



REACH System Wins 2018 MarTech Breakthrough Award

Gamified Marketing Program Recognized as Best Interactive Content Platform by MarTech Breakthrough

LAS VEGAS, Nevada (September 6, 2018) – MarTech Breakthrough, an independent organization that recognizes the top companies, technologies, and products in the global marketing technology industry, named Engaged Nation’s REACH system of gamified online customer engagement as its winner of the Best Interactive Content Platform for 2018. A panel of expert judges evaluated REACH and selected it over approximately 50 other finalists in the interactive content platform category.

The MarTech Breakthrough Awards honors marketing, sales, and ad technology innovators, leaders, and visionaries from around the world in a range of categories, including marketing automation, customer experience, relationship management, content, social marketing, mobile marketing, and many more. The program attracted more than 2,000 nominations from over 12 different countries. Engaged Nation joined such recognizable global brands as Marketo, Eventbrite, GoDaddy, Salesforce, Adobe Creative Cloud, and MailChimp in this year’s list of winners.

Engaged Nation’s award-winning REACH system is a fully-immersive customer engagement platform that can embed into any existing website or mobile app. It can also be deployed as a standalone program that can boost business at any time of the year. The system is multi-faceted and designed to achieve key business needs, including customer acquisition, retention, and reactivation. It is also a unique option for internal team communications and training.

“We’re honored to be recognized alongside some of the most forward-thinking, respected, and successful companies in the world by the esteemed MarTech Breakthrough expert panel,” said Jerry Epstein, Engaged Nation CEO. “So many customer-facing businesses find it nearly impossible to break through the digital clutter to engage and keep customers connected to their brands, products, and services. However, the results we’ve delivered with REACH have proven how effective our gamification system is in cultivating true brand ambassadors. It’s really a testament of our corporate philosophy, which emphasizes continued innovation to produce quantifiable, profitable results for our clients.”

The REACH system remains one of the most versatile gamified marketing platforms on the market. The component-based system combines incentivization, artificial and mechanical intelligence, and behavioral economics as participants earn and win free virtual currency, drawing entries, and instant rewards while learning about a business’ services and promotions. This interactive, “edutaining” approach creates a greater

perceived value of the offers in customers' minds and yields a higher conversion rate than other traditional marketing methods or single one-off encounters.

This is the fifth prestigious industry award that Engaged Nation has received in a little over a year. The Las Vegas-based company is currently working to further improve its suite of REACH products in preparation for the 2018 Global Gaming Expo in October, where it will be a featured exhibitor.

About Engaged Nation

Founded in 2008, Engaged Nation is the leader in strategic gamified marketing with its patent-pending REACH™ system. Using multiple digital platforms that educate and entertain, REACH™ creates a customer engagement cycle that repeatedly engages, incentivizes and retains existing customers, reactivates dormant customers, drives new customer acquisition, and creates true brand ambassadors who generate significant incremental revenue for businesses. For more information about the company's suite of gamified digital engagement products, please visit www.engagednation.com or call 480-261-1193.

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Media Contact

Jared Golub, Marketing Specialist
jgolub@engagednation.com
480-261-1193