

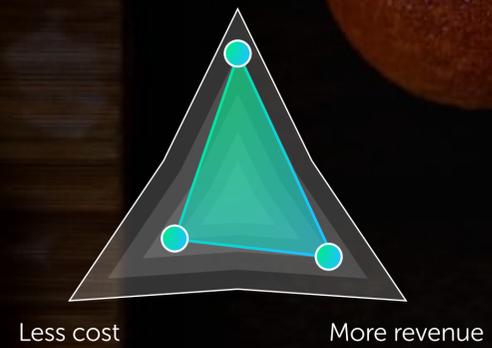
MyLife

Building healthier habits and brand engagement through incentivized customer challenge

Health

Europe

Higher engagement



Challenge

- Irish Life is an insurance company that wanted to grow deeper brand engagement by helping their community live healthier lives.
- The MyLife app is a companion healthy living app where health goals can be tracked.
- New user retention and longer-term engagement can be challenging so users need help in nudging healthy behaviours in the right direction.

Let our experts guide you in detail. Drop us mail at info@loylogic.com.



Solutions

- The creation of healthy lifestyle challenges allowed members simple and exciting ways to lead a healthier lifestyle across the year.
- A personalized healthy challenge is designed (i.e. Marathon run) and participation is incentivised with points and also a chance to win a top prize (i.e. Apple iWatch).
- Challenges are easy to find and instantly activated from the MyLife app.
- Points are fulfilled as soon as the challenge criteria is met and selected prize winners are notified in-app with a claim code that can be redeemed in the app native reward shop.



Results

- Higher engagement:
 - a. Challenge participation: 60%+.
 - b. Reward Redemptions: 30%+.