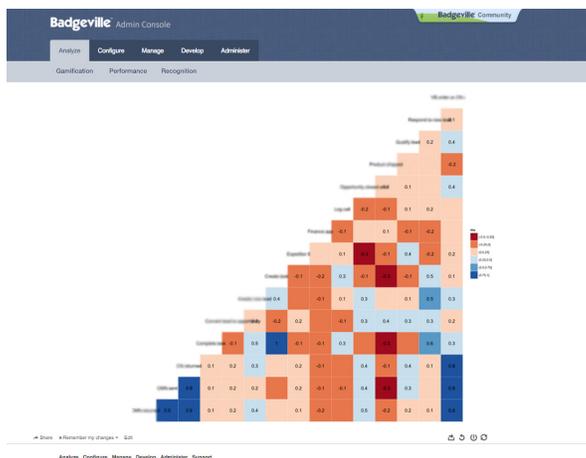


Deep Insights into Digital Engagement

Self-Service Analytics Portal:



MotivationMetrics™ is an intuitive, self-service analytics solution used in conjunction with Badgeville Enterprise Plus. No data scientists are required in order to get a real view into the health and success of your applications. Engagement program managers can use MotivationMetrics™ in order to:

- Gain key insights into the application, engagement program and participants.
- Adjust or expand game design, reward structures or program parameters.
- Reward, promote or coach program participants.

Over 30 pre-built reports and visualizations are included and designed to give a holistic view of an engagement program. MotivationMetrics™ provides users with dashboard visualizations and reporting capabilities across three dimensions:

- **Gamification**, including badges, awards, engagement statistics, progression, points and milestones achieved;
- **Performance**, including cohort analysis by behavior, RFM (Recency, Frequency and Monetary) metrics, KPI analysis, and impact metrics; and
- **Recognition**, including ranked participants by activity, program parameters, and team-based dimensions.

Because of MotivationMetrics™ self-service dashboard, engagement program managers are able to access and understand program and participant data on their own terms. Program managers don't need the help of an analyst, and visualizations and insights can be exported and shared with relevant team members or managers. Program managers have a fuller view of their application and program, more so than many basic in-app analytics.

Big Data Infrastructure

MotivationMetrics™ can scale to handle millions of participants or activities, and is built on a robust backend with technologies such as Hadoop, Spark, and Impala. Your data is secure and accessible 24/7. Badgeville successfully completed the SOC 2 Type 2 audit, verifying Badgeville meets the highest industry standards for security, transactional integrity, data protection, availability, and confidentiality. No matter the size of your program, MotivationMetrics™ can provide insight across massive amounts of data.

MotivateOne™ Data Service

If you already have a dedicated data team, Badgeville can also ensure that you get the data into the hands of the people who need it. The MotivateOne™ Data Service offers scheduled, daily exports of raw engagement program data over SFTP. The Badgeville data team will work with you so that you always get your data, safely and securely. If you have other data sets from other applications, you can blend your Badgeville data set with it, or you can work with our data team to do so within MotivationMetrics™. By combining data sets with Badgeville's MotivationMetrics™, you can blend data across systems to gain greater insight into business processes and activities. MotivationMetrics™ is a data discovery and analytics service that provides gamification, performance, and recognition insights across an organization.

Together with Badgeville Enterprise Plus, MotivationMetrics™ pulls in data from multiple program sources, providing multi-dimensional measurement, visibility and a clear path to improve outcomes. Even within a single program, MotivationMetrics™ goes beyond traditional gamification reporting, showcasing individual, team and organizational performance. With the actionable insights available from MotivationMetrics™, you'll identify and motivate the key behaviors that help your organization achieve ROI and business goals.

If you would like to learn more about how Badgeville Enterprise Plus and MotivationMetrics™ can help you achieve your engagement goals, please contact us at sales@badgeville.com.