoints kept Claire's initiative top of mind and the results speak for themselves.

Whodunnit is a mystery game played over the course of three to six weeks with internal or channel reps.

Reps earn clues to solve the case for each goal they hit or sales activity they complete.

Reps who solve the case are awarded with a gift card or are entered into a drawing. In this case, \$100.

Whodunnit Performance

63%

Of sellers engaged with the Whodunnit game.

83.6%

Sellers who played the game produced 83.6% more revenue.

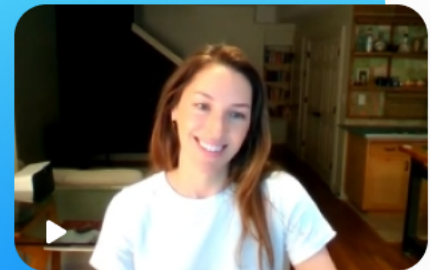
\$69M

In the revenue generated by engaged reps.

"Just wow. We boosted revenue by \$69M in only three weeks with IncentivePilot's Whodunnit game."



Claire, Enterprise Technology Marketing



Watch Claire's story at IncentivePilot.com/roi

