Launchfire Named to 2018 Training Industry Top 20 Gamification List

Raleigh, NC October 25, 2018 — Training Industry today announced that Launchfire has been selected for inclusion in the Training Industry Top 20 List for the Gamification sector of the learning and development market. Training Industry, the leading research and information resources for corporate learning leaders, prepares Training Industry Top 20 and Training Industry Watch List reports on critical sectors of the training marketplace, to better inform professionals about the best and most innovate providers of training services and technologies.

View the 2018 Top 20 Gamification Companies

"The companies named on the Top 20 Gamification Companies list are selected after an assessment of their gamification features and capabilities; the innovativeness of their offerings; and an evaluation of their scope, size and growth potential," said Ken Taylor, president of Training Industry, Inc. "Launchfire qualified to be included as an industry leader based on the effectiveness of its client work in the past year and the breadth of its product offerings."

"Launchfire, and their Lemonade course authoring platform, are helping to make course authoring more accessible, with less technical experience required to create game-based learning modules," said Danielle Draewell, market research analyst at Training Industry, Inc. "Our analysis of Launchfire found it to be among the leaders of the Gamification space in the corporate training industry."

The Training Industry Top 20 list and the Training Industry Watch List for the Gamification sector, with brief company profiles and links to contact the listed companies, can be found at trainingindustry.com.

View the 2018 Training Industry Top 20 Gamification Companies

About Training Industry, Inc.

Training Industry spotlights the latest news, articles and best practices within the training industry, published reports covering many sectors of interest to the corporate training function and offers complementary referrals to training professionals seeking to source products or services. For articles, webinars and a wealth of other resources, visit trainingindustry.com

About Launchfire

Launchfire's game-based platform, Lemonade, gives frontline staff the knowledge and confidence they need to recommend products to customers. Game-based learning modules, product demos and role-plays get staff up-to-speed quickly, while its central narrative game drives repeat engagement with the platform — improving retention and application. Learn more at launchfire.com/lemonade

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What's a Launchfire?

Whether you want to sell more stuff, educate, and increase consumer awareness with our game-based marketing programs — or — are looking for a digital transformation platform to teach your employees how to become the driving force behind your digital transformation: we've been kicking ass since 1999.

Check out www.launchfire.com for more information.

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