

Turning Curiosity into Conversions

Gamified survey and engagement tool designed to transform customer interactions into actionable data and increased sales.



What is Insightify?

Insightify is a gamified, interactive survey tool that enhances customer engagement, captures rich data, and drives conversions. From curious browser to checkout-ready customer, Insightify personalises every step of the customer journey.



The Problem We're Solving

0

LOW ENGAGEMENT & ABANDONMENT

Traditional surveys and data capture methods fail to engage users, leading to poor completion rates and missed insights.

LACK OF PERSONALISATION

Customers expect tailored experiences, but most tools provide a one-size-fits-all approach.

0

INEFFICIENT CONVERSION PATH

Many potential customers are lost along the journey due to generic, non-interactive paths that don't lead to action.



Gamified Customer Journeys

INTERACTIVE & ENGAGING SURVEYS

Insightify uses gamified elements to keep users engaged, resulting in dramatically higher survey completion rates and data capture.

DATA-DRIVEN PERSONALISATION

Insightify collects detailed data, enabling real-time personalization that speaks directly to the customer's preferences.

EFFICIENT PATH TO PURCHASE

From data capture to checkout, Insightify guides users on a seamless journey that encourages them to complete their purchase.



ENGAGEMENT-FIRST APPROACH

Gamified design encourages users to stay and explore, leading to an average survey completion rate over 90%.

DATA-RICH INSIGHTS

We collect more than just basic details;

Insightify gathers valuable insights on customer preferences, behaviour, and purchase intent.

ACTIONABLE RECOMMENDATIONS

Insightify helps brands increase conversions with personalised suggestions and optimised customer journeys.

VERSATILE ACROSS INDUSTRIES

From retail to travel, Insightify is adaptable, creating tailored solutions for a variety of industries & applications.



Key Features



Gamified, personalised surveys



Cross-Platform Deployment



Real-Time Data
Collection & Analysis



Advanced Data Visualisation Tools



Seamless Integration with CRM Systems



Lead Capture & Retargeting



Travel Industry



Travel companies struggle to convert interested browsers into bookings.



INSIGHTIFY SOLUTION

A personalised, gamified survey journey that captures preferences, builds customer profiles, and drives more direct bookings with tailored suggestions.

RESULT

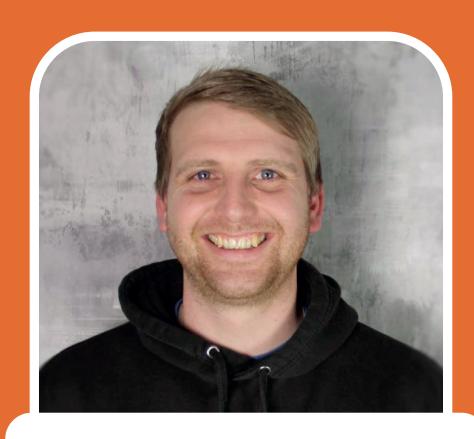
Increased conversions and deeper customer insights for better retargeting.





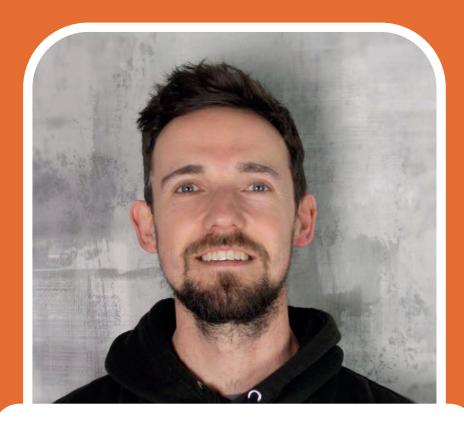
JON SWINBOURNE Co-Founder

Experienced ex-CEO,
non-executive director, and
seasoned entrepreneur with
multiple successful start-ups
and board positions. Jon brings
a wealth of strategic insight and
digital transformation expertise
to Insightify.



LEE CORDEN
Solutions Architect

Solutions Architect and Creative
Lead with a deep focus on
innovative design and clientcentric solutions. Lee specialises
in crafting unique, scalable
solutions that align technology
with business goals, driving both
growth and engagement.



JASON NYE
Head of Development

Senior developer with extensive
SaaS experience, specialising
in UX and gamified customer
journeys. Jason leads the
technical development, ensuring
Insightify's seamless integration
and high-performance
functionality.





Business Overview

MARKET OPPORTUNITY

Insightify is ideal for industries needing data capture and increased conversion, such as retail, travel, finance, and e-commerce.

REVENUE MODEL

Flexible pricing based on service tier, with options for per-completed-survey or subscription-based SaaS.

EARLY SUCCESS

Successful pilot programs with high completion rates, promising data capture, and measurable client ROL



How We Can Help You

CUSTOMISED DEMO AVAILABLE

Let us show you a tailored demo relevant to your business needs.

START YOUR INSIGHTIFY JOURNEY

Discuss how we can create a custom solution that boosts engagement, data capture, and sales for your company.



Contact Us

02476 952201 studio@insightify.digital

The Shipping Office, First Floor The Box, Fargo Village Far Gosford Street, Coventry CV15ED