

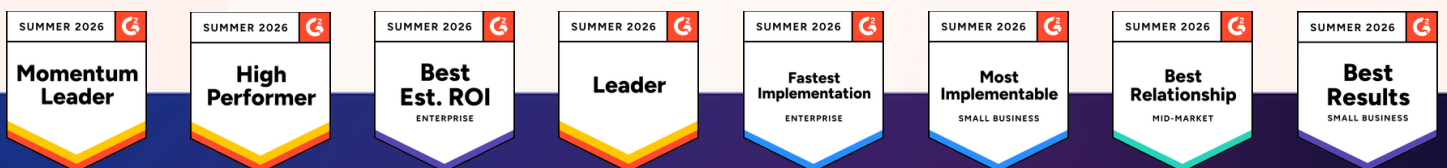
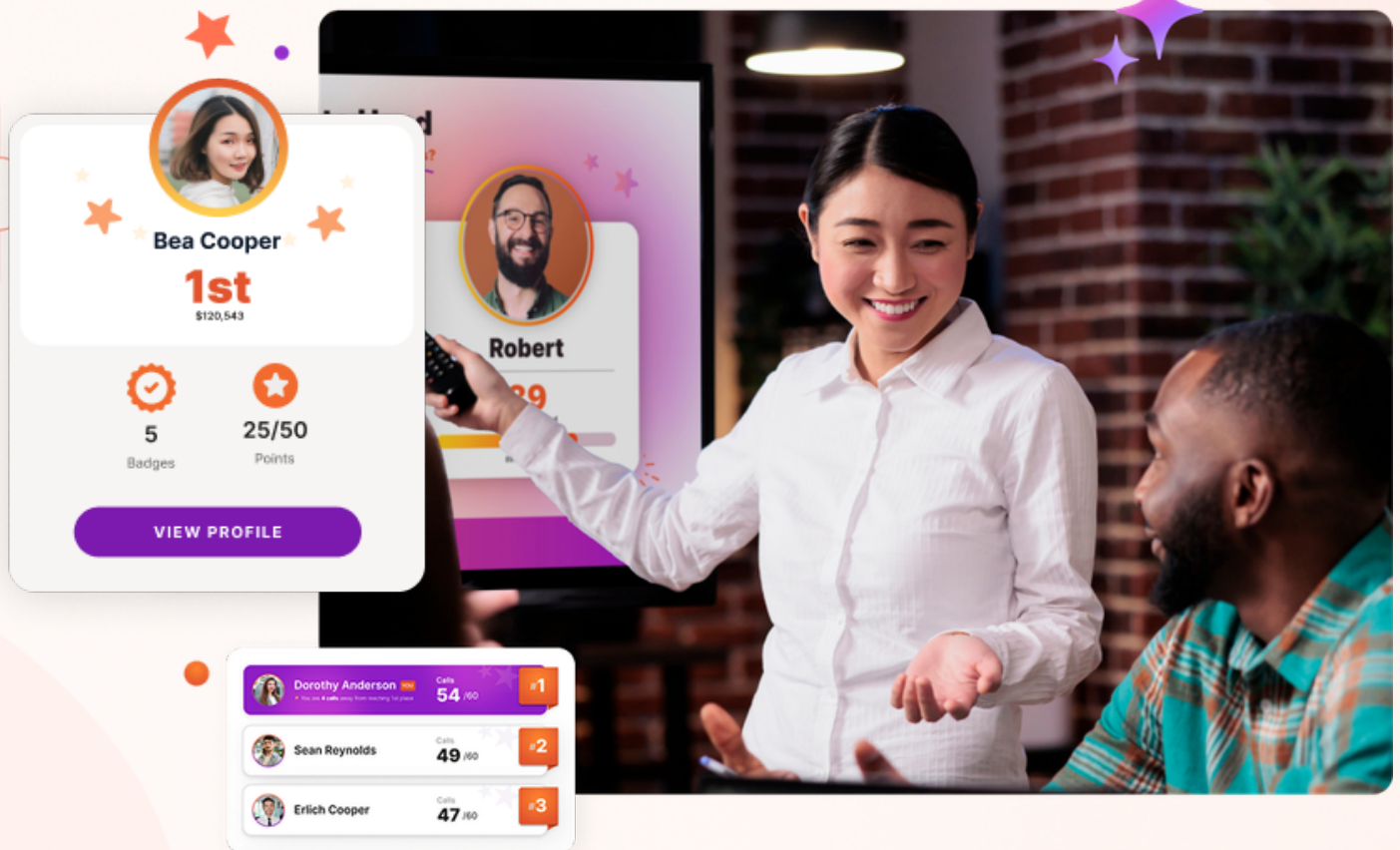


AI, Gamification & Growth:

A Playbook for Modern Sales Teams

Empower your sales team with an AI-powered gamification solution. Spinify helps reps focus on the KPIs and goals that matter most, while turning every milestone into a win.

With real-time leaderboards, AI-powered coaching tools, and automated recognition, Spinify transforms every task from a chore into competitive, focused, and rewarding activities.

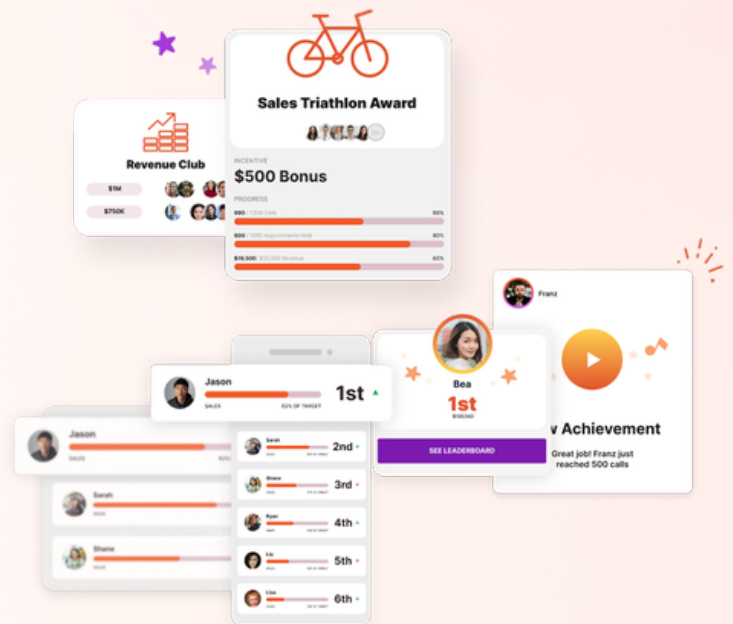


01

Empower Your Sales Team with Personalized, Gamified Performance

Go beyond leaderboards. Spinify delivers a **personalized performance experience** with real-time recognition, personalized coaching, and dynamic leaderboards, customized to each rep's goals and role. Whether it's booking meetings, closing deals, or crushing quotas, Spinify makes every action count, and every win visible.

Spinify's **AI Coaching & Recognition Agents** help sales teams stay focused, driven, and consistently high-performing by turning everyday KPIs into motivational moments.

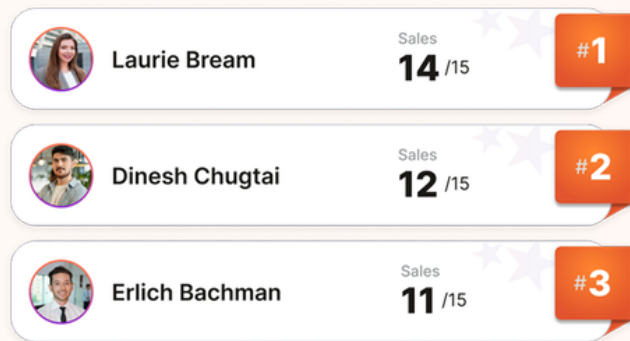


“Empowering companies worldwide through AI-driven gamification and smart coaching”



02

Spinify's Philosophy *Data-Driven Momentum*

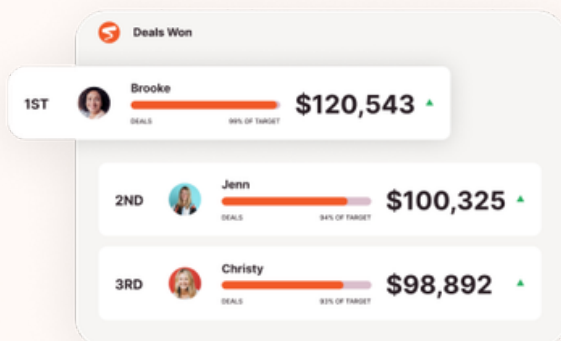


Smart Segmentation, Sharper Focus

Segment performance goals by role, region, or strategic priority. Whether you're rallying SDRs around dials or AEs around revenue, Spinify lets you tailor leaderboards and competitions to what drives results, **keeping everyone focused on the right actions.**

Motivate with Meaning

Move beyond generic KPIs. Spinify personalizes motivation with **individualized coaching triggers, achievements, and micro-wins**, all powered by live performance data. Recognition becomes real-time, and reps stay locked into progress that feels personal.



Real-Time, Reliable Insights

Enable your team to perform with confidence. With **live, accurate data** from your CRM and data tools, Spinify ensures that every rep is competing, and being coached, based on what actually matters.

03

Motivation & Results

Align Teams to What Matters

Use real-time insights to **guide reps toward high-impact accounts and goals**. Customize territories and KPIs so each rep is focused, motivated, and accountable to the right targets.

Trigger Performance with Smart Signals

Spinify integrates performance signals and sales data, such as **milestones, coaching moments, and custom targets**, to deliver **motivational nudges at the perfect time**. Whether it's a win, a slump, or a leaderboard shift, reps get the right coaching and recognition, exactly when they need it.

Standardize & Scale Success

Turn best practices into everyday behaviors. Spinify lets you **codify winning motions, replicate top-performer habits**, and gamify goal tracking across distributed or diverse teams. Everyone plays to win, and learns as they go.



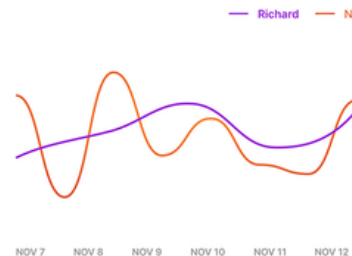
25%

Improvement in engagement



35%

Increase in productivity



04

Personalized Wins

Personalized Achievement Celebrations

Whether it's a first deal, a tough KPI hit, or a comeback week, Spinify helps you **celebrate wins in ways that feel personal and meaningful**. From custom GIFs and audio cues to Slack shoutouts and digital trophies, every achievement gets the spotlight it deserves.

Tailored Rewards That Drive Action

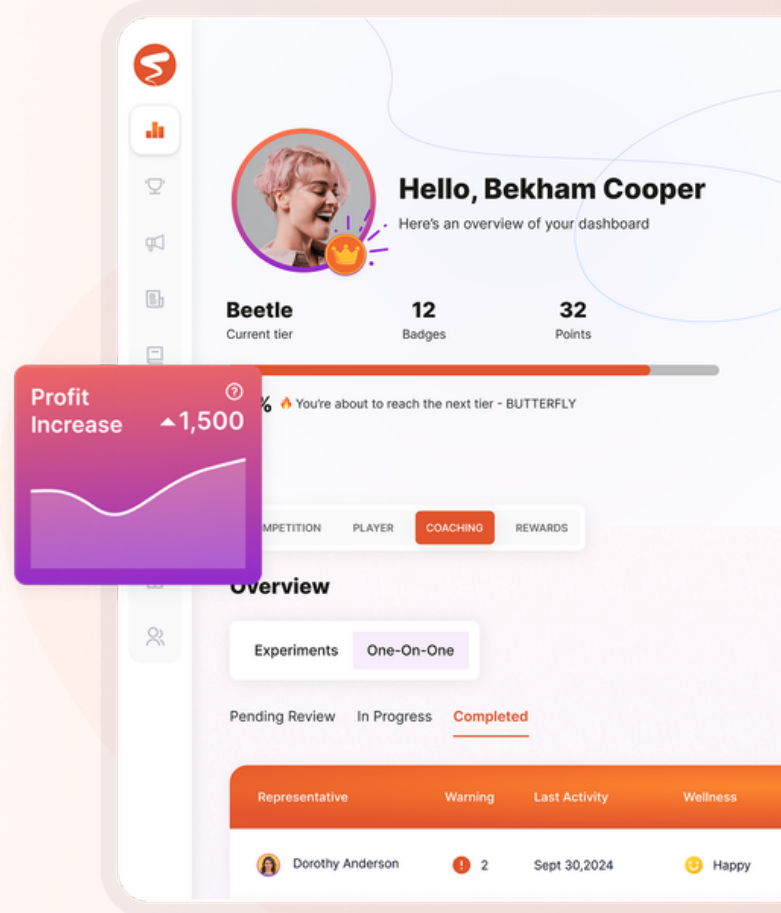
Go beyond generic incentives. Spinify lets you build **custom reward systems** tied to the metrics and behaviors that matter, so reps stay focused, feel seen, and are driven to push further. Think: leaderboards with flexible scoring, team-based challenges, and milestone unlocks tailored to each individual.

Guided by Personalized Coaching Intelligence

Spinify's AI Coaching Agent delivers **real-time, role-specific coaching**, based on each rep's strengths, gaps, and current momentum. It's like giving every salesperson their own personal performance strategist.

Multi-Layered Recognition Across the Buying Journey

From junior SDRs to seasoned AEs, Spinify makes it easy to **track, guide, and gamify performance across roles and stages**, reinforcing a culture where everyone contributes and everyone gets recognized.



05

Seamless Integrations

Effortless CRM & Sales Tool Integration

Easily connect Spinify with Salesforce, HubSpot, Teams, Slack and more, **no complicated setup, just fast performance visibility**. Get instant access to rep activity, pipeline progression, and key KPIs for real-time coaching and recognition.



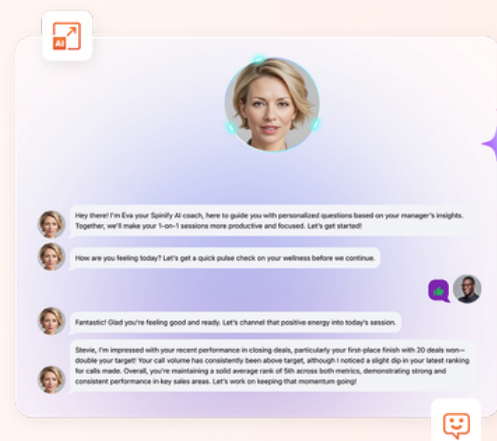
Streamlined Workflows, Motivated Reps

Keep data flowing and reps focused. With live syncing, Spinify updates in real time, **automatically driving competitions, coaching nudges, and rewards** based on what's actually happening in your CRM. No double entry, no delay, just instant motivation.

Keep Your Team Performing at Their Best with Spinify AI Agents.

Spinify AI Agents help teams work smarter by turning CRM activity into timely competitions, coaching prompts, and rewards.

Smarter insights, faster feedback, and motivation exactly when it matters.



06

Compliance & Confidence

Certified Secure by Design

Spinify is **SOC 2 Type II** certified and **GDPR** compliant, proving our systems meet leading global standards for data security, availability, and privacy, independently audited and verified.

Built for Enterprise-Grade Protection

From penetration testing and encryption to access controls and change management, Spinify enforces layered security across infrastructure, product, and people.

Privacy-First, Always

We follow strict data classification and retention policies, limit personal data collection, and ensure employee and contractor accountability, delivering ethical, compliant data practices by default.

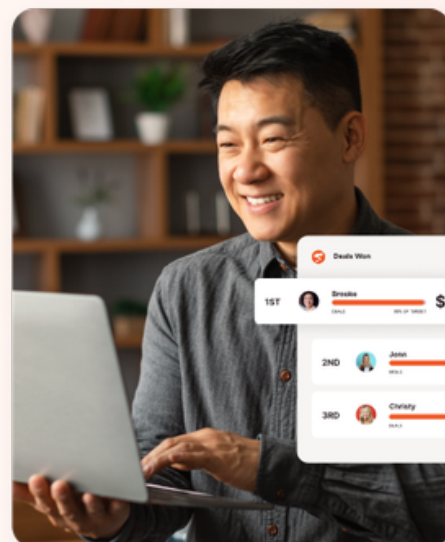
Your Data, Your Choice

Only the information tied to your chosen integrations and KPIs is used, and always kept minimal.

Your organization decides what to share, with full flexibility to adjust or revoke access whenever needed.



We follow strict access, encryption, and data governance standards, verified by external auditors.





Ready to See Spinify in Action?



Check Out Our Demo Centre

Experience Spinify firsthand and see results fast



Book a Demo

Get a personalized walkthrough with our team



Visit Our Website

Learn more about how Spinify transforms performance

