

GanaSol — Gamified Mobile Banking to Drive Digital Adoption Among Low-Literacy Microfinance Clients in Bolivia

Digital Inclusion · Good practice · Bolivia

Quality score: 96/100

Evidence strength: Observational / pre–post

Summary

BancoSol's AppSol added GanaSol, a gamified points-and-prizes layer, to nudge low-literacy microfinance clients into digital banking. Three years after its March 2021 launch, users passed 500,000, with double-digit gains in logins, bill payments and loan repayment.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-03

[BancoSol, with Accion and Mastercard; gamification technology by Flourish Fi](#) — accessed 2026-09-03

[Accion case study](#) — accessed 2026-09-03

[MicroCapital brief](#) — accessed 2026-09-03

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