CHECKLIST

Launching a game mechanic: 59 checks before go-live

What to check so that a game on your website, in your app or in store serves a business goal rather than just entertaining. The checklist is grouped by stage, from goal to results analysis.

HOW TO USE

Tick items off as they are done. Any open item is a reason to pause and resolve it before launch.

1 Goal and metrics

- [ ] One main business goal is defined (leads, sales, retention, loyalty)
- [ ] The project format is fixed (one-off, seasonal, ongoing)
- [ ] The prize budget and expected return (ROI) are calculated
- [ ] At least 4 references are chosen (2 that fit closely and 2 that don't fit at all)
- [ ] A target metric and its plan are chosen (e.g. player-to-buyer conversion, growth in repeat orders)
- [ ] A control group or period is set to measure the net effect
- [ ] If you have run games before: what worked and what didn't is recorded

2 Audience and mechanics

- [ ] The target players are described (new, existing, inactive customers)
- [ ] The game takes 30–90 seconds or is split into short sessions
- [ ] The game works properly on mobile devices (the main traffic)
- [ ] The mechanic fits the goal: quick (wheel, scratch card) for leads, long (quest, missions) for retention
- [ ] Clear rules and the prize value are visible before the game starts
- [ ] The visuals follow the brand book

3 Prizes and economics

- [ ] The prize pool and win odds are calculated and capped by the budget
- [ ] Prize validity and terms of use are set (minimum order, categories)
- [ ] There is a plan for when the prizes run out
- [ ] Prizes are genuinely valuable to the audience but don't eat the margin
- [ ] Unique promo codes are tied to the user

4 Content

- [ ] Brand materials are up to date (brand book, fonts, tone of voice, logo)
- [ ] Content for production is ready (images, copy, prize photos)

5 Integrations and tech

- [ ] An acceptable integration level for the project is chosen
- [ ] Login or customer ID handover is connected (if applicable)
- [ ] Web analytics events are set up
- [ ] The load at peak traffic is tested
- [ ] Hosting is chosen: client servers, agency servers or hybrid
- [ ] Owners are assigned for monitoring, backups and incident response (SLA)
- [ ] Contacts are passed to the CRM / email service
- [ ] Promo codes / points are generated and validated
- [ ] UTM tags are on every entry point to the game
- [ ] There is a fallback scenario if an integration fails
- [ ] Data storage and access requirements are agreed with information security

6 Security and fraud protection

- [ ] Attempts are limited per user / device / day
- [ ] There is protection against bots (captcha, rate limiting) and multiple accounts
- [ ] The game result is decided on the server, not in the browser
- [ ] Promo code leaks to coupon sites are monitored

7 Legal

- [ ] The promotion rules are published and reviewed by a lawyer
- [ ] Consent to personal data processing and to marketing messages is obtained
- [ ] Tax obligations on valuable prizes are accounted for
- [ ] It is determined whether the game is a promotional lottery or an advertising campaign, and legal requirements are met
- [ ] Data storage and transfer comply with personal data laws (GDPR and local regulations — as applicable)

8 Promotion

- [ ] The game is easy to find: banner, pop-up, in-app section, push, email
- [ ] Announcements and communications are ready for every channel: email, social media, ads
- [ ] Reminders are planned: unused prize, new attempt, new mission
- [ ] The right moment to show it is chosen (it doesn't get in the way of a purchase, e.g. on exit intent or after an order)
- [ ] There is a share or invite-a-friend mechanic

9 Support

- [ ] Team resources are planned and agreed (in-house teams, agency, contractors)
- [ ] Communication channels are set up (email, SMS, push, checkouts, personal account, hotline)
- [ ] A/B tests of mechanics, communications, prizes and placements are planned
- [ ] Analytics is set up and owners of interim results are assigned
- [ ] A communications calendar and content for the game period are ready

10 Pre-launch testing

- [ ] The full player journey is tested: entry → game → prize → redemption in an order
- [ ] Data is confirmed to reach the CRM and analytics
- [ ] A pilot is run on part of the audience (5–10%) before full launch
- [ ] Different devices, browsers and app versions are checked
- [ ] Support knows the rules and can resolve disputes

11 Analysis and growth

- [ ] A dashboard with key metrics and game revenue is set up
- [ ] A post-campaign review is planned: ROI, cost per lead, retention, takeaways
- [ ] A/B tests of mechanics, prizes and placements are running
- [ ] A plan for next launches and deeper integrations is drawn up

Want to launch your game with us?

ICNX CA is a data marketing agency with 27 years in CRM and data, based in Almaty. We'll help you choose a mechanic for your goal, set up integrations with your CRM and loyalty program, and measure the effect against a control group.

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