

PARTNER SWEEPSTAKES CASE STUDY

THE PROJECT: LEAD GENERATION + BRAND AWARENESS

Increase the number of subscribers to client's email database, reach new audiences, increase their brand awareness, and ultimately drive more bookings.

THE PROBLEM: REACHING NEW AUDIENCES BEYOND PAID MEDIA

Their marketing plan included many of the same paid media partners as the previous year. They noticed their email database was getting stale, and they needed to entice new customers

THE SOLUTION: Winni created a custom sweepstakes campaign based on client's target demographic and **BRING IN WINNI** cultivated a group of well-known, high-end brands to join the sweepstakes.



Winni managed the entire campaign from beginning to end – including partner cultivation, negotiating the promotional reach, building the landing page & creatives, and final reporting.

NO media buy required.

THE RESULTS*: EXCEEDED LEAD GOAL BY MORE THAN 300%



3 MM+

people reached, high-income, age 45+



20,000+

email leads delivered



6,000+

clicks directly to client's website from "thank you" page

*Results are specific to a particular campaign and may vary by partner.