



# Best Practice Instant Win With ProCampaign®

A Best Practice Guide for Instant Win Campaigns

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# Why Instant Win Sweepstakes Work So Well

Instant win sweepstakes inspire. Participants find out immediately whether they have won or not. Unlike a normal sweepstake, participants don't have to wait for a winner email or notification - which adds to the fun and excitement. The engagement is high.

However, it is crucial to inspire the target group and not to get lost in the crowd. Be creative when choosing your content for the sweepstake! The easier it is to participate, the more people will enter your contest. Offering an instant win is a good incentive and combined with a playful user experience it is unbeatable.

## Objectives of An Instant Win Sweepstake

- Increase brand loyalty
- Increase brand awareness
- Promote website visits
- Generate hype around the brand or product
- Support a product launch
- Generate newsletter subscribers
- Increase sales

## When Should I Create An Instant Win Sweepstake?

Instant win sweepstakes are ideal for attracting newsletter subscribers and creating hype for the brand. This type of sweepstakes is especially recommended when new products are launched.

We also recommend sweepstakes for various events and happenings, such as:

- Christmas
- Easter
- Mother's Day
- Father's Day
- Valentine's Day
- Halloween
- Brand anniversary
- Sporting events
- product launches
- and any other event you can think of.

# Planning Your Sweepstake with Instant Win

There are countless options available when implementing an instant win sweepstake. The first and most important decision should always be the goal. What is to be achieved with the promotion? How will success be measured?

Set meaningful goals for the sweepstakes, whether it's brand awareness, lead generation, product purchase, or something else. Once the goal is set, all other aspects of the promotion can be planned.

Here are 5 aspects to consider when planning:



## Focus on Added Value for the Target Group

Make sure you run sweepstakes and promotions that are meaningful to your consumers and create value for consumers. The focus is on where you can best reach the target group and what the optimal incentives are.

## Include A "Wow " Moment

Delight your customers by creating entertaining experiences. Through a good customer experience, you bring joy to the participants and set positive accents for your brand. Sometimes even simple mechanics can help. For example, use ideas such as a digital scratch card or a digital wheel of fortune. The main thing is to make it fun!



## Avoid High Entry Barriers

Keep the customer experience in mind and make the customer journey as simple as possible. You should also pay attention to data minimization. Limit yourself to the most important data and make it easy for consumers to fill out and submit the form. For example, if the email address is sufficient for participation, then only this should be a mandatory field. Winners can be asked to fill in their address in case they win. This way, you save the participants from having to enter their address when they enter the contest, even if they don't win.



## Create Opportunities

Limiting the sweepstakes to only one entry per participant and only one grand prize among all participants can discourage people from entering. That's why instant win sweepstakes are so popular. Combine the instant win mechanic with a main drawing at the end for maximum engagement. This way, even a loser has a chance to win again.



## Offer Rewards That Are Relevant and Appropriate to The Target Group

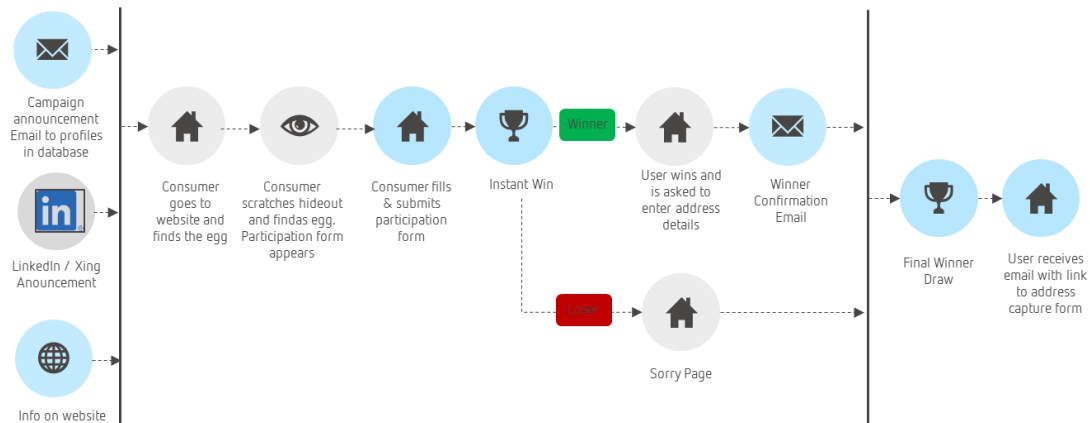
To attract as many participants as possible, offer prizes and incentives that preferably come from your product portfolio. Alternatively, the prizes should have a high relevance for the target group, such as current technology products and travel.



# The Right User Journey and An Example

The success of the campaign depends heavily on the user journey. Depending on the goal, the user journey starts differently. For example, if one of the goals is to boost sales, the user journey starts directly at the POS or web store, where the product is consumed. Or consumers purchase a product with a code on the package. Only by entering the code in a web form can they now successfully participate in the sweepstake.

But an interesting user journey can also be created without a code.



For our Easter campaign, for example, we hid Easter eggs on our websites. The hiding places can be scratched open. If you find an egg, you can try your luck and fill in the entry form.

By filling out the form, the participant enters the instant win drawing. Here the participant only has to enter their email address and confirm the terms and conditions. If the participant has been the first in a defined period of time to find the egg, they win.




The form is titled 'Consultix Egg Challenge' and includes the text 'Nimm teil und prüfe, ob du gewonnen hast!'. It features an 'E-Mail \*' input field, two checkboxes for terms and conditions, and a 'Teilnehmen' button.

ProCampaign® takes care of the logic and checks the entries according to the conditions that are set. In our sweepstakes, each participant may only win a prize once during the instant win phase.

Since the participant's address is not directly recorded with the entry, the winner is immediately asked to enter their address and confirm the prize.

The grand prize will be awarded among all participants at the end of the campaign. If the grand prize winner has not yet entered their address, they will be invited by email to do so.

# ProCampaign® Toolbox for Sweepstakes with Instant Win

To create the most suitable sweepstake, you can use a number of mechanisms and entry requirements, all of which can be combined. ProCampaign® is at the heart of everything you do. For awarding prizes and drawing winners, there is the ProCampaign® Winner Draw module. Here you can easily define the rules for drawing winners of the campaign. The following options are available as instant win options:

## Earliest Participation

A variation of an instant win sweepstake is that the earliest entry wins. All participants always win until all prizes have been awarded.

This winner draw is particularly suitable for campaigns in which product samples are given away.

## Winning Moment

Before the start of the sweepstake, it is determined when a participant can win each prize to be drawn.

The first participant who enters after the winning moment wins the prize.

This way of drawing winners is especially suitable when many participants are expected and all prizes should be drawn by the end of the sweepstake.

## Winning Codes

Before the start of the sweepstake, a defined quantity among a number of codes is set as winning codes.

When participating, the consumer types in a code. If the code is a winning code, the consumer gets this prize.

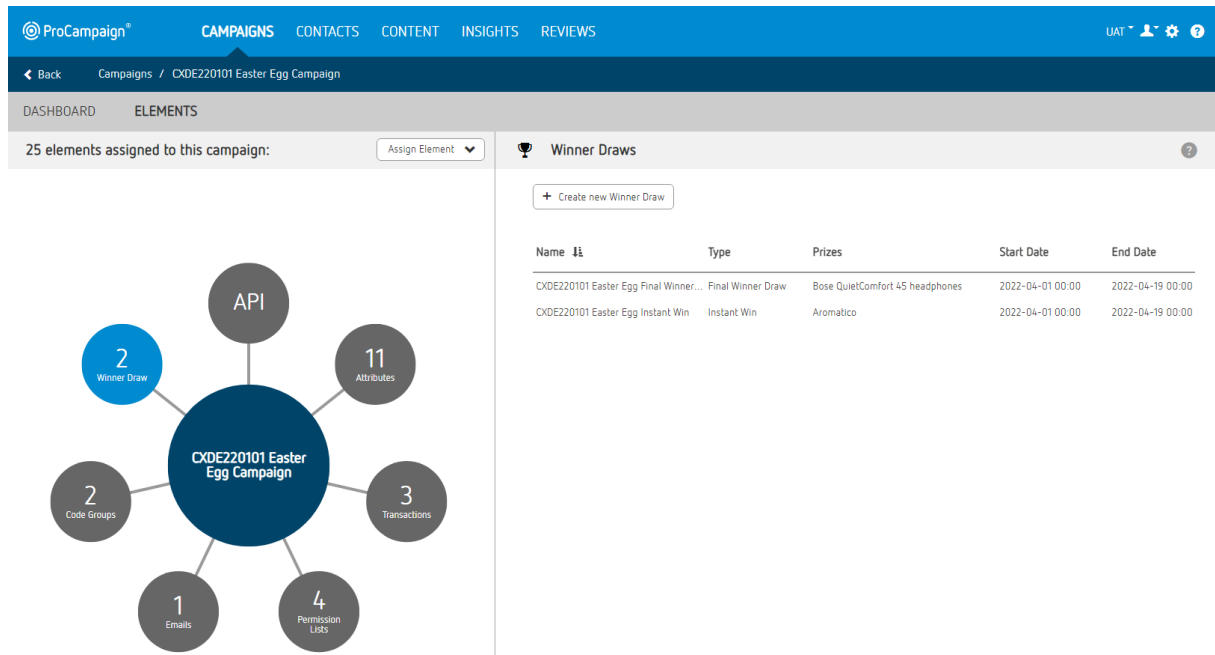
This mechanic is well suited if, for example, one has a fixed group of participants among whom "tickets" are distributed and, if possible, all issued winning codes are redeemed. Because if a winning code does not participate, a prize will not be allocated.

By the way, we have chosen this mechanic for our Easter raffle. Behind each hidden egg there is a winning code. The first participant who finds an egg automatically takes part with this code. The second participant who finds the same egg loses, because the prize is already taken.

If someone finds the entry form by chance without finding the egg or tries to guess a code, he takes part without a valid code and loses accordingly.



# How Can I create an Instant Win Sweepstake with ProCampaign®?



The screenshot shows the ProCampaign interface for a campaign named "CXDE220101 Easter Egg Campaign". The interface is divided into two main sections: "ELEMENTS" and "Winner Draws".

**ELEMENTS:** A central hub labeled "CXDE220101 Easter Egg Campaign" is connected to seven elements:

- API
- 11 Attributes
- 3 Transactions
- 4 Permission Lists
- 1 Emails
- 2 Code Groups
- 2 Winner Draw

**Winner Draws:** A table listing the winner draws for the campaign.

Name	Type	Prizes	Start Date	End Date
CXDE220101 Easter Egg Final Winner...	Final Winner Draw	Bose QuietComfort 45 headphones	2022-04-01 00:00	2022-04-19 00:00
CXDE220101 Easter Egg Instant Win	Instant Win	Aromatico	2022-04-01 00:00	2022-04-19 00:00

With ProCampaign® You Can Easily Create an Instant Win Campaign:

1. Create a campaign with the "Instant Win" template.
2. Decide on the type of winner draw.
3. Enter the prizes and rules of the draw (on the next page we have written down recommendations for these).
4. Now personalize the landing page e.g. with the ProCampaign® Site Editor and the emails.
5. Publish everything and you are done!

# Final Best Practice Recommendations

We recommend the following rules for drawing the winners:

- Max. one winner per email address
- Max. one winner per postal address
- The postal address should be deliverable, i.e. we recommend checking either via the ProCampaign® Address Check or at least by a manual check whether the postal address appears to be complete.
- We recommend using an instant win mechanism only for low value prizes such as product samples.
- Exclusion of employees (e.g. identified by specific endings of email addresses).
- Compliance with defined minimum age (only possible if the user is required to enter his age via dropdown)
- Only residents of the defined country (possible via address check in the data entry form or with ProCampaign® Address Check within ProCampaign® afterwards or - alternatively - by the fulfillment partner)

## Data Quality During Data Entry

To ensure the best data quality already during data entry in the participation form, we recommend:

- Apply data entry rules to data fields. For some countries we can provide a set of rules on request.
- Use a captcha code to avoid robots (unless registration is required)





# ProCampaign®

## Okay and Now What?

Just convince yourself of the many advantages and the easy use of ProCampaign®. Arrange a demo appointment with us today and we'll show you how you can set up your own instant win game.

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