

ZIFTONE + INCENTIVEPILOT CASE STUDY

ATLASSIAN

To incentivize new pipeline generation for an important cloud initiative, Atlassian employed IncentivePilot's Space Invasion game to drive partner activity in ZiftONE and produced serious results.

268%

Increase in Partner Portal Logins

104.3%

Increase in Partner Marketing Activity

3.1x

Syndicated Social Media Clicks

The automated and integrated campaign engaged reps and incentivized them to complete pipeline-building activities within the ZiftONE partner portal, Atlassian Partner Marketing Center. For each activity completed, participants were awarded playtime in the Space Invasion game as well as a variety of gift card incentives.

After the first successful month, activities and rewards were refreshed to continue the important time-sensitive initiative. Atlassian reported notable uplift not only for activities and materials related to the campaign but also portal-wide increases in views and downloads of enablement and co-marketing materials.



How it Works

Space Invasion is a classic arcade game campaign played over the course of four to twelve weeks with channel partners. Partners earn playtime in the game for each goal they hit or activity they complete. As players climb the leaderboard, conversation between participants grows engagement and awareness at scale, fostering "a culture of engaged participation".



"We needed a way to re-energize our partners and get them using our resources more. That's when we discovered IncentivePilot's gamification platform and the results were nothing short of phenomenal. Within the same year, we saw a staggering 268% increase in total partner base logins. IncentivePilot's transformed our partner engagement strategy. It not only boosted portal adoption but also fostered a more motivated and productive partner community."

— M'hamed Barradouane, Channel Marketing Program Manager EMEA



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