THE KNOWLEDGE ARCADE
WRAPPED 2020

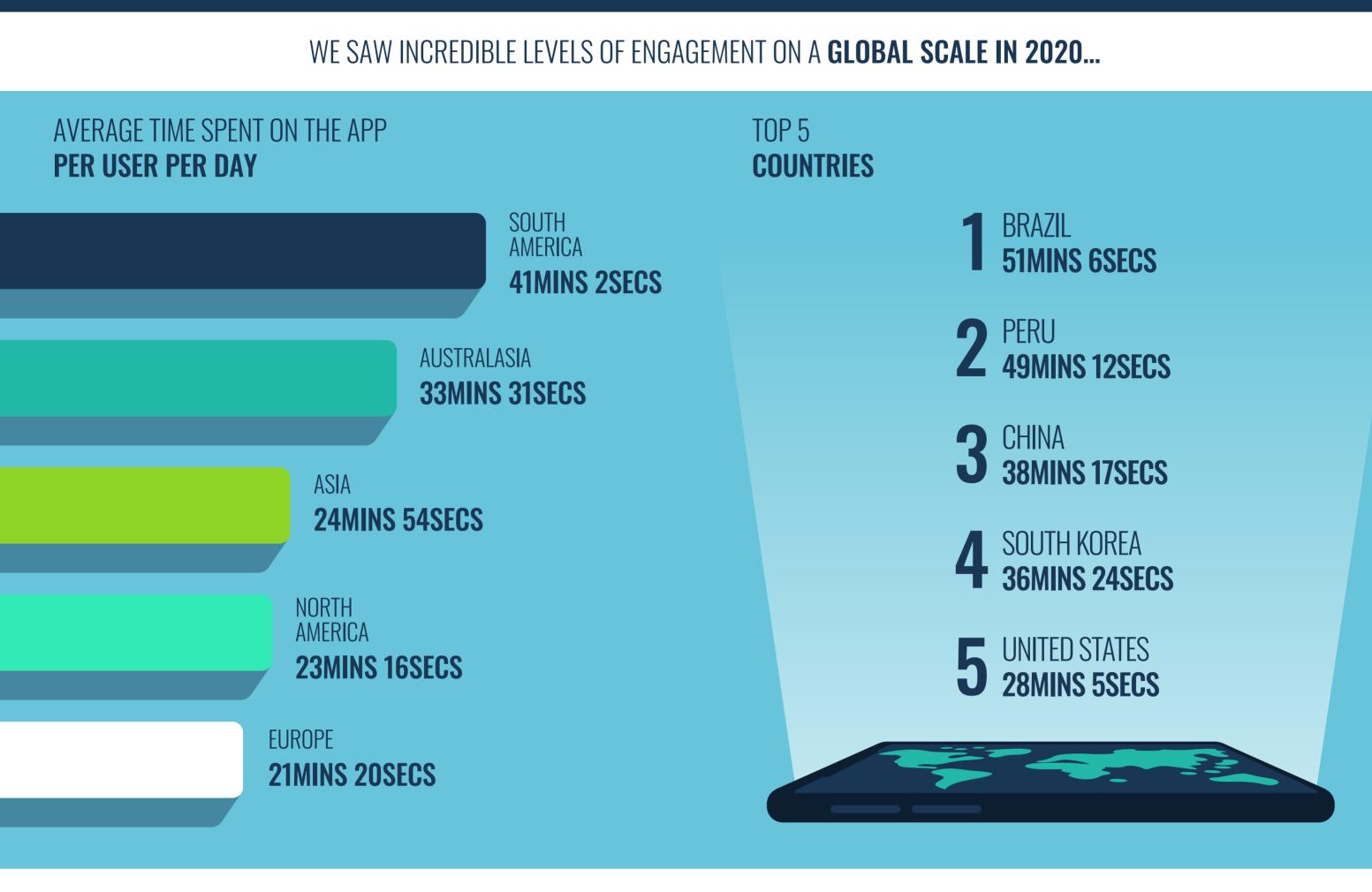GROWTH ENGINEERING

2020 was a year of Tik Tok dances, Zoom quizzes and thinking of excuses to get out of Zoom quizzes. We were challenged, but most importantly, we learned.

Growth Engineering clients benefited from innovative mobile functionality that delivered real business impact in 2020. We helped our customer partners not just to survive, but to thrive!

Here are a few highlights from a year to remember (or, you know, forget)…

WE SAW INCREDIBLE LEVELS OF ENGAGEMENT ON A **GLOBAL SCALE IN 2020**…

AVERAGE TIME SPENT ON THE APP PER USER PER DAY

- SOUTH AMERICA **41MINS 2SECS**
- AUSTRALASIA **33MINS 31SECS**
- ASIA **24MINS 54SECS**
- NORTH AMERICA **23MINS 16SECS**
- EUROPE **21MINS 20SECS**

TOP 5 COUNTRIES

1 BRAZIL **51MINS 6SECS**

2 PERU **49MINS 12SECS**

3 CHINA **38MINS 17SECS**

4 SOUTH KOREA **36MINS 24SECS**

5 UNITED STATES **28MINS 5SECS**

HERE'S WHAT OUR AVERAGE USER GOT UP TO IN **2020**…

7 **LOGINS** TO THE APP EVERY DAY

4 TRAINING MODULES COMPLETED EVERY WEEK

9 POSTS TO SOCIAL FEEDS EVERY WEEK #KNOWLEDGESHARING

810 QUESTIONS ANSWERED EVERY MONTH IN **KNOWLEDGE BATTLES**

HERE ARE SOME OF THE SUCCESS STORIES WE HEARD FROM **OUR CLIENTS IN 2020**…

£16M
ONE CLIENT'S APP LEARNING CAMPAIGN WAS RESPONSIBLE FOR OVER **£16 MILLION** IN RETAIL SALES GROWTH!

$253M
ONE CLIENT ADDED **$253M+** IN REVENUE VIA MEMBERSHIP SALES LINKED TO THEIR APP SOLUTION

20%
TERRITORIES THAT ROLLED OUT THE APP SAW A **20%** INCREASE IN SALES COMPARED TO THOSE THAT DIDN'T!

TKA THE KNOWLEDGE ARCADE

The Knowledge Arcade blends gamification, social learning and powerful, in-built authoring tools to give your team engaging and robust learning experiences.

Here are just some of the features proven to deliver real business impact:

- MICROLEARNING
- KNOWLEDGE BATTLES
- SOCIAL CLUBS
- FULLY GAMIFIED
- PUSH NOTIFICATIONS
- OFFLINE LEARNING
- FULLY CUSTOMISABLE
- AND MUCH MORE!