

**Blick**



**SPIN TO WIN:  
HOW GAMIFICATION  
TRIPLED USER  
REGISTRATION**

Blick, Ringier Media Switzerland  
January 2026

## The Problem: Rational Offers Became Invisible: The "Free Trial" Trap

# 0.16%

← Stagnating  
Registration Rate

**Anmelden und 7 Tage  
Blick+ gratis lesen**

Sign up and read Blick+ for free  
for 7 days

Jetzt profitieren

Keine Kreditkarte nötig



### The Status Quo

We offered a guaranteed 7-Day Free Trial to all low-engaged or fly-by users to gain leads and a higher login-rate

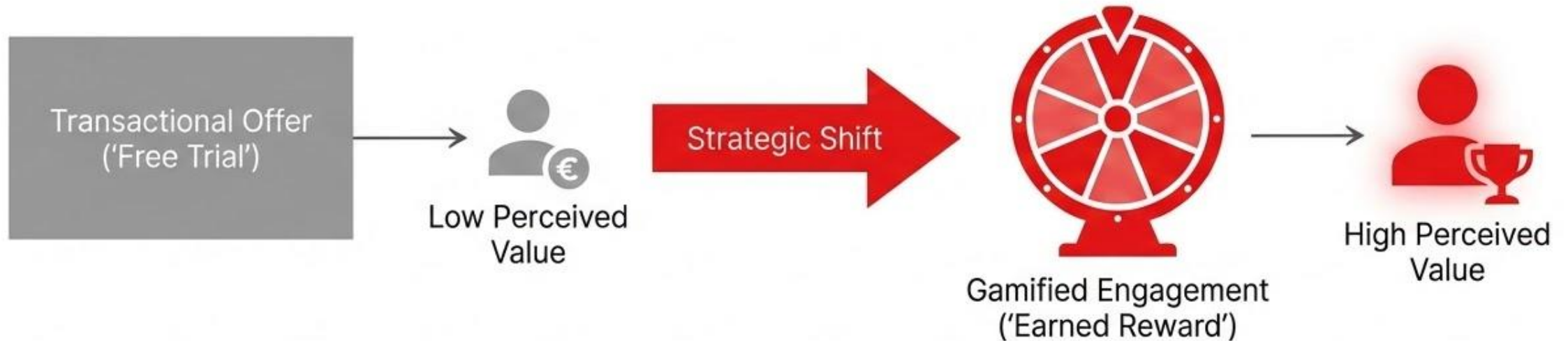


### The Issue

Users devalued "Free." The perceived effort of typing an email address > the value of a free trial. Registration Rate stagnated at 0.16% (number of registrations / total users)

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## Strategic Pivot: Elevating Perceived Value Through Gamified Engagement



- Transition from low-value 'free trial' offers to high-engagement 'earned' rewards.
- Leverage 'Endowment Effect': Users value rewards they have actively 'won' or 'earned'.
- Forecasted impact: Significant increase in registration conversion and user motivation.

## How it looked like: From “Transactional Giving” to “Winning”

The Wheel of Luck on our Paywall:

Win up to 2 months of free Blick+ access!

The Options:  
No luck 😞  
This article for free  
2 months of free Blick+  
2 weeks of free Blick+

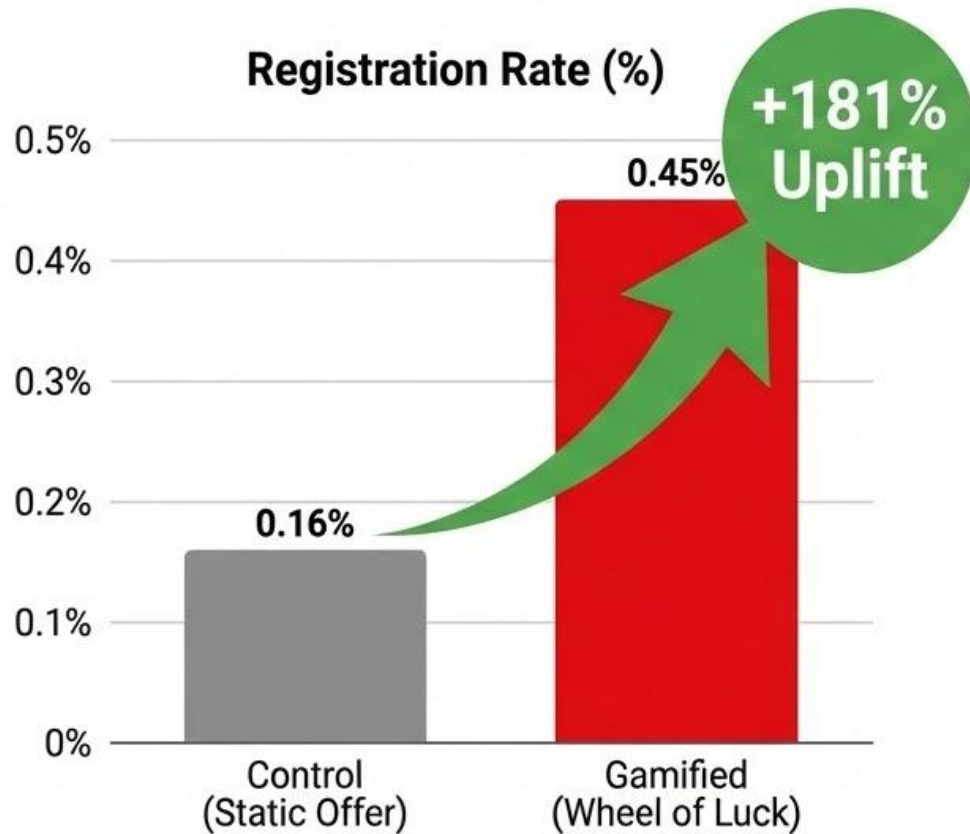


Congratulations! You won this article for free. Sign up to claim your prize.

*Sign up and claim prize*

The 'Wheel of Luck' interface. By replacing the static paywall with a gamified element, users feel they have 'earned' access (Endowment Effect), significantly increasing the motivation to sign up to claim their reward."

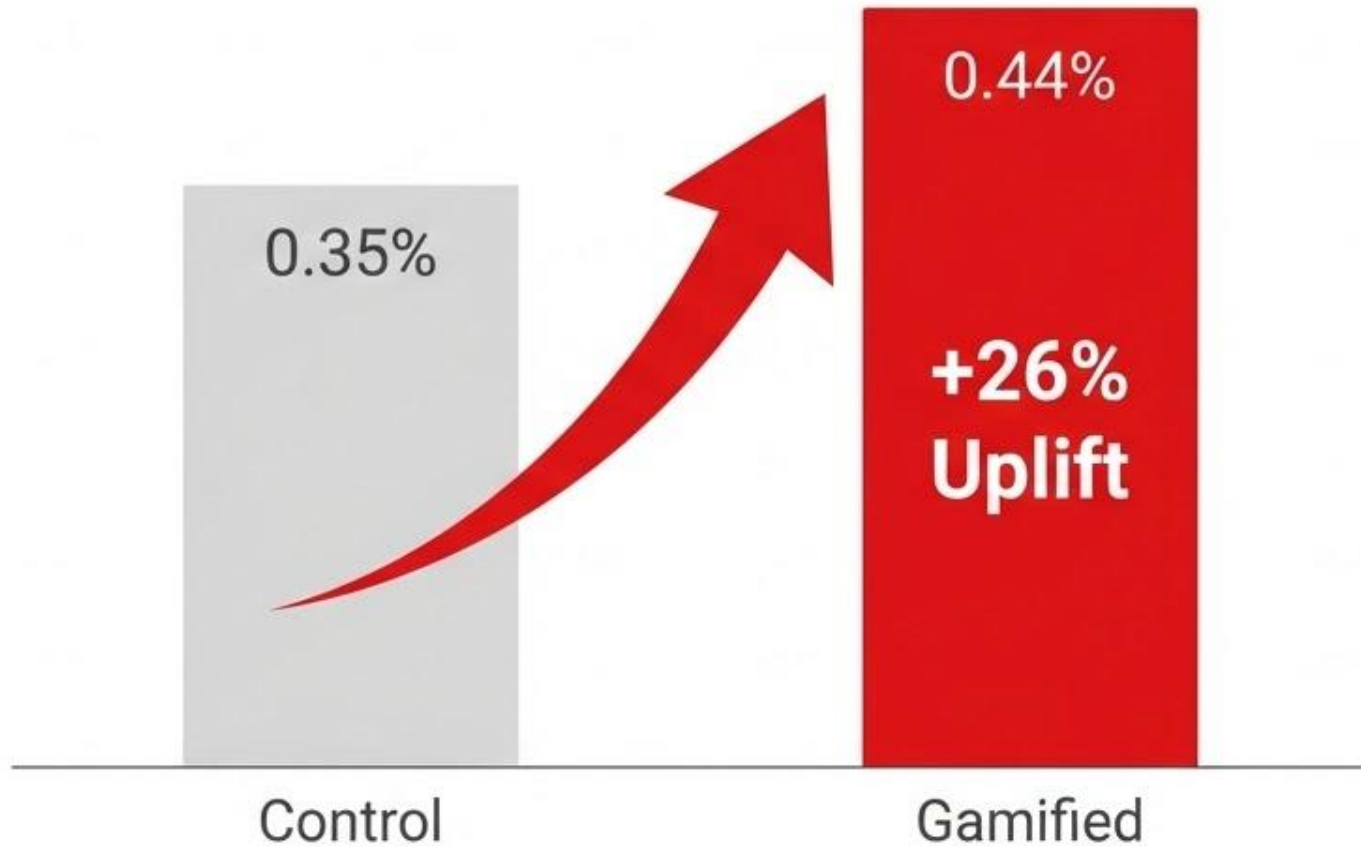
## Results: We Tripled the Registration Rate of new Users



- Achieved massive efficiency gain: Nearly tripled registrations
- Validated core hypothesis: Proved that the psychological frame of 'winning' is significantly more motivating than 'free'.
- Successfully converted low-loyalty 'fly-by' user segment to logged-in users

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## Even Existing (Dormant) Users Love the Wheel of Luck

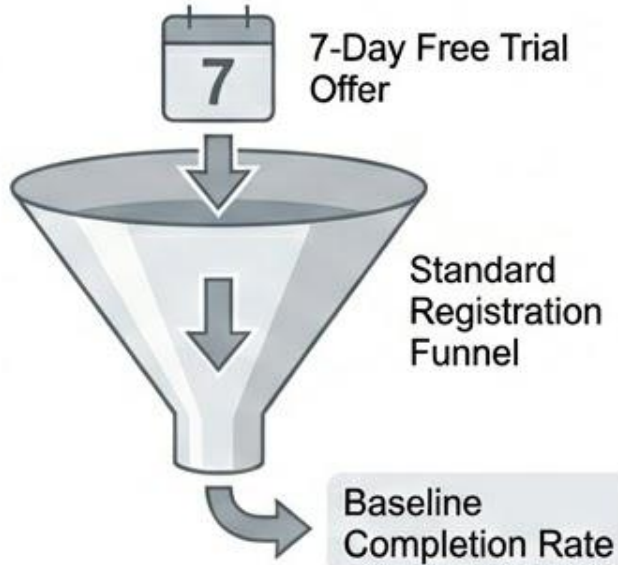


**Dormant Activation:** Existing users showed a 26% higher probability of logging in when triggered by the gamified experience.

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## Gamification Closed the "Motivation Gap" in the Registration Funnel

### Control Group: Traditional Approach



- Starts with rational "Free Trial" offer.
- Follows linear standard process.
- Achieves defined baseline completion rate.

### Gamified Group: Gamification Approach



- Starts with emotional "Winning" experience.
- Follows motivating, interactive process.
- Realizes significant uplift in completions.



**Conclusion:** The psychological incentive of 'winning' (Gamification) proves to be a more effective driver for conversion than the purely rational offer of a free trial.

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## Key Takeaway: Value is Psychological, Not Just Monetary



### Stop the Scroll

Gamification grabs attention.



### Create Ownership

The 'Endowment Effect' makes the offer sticky.



### Close the Deal

Loss Aversion drives completion.

**“In a cookie-less future, the publishers who win won’t just be the ones with the best content, but the ones who understand human psychology best.”**