



capacity[®]

Engagement Campaigns

Elements of the User Adoption Toolkit



**Weekly
Challenge**



**Streak
Challenge**



**Easter Egg
Hunt**



**Scavenger
Hunt**



**Flash
Challenge**



**Region/Team
Competitions**



**User
Badges**



**AI Training
Challenge**





Weekly Challenge

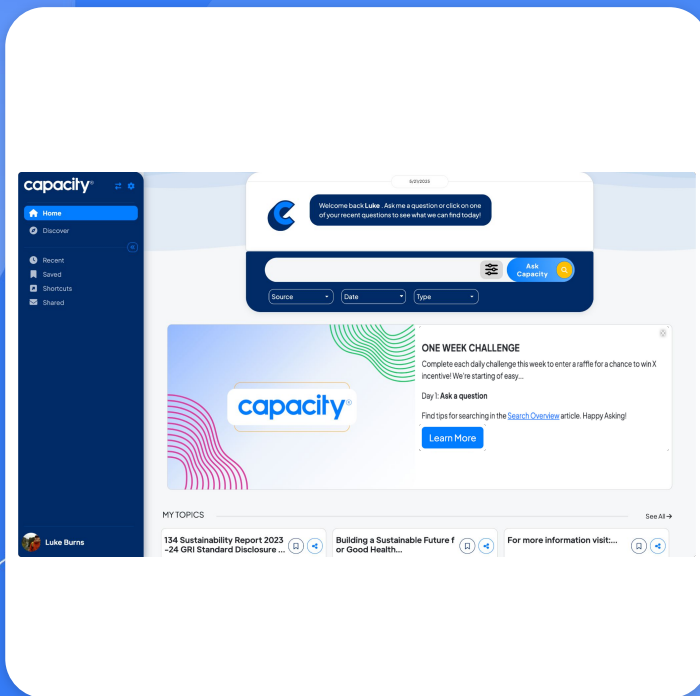
Drive early engagement!

Example Jumpstart adoption by guiding users through key features with a fun, 5-day challenge.

Example Challenge:

- **Day 1:** Log in and ask a question
- **Day 2:** Apply a filter
- **Day 3:** Train an answer
- **Day 4:** Summarize an answer
- **Day 5:** Document chat

Users who complete all 5 days receive an incentive or entry into a raffle.

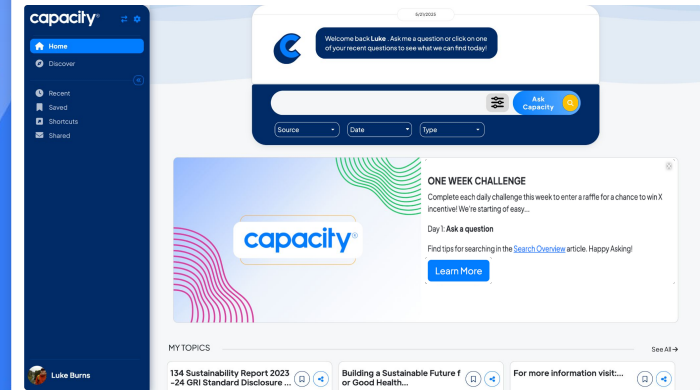


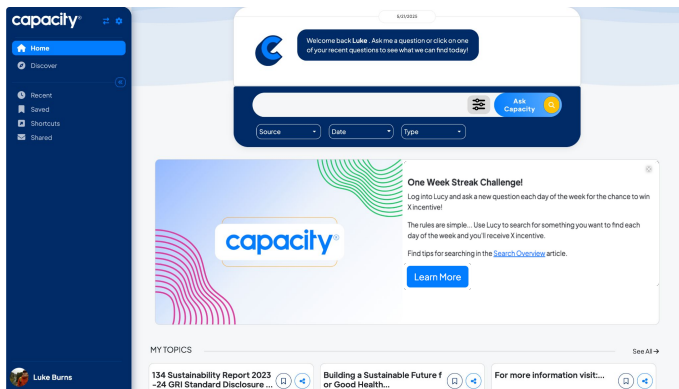


Weekly

Challenge Pt.2

- Promote the challenge via out-of-app channels (email, Workplace, Teams, etc.)
- Highlight each day's challenge in the platform's announcement section.
- Your CSM is here to support communications and help drive participation





Streak Challenge

Build the habit!

Encourage daily platform use by challenging users to log in and ask a question five days in a row (Monday-Friday).

- Participants who complete the 5-day streak receive a reward or incentive.
- Use-of-app channels (email, Workplace, Teams, etc.) to promote the challenge and drive engagement.
- Your CSM is available to support out-of app communications and ensure a smooth rollout.



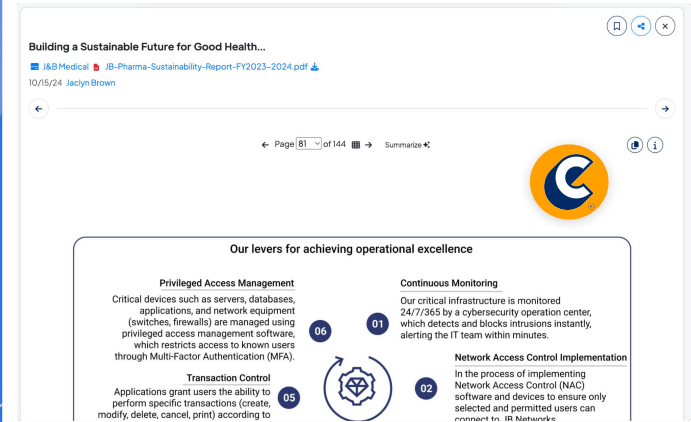
Easter

Egg Hunt

Make exploration fun!

Encourage users to master Capacity's Answer Engine features by searching for hidden items across answers. Hide "easter eggs" (images) within select answers and challenge users to find them all.

- Use daily comms (Slack, email, Teams) to share hints or hypothetical research scenarios that guide users to relevant answers.
- Example: "What percentage of millennials snack daily in 2025?" Search in Capacity to find the answer and a hidden medallion!
- Your CSM can help craft in-app messages, research scenarios, and out-of-app promotions tailored to your business needs.





Scavenger

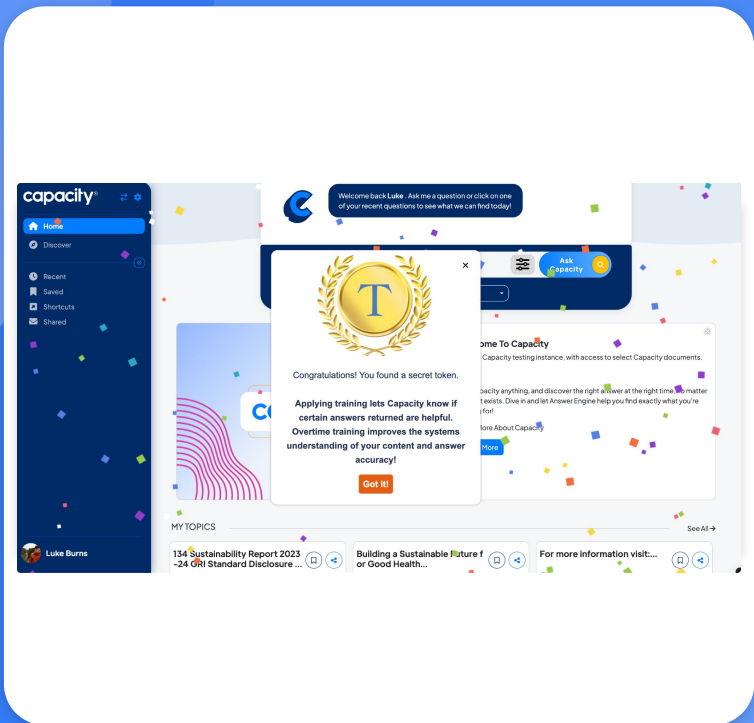
Hunt

Make exploration fun!

Encourage users to engage with key features and explore the platform through a fun, gamified experience.

Medallions appear (with celebratory confetti) when users complete specific actions or visit designated pages in Capacity.

- Use daily comms to share hints and guide users through the hunt.
- Optional twist: Hide a secret phrase across medallions. Users who collect and submit the secret phrase can win a prize.
- Your CSM will help design the scavenger hunt flow and support both in-app and out-off-app communications



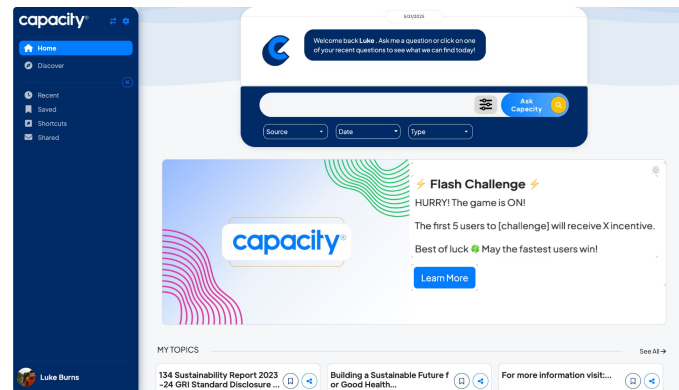
Flash Challenge

Surprise and delight with daily micro-challenges!

Boost engagement with spontaneous daily challenges that encourage users to explore Capacity Answer Engine's key features and tackle research questions.

- Drop unannounced challenges via external comms and reward the first X users to complete them,
- Challenges can also be posted in the announcement section for added visibility.

Your CSM to help with challenge idea generation, in and out of app communication, and keeping track of scores.





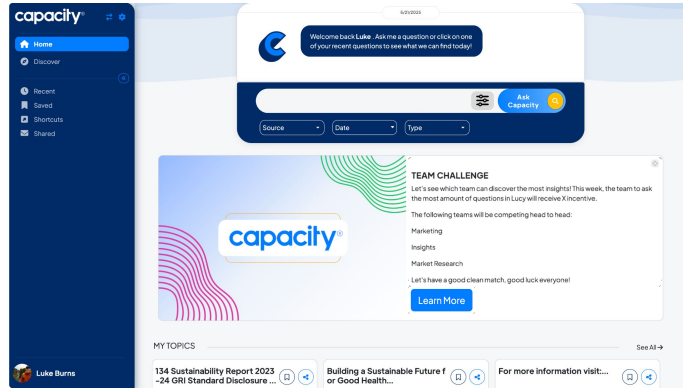
Region

Team Competitions

Spark engagement through friendly rivalry.

- Drive adoption by introducing lighthearted competition across teams, departments, or regions.
- Compete to see who can ask the most questions, complete the most research tasks, or master Capacity Answer Engine's key features the fastest.
- Use real usage data to track progress and crown a winner.

Your CSM will help design the competition, support communications, and track team scores.





Badges

Incentivize mastery and celebrate progress!

Reward users with visible badges next to their names based on their engagement with Answer Engine to drive usage and recognize expertise. Your CSM can partner with you to design a badge system that aligns with your goals and user behavior.

Example badge tiers:

- Under 50 questions asked –Beginner
- 50 –100 questions asked –Pro
- 100 –200 questions asked –Expert
- 200+ questions asked –Master



Capacity Support



Capacity Support



Capacity Support



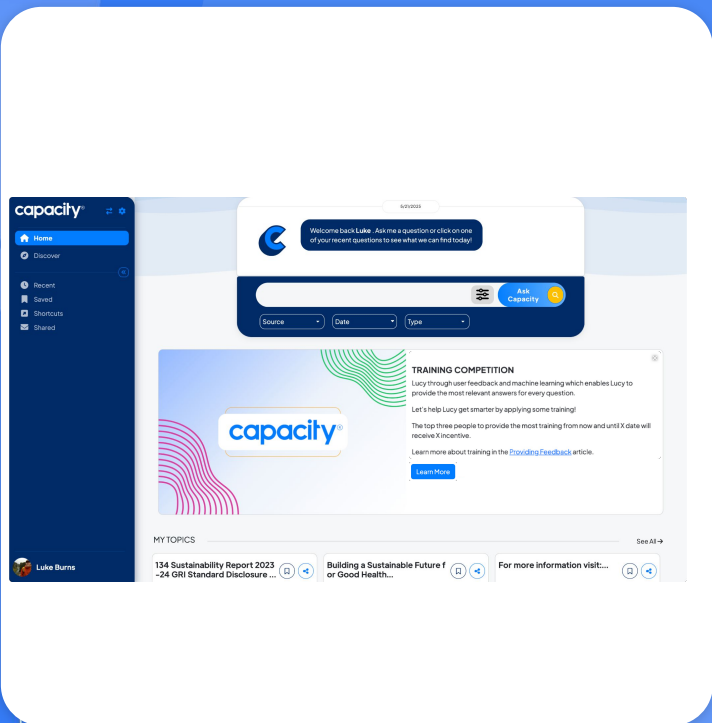


AI Training Competition

Build good habits and improve system accuracy!

Encourage users to regularly train the system by turning it into a fun, rewarding challenge. We'll run a weekly competition that rewards users for providing training after asking a question. At the same time, we'll use engaging in-app and out-of-app comms to explain:

- What training is
- Why it matters for better results
- How to easily train after each query
- Your CSM will help design the challenge, develop messaging, and drive participation across your user base.



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Thank you!

