



Sweepers Are Good

May 2010

Interactive promotions such as sweepstakes and contests are an effective and versatile incentive marketing tool. Brands use the chance to win to effectively and efficiently motivate a variety of behaviors including engagement, education, viral, communication opt-in, purchase and generating testimonials, and other consumer generated content.

People who are avid promotion and contest participants, some self-described as professional “sweepers,” are often ignored by marketers. Some brands may not see the marketing value in sweepers and may believe that their participation is not an important element of a promotion’s success metrics. Let’s clear up the myths on the value of sweepers and boldly declare that SWEEPERS ARE GOOD!

1] Sweepers are Consumers

While it’s true that sweepers have an affinity for playing promotions, they also represent a variety of demographic backgrounds. AND, they are consumers who buy products and services. The chart below profiles demographics of two of the top Internet sweepstakes blog sites. The majority of visitors are college educated and almost 20% earn over \$100,000 per year. You’ll see a good mix of men and women, people with and without kids. There is great purchase potential in these consumers.

Top Sweeper Site Demographics (Quantcast 9/2/09 to 2/28/10)

GENDER	RACE	INCOME
Male43%	Caucasian87%	\$0 to 30k21%
Female57%	African American8%	\$30 to 60k27%
	Asian1%	\$60 to 100k33%
AGE	Hispanic.....4%	\$100k+19%
3 to 123%	Other.....1%	
13 to 176%	KIDS	EDUCATION
18 to 3423%	No Kids64%	No College45%
35 to 4936%	Kids36%	College41%
50+33%		Grad School14%

2] This Isn’t a Free Ride – Marketing Value with Each Interaction

While everyone who plays a chance-based promotion is trying to win something for free, every time they do play, company sponsors get marketing value. A consumer’s attention is extremely elusive in today’s opt-out world, but an interactive campaign is designed to encourage a deep dive into your brand. No matter who they are or where they come from, the average consumer spends up to 4 minutes per visit interacting with a client’s brand in a promotion experience. Whether by registering, answering trivia questions, playing a game, or watching an interstitial, it all adds up to great brand exposure.

3] *Free Media – It’s a Good Thing*

Sweepstakes and contest sites, some with over 100,000 visitors per month, are added-value media that drive consumers to your campaign. A portion of these visitors are in a client’s target demographic. Most importantly, these sites offer free media exposure to consumers who are highly interested in promotional experiences.

4] *No Media Vehicle is 100% Targeted*

No media choice can capture your target 100%. Think about Super Bowl ads – a favorite commercial choice for beer advertisers. While 80% of beer is consumed by men, 45% of Super Bowl viewers are female. The primary goal of media is not to be 100% targeted, but to reach the right people in a cost-efficient manner. Sweeper sites may be less targeted than traditional advertising tactics, but again -- the biggest differentiator and advantage is that this media is FREE and will drive some of your target consumers to your site.

5] *Your Marketing Support Will Ultimately Determine Who Plays Your Campaigns*

If a brand provides little or no marketing support, a large percentage of participants will be “avid promotion enthusiasts.” This should come as no surprise, as the primary promotion communication will be the sweepers’ blog sites. If a sweepstakes is supported by banner ads, email communication, etc., sweepers will represent a smaller percent of total participants. The more you support your sweepstakes with targeted communication tactics, the more you’ll see targeted consumer participation.

The promotion world is at full throttle with marketers consistently using chance-based campaigns as a successful marketing strategy. Our collective tactics in building interactive promotions have led to the creation of online sweepstakes communities. Rather than dismissing their value, let them give you some real marketing momentum!

Want to talk more about sweepers? Please contact:

Matt Kates, Vice President, Strategic Services
248.543.7449
matt.kates@eprize.com

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About ePrize, LLC

As the worldwide leader of interactive promotions, ePrize creates one-to-one relationships between advertisers and their individual customers. With a focus on motivating specific consumer behavior, campaigns range from online sweepstakes to global points-based loyalty programs, mobile promotions and social media apps and management. Since 1999, ePrize has successfully launched more than 6,000 promotions in 39 countries for 74 of the top 100 brands including Coca-Cola, Dell, General Motors, The Gap, Miller/Coors, Yahoo!, P&G, and AT&T. In 2010, ePrize was named to Red Herring’s Global 100 in recognition of the leading private companies from North America, Europe, and Asia, celebrating innovations and technologies. Professionals across the country are dedicated to delivering extraordinary service, along with immediate and measurable results. Headquartered in Detroit, the company also has offices in New York, Chicago, Los Angeles, Dallas, and Atlanta. For more information, visit www.eprize.com.