Cadence

GMZBST CADENCE · API & PLATFORM OVERVIEW

The engagement engine behind digital experiences.

Cadence turns a stream of behaviour into engagement: a live score, motivation archetypes, XP and levels, missions, rewards, tournaments and quizzes. Gamification made measurable: one engine, any brand, API-first.

Engagement scoring | Motivation archetypes | XP & levels | Missions | Rewards | Tournaments & clans | Quizzes & surveys | Signed webhooks | JS & PHP SDKs | White-label

HOW IT WORKS

Turn behaviour into engagement.

Every digital experience emits signals. Cadence reads those signals, computes engagement server-side, and returns the loops that keep people coming back. You send events; you get insight and mechanics.

EVENTS IN
What people do

- A game finished, a quiz answered, a reward earned
- One simple event contract across every experience
- Value-bearing events can be cryptographically signed

THE CADENCE ENGINE
What it computes

- A 0 to 100 engagement score across nine behaviour dimensions
- A motivation archetype for every user
- XP, levels, missions and streaks, tamper-proof

OUTCOMES OUT
What it returns

- Rewards, tournaments, clans and leaderboards
- Next-best-action, personalised per user
- Retention, cohort and activity insight

9
Behaviour dimensions scored

1
Event contract, any vertical

100%
Server-side and tamper-proof

Any
Brand, on your own domain

The result is an engagement layer that is measurable, not guesswork: you can see who is engaged, why, and what will keep them participating, then act on it automatically.

CAPABILITIES

One engine. Every mechanic.

Each capability stands alone or combines with the others. Use one, or the whole engine, behind a fully branded experience.

Engagement scoring & archetypes

A live 0 to 100 score across nine behaviour dimensions, plus a motivation archetype (Competitor, Socialiser, Achiever and more) for every user.

XP, levels & progression

A unified XP ledger with levels and streaks, awarded server-side. Points rules turn any event into XP, flat or per unit, configured per client with no code.

Missions & next-best-action

Rule-based or AI-recommended missions that move users from passive to active, timed to intent.

Rewards & redemption

Connect XP to vouchers, airtime, data, points or partner benefits, with stock, limits and guarded redemption.

Tournaments, clashes & clans

Single and double-elimination brackets, score contests and team play, with automated scheduling.

Prize campaigns (play-to-win)

Instant-win or score-tiered prize pools with entry limits, claim and decline flows and second-chance chaining. Server-authoritative and auditable.

Quizzes, surveys & polls

Scored quizzes plus sentiment surveys with Likert, rating and NPS scales, authored by hand or generated by AI, and embeddable as a branded widget.

Bring-your-own-key AI

AI authoring and recommendations run on the client's own key, so cost and control stay with them.

Analytics that matter

Engagement, retention, weekly cohorts, per-campaign results (entries, win and claim rates) and a live activity feed, per brand and per experience.

BUILT FOR DEVELOPERS

Integrate in a few lines.

REST API + OpenAPI
A documented JSON API with an interactive in-browser explorer.

Official JavaScript & PHP SDKs
Dependency-free clients so integration is a few lines, not a project.

Signed webhooks
Real-time events, HMAC-signed so you can verify every delivery.

Self-serve portal
Manage API keys, watch usage and read webhook delivery logs.

Embeddable widget
Drop a branded quiz, survey or poll onto any page with one iframe, no build.

White-label & multi-tenant
Your domain, colours and content, isolated per brand.

```
// Send an event; the engine does the rest
fetch("https://gmzbst.com/v1/events", {
  method: "POST",
  headers: { Authorization: "Bearer cad_live_s
  body: JSON.stringify({
    user_id: "player-42",
    type: "experience.completed",
    experience: { type: "game", id: "space-run
    value: { score: 1500 }
  })
});

// -> live score, archetype, XP, missions, webh
```

Higher retention
Daily missions, achievements and return loops.

More participation
Quizzes, games and challenges across channels.

Deeper loyalty
XP, rewards and branded progression.

BUILT FOR BUSINESS OUTCOMES, ACROSS EVERY SECTOR

Loyalty · Telecoms · Banking · Insurance · Media · Education · Retail · HR & Internal · Gaming · Communities

See GMZBST Cadence on your brand.

Request developer access and we will get you set up with keys, docs and the interactive explorer.

gmzbst.com · Request access