



FLARIE

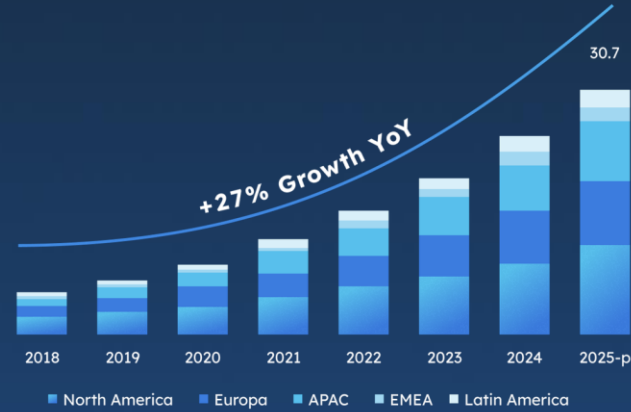
BE PLAYFUL



People are playing



Companies are evolving



Investment in gamification by companies (Gartner)

60%

Fortune
2000 co's
(Forbes)



Premium Branded Games for Enga

For Marketing and CRM teams looking to level up their engagement

2 000+

Gamification experiences
created by customers

30 million

Players have engaged with
Flarie-powered games

40 countries

Flarie games are launched
and running globally

Start Your 14 Day Trial

Book a Demo

Trusted by over 300 brands



SAMSUNG



Lufthansa

L'OREAL
PARIS



Cases Stories

Driving real business value



Most common Use Cases



20%
Increase In Sales

[Read more](#)

Klarna.

Klarna.
A card with new perspectives.



350%
Increase In Time Spent In App

[Read more](#)


CATHAY PACIFIC

CATHAY
HAPPY LUNAR NEW YEAR
恭喜發財

6.6x
Increase In CTR In Newsletter

[Read more](#)

GARNIER



3x
Increase In CTR On Social

[Read more](#)

Social - Engagement, Acquisition

Happier Travels With 3 Mobile

To promote Happier Travels, 3 used Flarie Studio to re-brand the popular hyper-casual game "Grace" and distributed it across social media and transport networks. Users were encouraged to play and score 300 points for a chance to win a Samsung Galaxy S23. A simple form collected entries, boosting CRM, and follow-up emails were sent to re-engage participants and announce the winners.

9.3 min

Average time per player (30 days)

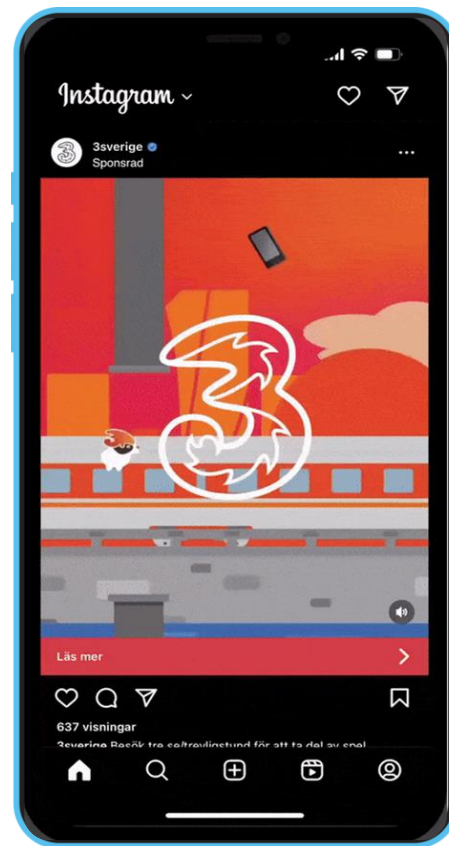
170k

Game rounds (30 days)

"Telco and mobile gaming sit hand-in-hand. Flarie offered a natural and fun way to play and win, whilst also immersing people in our brand."



Simon Post
3 Media Lead



App - Retention and engagement

Wendy's Frosty Adventures: A Daily Reward Game

Wendy's has launched an interactive gaming experience, Wendy's Frosty Adventures, within their app, designed to enhance customer engagement and drive repeat visits.

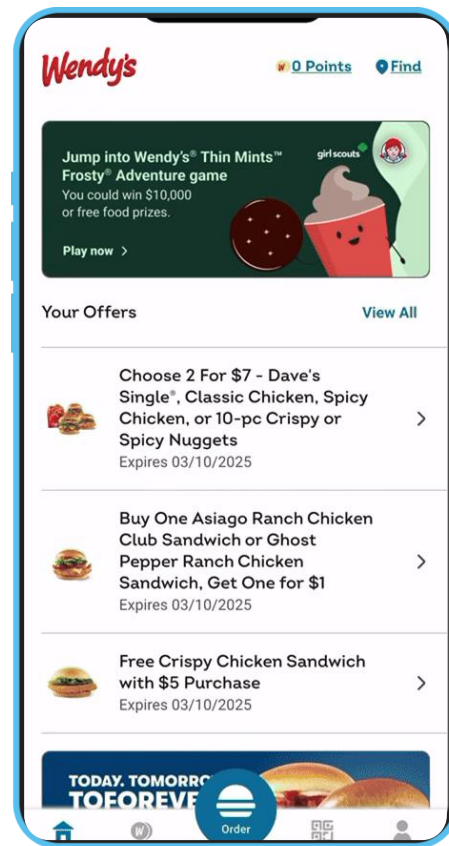
The game offers players the chance to win daily prizes, such as free burgers, milkshakes, and other menu items, while also giving them the opportunity to compete for a grand prize of \$10,000 in Wendy's credit.

450K

Players (30 days)

7 min

Average time per player



CRM -Engagement, Acquisition, Retention

Cathay Pacific Celebrate Culture & Boost Customer Engagement

Cathay Pacific used Flarie Studio to create a branded game inspired by the magic of the 'Mid Autumn Festival', to drive web engagement and strengthen their CRM efforts on email and organic social. Players who reached a certain score, were entered into a raffle to win two economy flight tickets and other exciting rewards.

17k

Players (30 days)

24 min

Average time per player

10%

Email CTR (vs 1.5% bench)

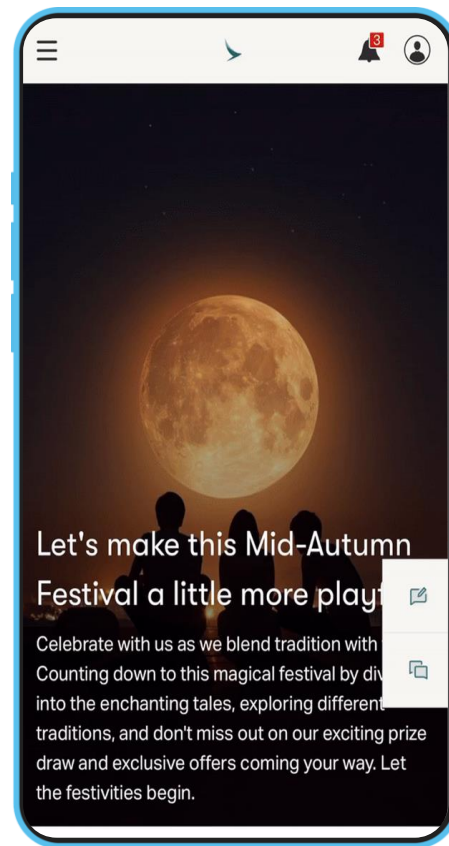
8%

FB Organic social (vs 2% bench)

"Flarie Studio added a fun, engaging element to our Mid-Autumn Festival celebration, which resonated well with our customers. We're looking forward to further developing our gamification strategy with



Tiffany Yiu
Digital Sales Officer - Cathay Pacific



100+ Clients

With an active Flarie Studio Subscription

13.5 MSEK ARR

Trusted by leading brands

+60% Growth YoY

Growing steadily

Flarie's 5-Year Goal

🎯 Reach 1,000 Clients

☀️ >100 MSEK in ARR

AMERICAN
EXPRESS

BEN & JERRY'S

BRAUN

Coca-Cola



H&M

Klarna.

P&G



SAS

SUBWAY

Liseberg

SAMSUNG



WARNER MUSIC

prime



Lufthansa

L'ORÉAL
PARIS



TOYOTA

KÄRCHER

HORNBAACH



Looking for 10 MSEK
to accelerate our growth and
AI initiatives

AMERICAN
EXPRESS

BEN & JERRY'S

BRAUN

Coca-Cola



H&M

Klarna.

P&G



SAS

SUBWAY

Liseberg

SAMSUNG



Lufthansa

L'ORÉAL
PARIS



TOYOTA

KÄRCHER

HORNBACH





Tilt maze with magnetic pickups Endless climb on falling blocks Rocket rope attach and reel

Tower climb with crushing pistons Rubber band slingshot to zip Bubble wrap popper with combos

Pinball runner through bumper lanes Boats and currents ride the flow Wind sailor angle to speed

Grapple swing platformer Cannon climb shoot to propel Jelly platforms bounce with rhythm

Jetpack cave flyer with fuel cells One tap sword parry gauntlet Spiral tower rotate to align gaps

Lane switcher with color gates Rolling ball with tilt only Teleport tiles memorize the map

Rhythm dash with tap to parry Geyser jumper time the bursts Fire and ice melt or freeze hazards

River crossing with logs and gators Stealth with moving light cones Thief dash steal and escape

Drift racer with tap boosts Magnet swap attract and repel Blimp pilot manage buoyancy

Platforms that rotate on touch Orbit runner hop between planets Tornado surfer ride the waves

Boomerang shooter catch to reload Tunnel flyer with lane shifts Laser corridor peek and dodge

Portal flinger puzzle runner Bouncer invert gravity pads Maglev racer polarize to stick

Shadow clone runner that repeats moves Domino chain builder under time Water runner

Ice slide puzzle with fragile tiles Bridge builder while running Drone courier deliver under time

Stack platforms for an upward sprint Sling catapult across gaps Boulder escape weave through

Endless skier outrunning an avalanche Bubble chains with wind currents Color swap avatar puzzle

One button pogo up a shaft Stair sprint tiles vanish behind Leapfrog pads time moving lily pads

Helix dropper with rotating gaps Rocket lander with soft touch Shape gap faller fit through cutouts

Dash through enemies to stay alive Vine swing across hazards Meteor shield angle deflections

Match bullet color to shields Memory path tiles that shuffle Cave echo ping to reveal

Meteor dodger with time slow pickups Carry a key and open doors Zip portal chain teleports

Tiny golf with wind and portals Time loop reuse your last ghost Sun shadow swap to pass barriers

Describe your Game idea

