

# CHALLENGE, ENGAGE & TRAIN

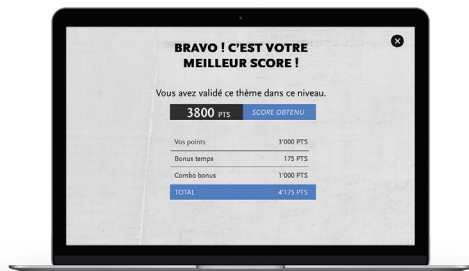
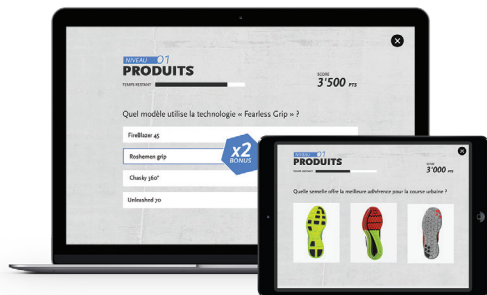
A GAMIFIED PLATFORM TO TRAIN  
YOUR TEAMS, PARTNERS, OR  
DISTRIBUTION NETWORK

Challenge Monitor is a gamified learning platform that uses mechanics inspired by gaming and digital marketing to deliver a truly engaging training experience. Games, scores, levels, competition, leaderboards... offer your audience a whole new way to learn.

Who are your teams? What do they really know about your products and services? Which markets and points of sale are the best trained? Challenge Monitor delivers the key data you need to align learning with your strategy.

## WHAT IF YOU COULD...

- ✓ Train your sales force on your products and services
- ✓ Promote and onboard new product launches
- ✓ Energize and unite your distribution network
- ✓ Build brand awareness and bust myths
- ✓ Reach and train hard-to-engage audiences
- ✓ Inform, engage, and survey your customers





## THE JOY OF PLAY

Your training programs come to life through community and virality. Challenge Monitor's gameplay-driven scenarios spark instant interest. Learners get invested fast, thanks to leaderboards by team, region, or point of sale—and keep coming back thanks to reminders and player referral features.



## ENGAGE

Thanks to continuous questioning and instant feedback, learners stay actively engaged. Questions and resources are tailored based on each user's responses, creating a personalized learning path in a fun, game-like environment (bonuses, countdowns, and more).



## RECOGNIZE

Challenge Monitor lets you certify top performers. Certificates can be downloaded directly by users or sent by you in an official format. You can easily identify certified users and export detailed lists.



## MONITOR

Track every aspect of your program with ease. Challenge Monitor offers clear, actionable reports and gives you all the data you need: scores, rankings, certified users, top-performing markets and stores... and more.

## WHAT THEY'RE SAYING...

*« Beyond training and awareness, this game creates a sense of connection with the player, strengthens their attachment to the brand, and encourages real engagement. It's an excellent tool to activate an international distribution network. »*

### FRÉDÉRIC SOUSSIN

Founder and Manager at  
Cultures Pad

*« It's a training approach that really fits the 'sales' audience, who are often resistant to more traditional learning formats. »*

### CLAUDIO GUERRIERI

Channel Manager at Check Point  
Software Technologies

*« Still the most effective and cost-efficient way to deliver key messages to a very targeted and hard-to-engage audience. »*

### PETER VOETS

Marketing Director easyJet -Switzerland,  
Austria & Eastern Europe