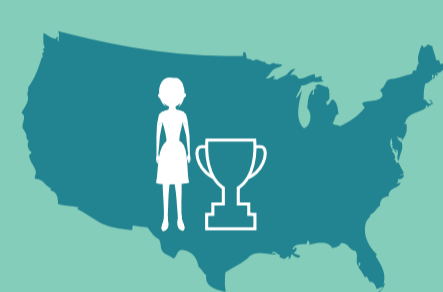


# THE ULTIMATE SNAPSHOT OF SWEEPSTAKES & CONTESTS

## WHO PARTICIPATES IN SWEEPS AND CONTESTS?



**55 million**

The estimated number of Americans that enter sweepstakes and contests each year.

**23%**

The percentage of people who visit brand social media sites for the opportunity to compete in various brand-sponsored contests.



## WHY SWEEPS AND CONTESTS ARE SO RELEVANT...

**70%+** of large companies plan to use gamification in their marketing strategies.

**\$2.8 billion** is the expected market spend on gamification in 2016.

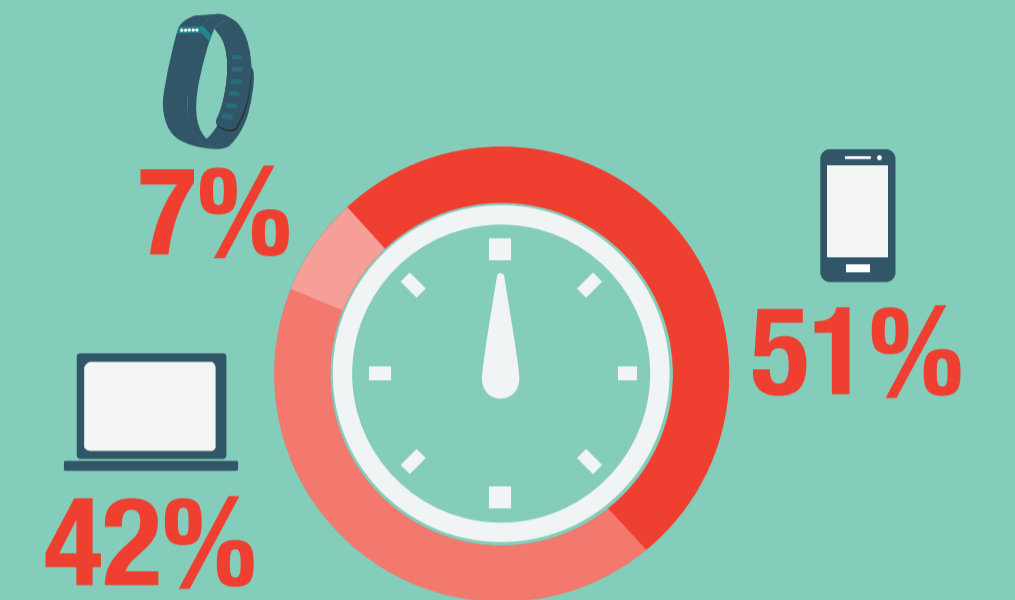
**2700%** is the increase in market spend on gamification since 2011.

**70%** is the percentage of business transformation efforts that fail due to lack of engagement.

**53%** of technology stakeholders say that the use of gamification will be widespread by 2020.<sup>1</sup>

## ...AND WHY DIGITAL SWEEPS & CONTESTS RESONATE MORE THAN TRADITIONAL FORMATS

**Hi!** **90%** of text messages are read within 6 minutes of receipt.



Mobile digital media time in the US is now significantly higher as compared to desktop.<sup>2</sup>

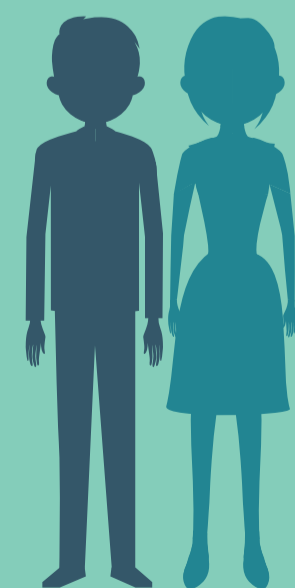
**ENTER TO WIN!** **29%** OF THOSE WHO RECEIVE MARKETING TEXTS:

**29%** click on links.

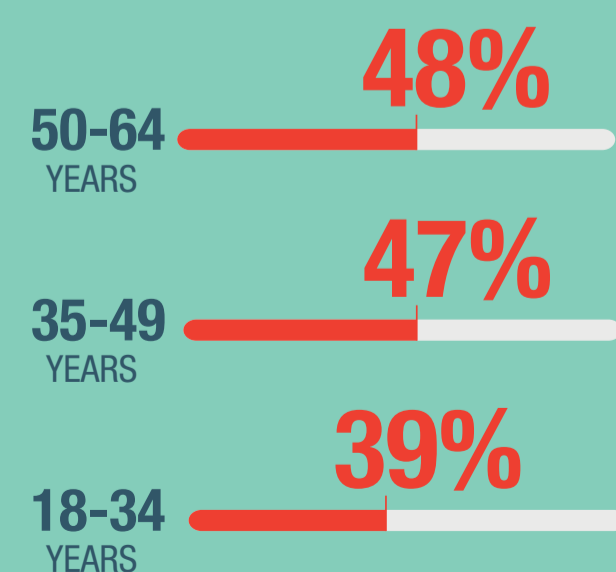
**47%** of those who click on links make a purchase.

**10x** is the number of times that mobile coupons are redeemed more than traditional ones.

## DEMOGRAPHICS OF PARTICIPANTS



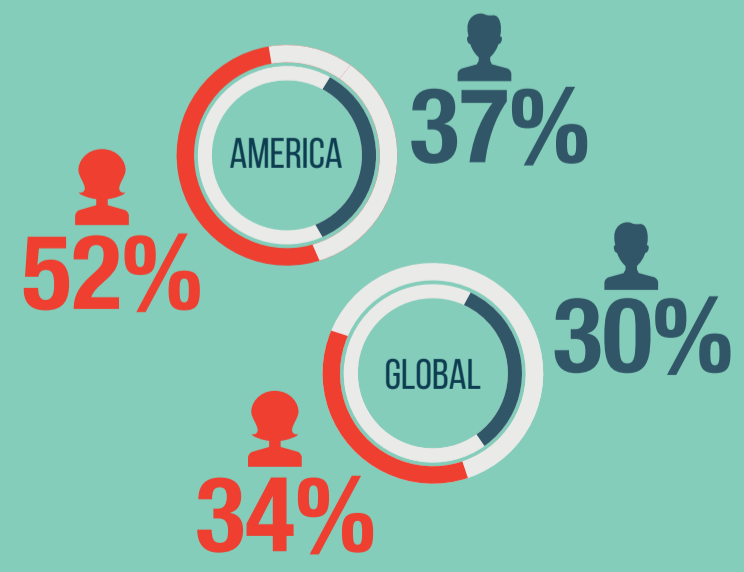
### AGE-WISE PARTICIPATION



### INCOME-WISE PARTICIPATION



### GENDER-WISE PARTICIPATION



## TYPES OF SWEEPS AND CONTESTS YOUR BRAND CAN LEVERAGE

Every purchase gets an entry

Instant win game

User generated content (such as a photo contest)

Share on social media to win

## TYPES OF REWARDS CONSUMERS CAN GET

VIP Getaways

Big Ticket Items

Cash

Physical Merchandise

Digital Rewards

<sup>1</sup> <http://www.business.com/management/5-statistics-that-prove-gamification-is-the-future-of-the-workplace/>

<sup>2</sup> <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>