GAMIFICATION SPORTS MARKETING

Gamification is rapidly transforming the world of sports marketing, blending entertainment, competition, and fan engagement into immersive digital experiences. As sports audiences demand more interactivity and personalization, brands and teams are leveraging game mechanics like streaks, leaderboards, points, and rewards to deepen loyalty, drive participation, and boost revenue. From prediction games to fantasy leagues and Augmented Reality (AR) and Virtual Reality (VR) experiences, the landscape is evolving fast. This infographic explores trends and technologies driving gamification in sports marketing, and how they're reshaping the fan journey both on and off the field.

NORTH AMERICA MARKET OUTLOOK

SPORTS	SPORTS BETTING	eSPORTS	FANTASY SPORTS
\$55.7B Revenue* in the Sports Market 5.19%	\$18.5B Revenue in the Sports Betting market 7.89%	\$18.5B Revenue in the eSports market 6.58%	\$14.9B Size of the fantasy sports market 12.9%
CAGR 2025-2029	CAGR 2025-2029	CAGR 2025-2029	CAGR 2025-2030
\$115B Sports sponsorship market 8.7% Growth rate	56.9m Users by 2029	72.5m Users by 2029	62.5m Players by 2029 50% of U.S. adults have participated at least once in the last 12 months
\$196.3 Average revenue per user (ARPU)	\$411.5 Average revenue per user (ARPU)	\$21.5 Average revenue per user (ARPU)	90% Market share by DFS (Daily Fantasy Sports)

^{*}B2C and B2B revenues based on media, merchandise, and ticket spending.

THE POWER OF GAMIFICATION

\$8.6B Size of the gamification market

37%

increased

engagement

rate

28.06% CAGR 2025-2034

31% increase in brand recall

24% increase in time spent with brand content

19% higher conversion rate vs non-gami-

fied approaches

Companies using Al-driven gamification experience 30% higher CUSTOMER satisfaction rates

KEY TRENDS AND DRIVERS



72%

brands integrated

gamification

elements

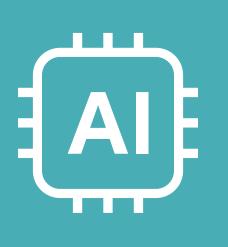
Increasing Adoption of Tech (AR, VR) and Al powered gamification



Key role in Consumer Engagement, Retention and Education



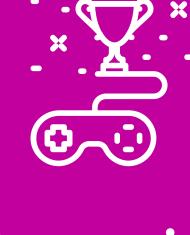
Increasing Consumer Demand for unique, personalized and interactive experiences



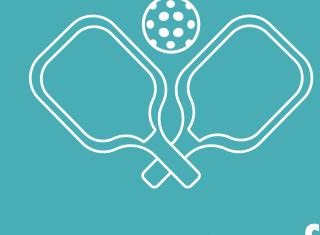
Increasing use of Al in data and analytics to enhance gamification efforts



Explosion of new media - OTT / social media spawning new, multicultural global audiences



Mainstream integration with traditional sports rising (NBA 2K League and F1 Esports)



Fringe sports offering access to niche, highly invested fan bases (Pickleball)



Live action gamification through creative automation enabling creation of real-time moments

GAMING MECHANICS THAT WORK

PROVEN TACTICS FOR BEHAVIOR CHANGE



Status & Recognition



& Identity

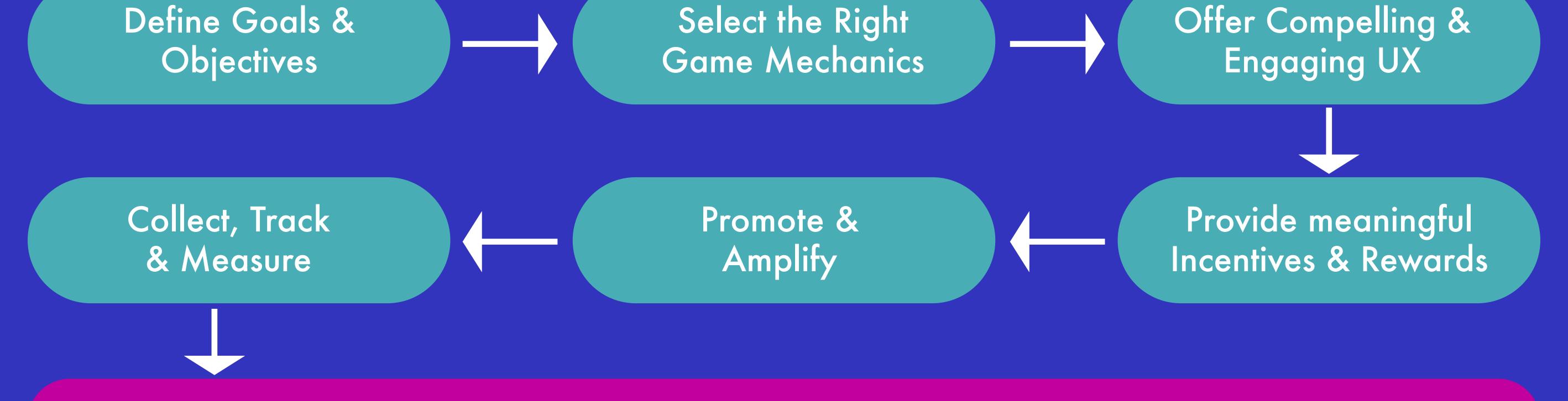




Social echanics		Scarcity 8 Exclusivity	
	Streaks / Progressions		

Instant Win Games	Streaks / Progressions	Punch Cards
Missions / Challenges	Quizzes	Trivia
Voting (Brackets)	Time Limiting	Badging
Achievement Sharing	Referral Challenges	Pick 'Em Games
Prediction Games	Fantasy Challenges	Story Missions
Unlocks	Levels / Tiers	Leaderboards

BEST PRACTICES



Optimize & Repeat

Turn Passive Customers into Active Participants Gamification is becoming an essential play in the sports marketing strategy book. It's no longer just about watching the

game—it's about playing a part in it. By tapping into fans' competitive instincts and love for rewards, brands can creating more meaningful, interactive, and personalized experiences. Those who embrace these trends will be best positioned to capture and retain modern consumers, and long-term value. Learn how Snipp's interactive gamification solutions can help drive participation, deepen engagement and loyalty while collecting valuable customer data.

LET'S TALK