



BrandBoost

Engaged. Gamified. Rewarded.

BrandBoost is a unified next-generation consumer engagement platform that enables enterprises to interact and transact with consumers in real-time.

A Gamification Platform for Consumer Engagement

BrandBoost is a real-time consumer engagement platform that activates customers in the moments that matter. It transforms passive loyalty into live, interactive experiences—using behavioural science, gamification, and dynamic incentives to drive immediate action.

Traditional loyalty platforms operate in the background—offering delayed rewards, limited personalisation, and little influence over real-world behaviour. As a result, consumers remain passive, and businesses miss critical opportunities to engage, influence, and monetise.

BrandBoost changes this paradigm.

It enables enterprises to engage consumers in real time, during live events and digital interactions—triggering personalised challenges, incentives, and experiences based on behaviour, location, and context.



Through its real-time engagement engine, BrandBoost creates continuous interaction loops:

- Consumers actively participate, compete, and respond instantly. Brands influence behaviour as it happens, not after the fact
- Consumers engage seamlessly across sports venues, media, and home environments—earning and interacting within dynamic experiences that evolve in real time.

For high value brands, this unlocks:

- Live behavioural influence, not retrospective analysis
- High-frequency engagement touchpoints
- Rich, verifiable interaction data
- New monetisation and revenue models

BrandBoost doesn't just reward loyalty—it orchestrates live engagement ecosystems.



Key Benefits of BrandBoost

BrandBoost is a real-time engagement engine that delivers visualization, gamification, and monetization mechanics for audience segmentation, personalized challenges, rewards and leaderboard. With an integrated token studio, enterprises can design and launch their brand tokens and consumers can earn,

spend, trade, and redeem their tokenized loyalty rewards via micro-transactions. BrandBoost also includes self-sovereign identity and ultra-wideband (UWB) technology for proof-of-presence (PoP), including a secure Web3 self-custody wallet.



Engaged

Transforms consumers from passive to active participants via personalised engagement

Increased Revenues

Firms offering rewards gain 46% higher consumer spend



Gamified

Gamification of loyalty drives happier customers, greater retention, and brand loyalty

Improved Loyalty

Gamification boosts brand awareness & loyalty by 22%



Rewarded

Consumers earn and redeem tokenized rewards, increasing brand loyalty for enterprises

Enhanced Security

Proof of presence prevents fraud and password sharing

Industry Use Cases

BrandBoost redefines consumer engagement and boosts brand awareness for the Sports, Media, and Entertainment industries. Sports venues and clubs can enrich fan loyalty with tokenized match-day incentives and rewards. Media broadcasters can reward viewers for watch-time and engagement on TV streaming platforms. Retail brands can replace loyalty points schemes with Web3 gamified digital economies that engage consumers and fans. Telco operators can reduce churn and open new revenue lines with subscriber rewards.

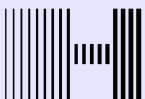
Get started with BrandBoost

- 1 Schedule a demo**
Witness BrandBoost in action with a live engagement demo
- 2 Connect BrandBoost**
Connect BrandBoost as a SaaS-powered platform
- 3 Integrate BrandBoost**
BrandBoost as a managed service, incl. SLA scheme

Hashgraph for Enterprise (H4E)[®]

BrandBoost is part of a comprehensive suite of enterprise-grade solutions offered by THG under the Hashgraph for Enterprise (H4E)[®], aimed at building business without barriers.

BrandBoost
Now!



The Hashgraph Group AG
Zentrum Staldenbach 5
8808 Pfäffikon SZ
Switzerland

info@hashgraph-group.com
hashgraph-group.com

