

CogniFit Unveils Platform for Branded Games as a Powerful Engagement Tool for Modern Marketers

CogniFit unveils platform for branded games, helping marketers boost engagement, brand recall, and create memorable interactive experiences.

SAN FRANCISCO, CA, UNITED STATES, August 4, 2025 /EINPresswire.com/ -- [CogniFit](#), a global leader in cognitive training technology, announces the launch of its [advanced platform](#) for creating branded games, enabling companies to drive consumer engagement, increase brand recall, and foster lasting loyalty. As consumer expectations evolve and attention spans shrink, leading brands are moving beyond traditional advertising and adopting interactive, game-based experiences to connect with audiences in more meaningful ways.



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*Carlos Rodríguez, CEO of
CogniFit*

In a digital environment where banner blindness and user fatigue are on the rise, branded games provide a refreshing alternative - inviting users to play, explore, and engage. Whether integrated into loyalty apps, deployed via social media, or featured as custom web-based experiences, game-driven content transforms static messages into memorable interactions. Recent data from Gartner reveals that over 70% of Global 2000 companies now employ some form of gamification, citing its power to increase digital interaction and user retention (Gartner, Gamification 2024).

“Games activate our brain’s reward system, making every brand touchpoint more memorable and impactful,” says Carlos Rodríguez, CEO of CogniFit. “When customers are invited to participate, rather than just observe, they develop a true connection to the brand.”

This neurological effect translates directly into measurable business outcomes. According to TalentLMS research and widely cited industry data, gamified experiences can significantly boost user engagement (up to 48%), strengthen brand loyalty (up to 22%), and have been associated with improved content recall compared to non-gamified formats. Game-based campaigns not only boost dwell time and brand exploration, but also drive more word-of-mouth sharing and viral reach. From quick-service restaurants launching new products with arcade-style games to publishers embedding quizzes in newsletters, branded games are delivering results across sectors.

The most effective campaigns, however, go beyond surface-level fun. Success depends on aligning [gameplay with brand identity](#) - ensuring every challenge, level, or character reflects core values and messaging. This thoughtful approach means that while players are entertained, they're also absorbing what the brand stands for. In today's experience-driven marketplace, gamification becomes a scalable, interactive storytelling tool.

As marketing shifts toward deeper audience engagement, branded games represent a unique opportunity to deliver genuine value for consumer attention. They transform promotional content into rewarding micro-interactions - turning users into participants and campaigns into journeys. For brands seeking to stand out, convert with purpose, and build authentic connections, branded games are quickly becoming a necessity.

About CogniFit

CogniFit is a world-class scientific company that designs and develops computerized cognitive assessments and brain training software. Through its Developer Platform, CogniFit offers robust SDKs and APIs that empower organizations to create their own branded cognitive games, blending entertainment with science-based cognitive stimulation. With over 20 years of scientific validation, CogniFit helps companies engage audiences in smarter, deeper, and more meaningful ways.

Discover how you can build branded games that leave a lasting impact at <https://brandedgames.cognifit.com>

Disclaimer: The cognitive training and assessment tools described herein are intended to promote cognitive stimulation and mental engagement. They are not intended to diagnose, treat, cure, or prevent any medical or mental health condition. All information presented is for informational purposes only and does not constitute medical advice.

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