SWEEPSTAKES
HOW TO WIN WITH THIS VERTICAL

WEBINAR
JANUARY 30, 2020
Today, in Our Studio:

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On Our Agenda

- What is this vertical about
- Statistics
- How to set your campaign
- Creatives guide
- Policy
- Case Studies
WHAT IS THIS VERTICAL ABOUT
WHAT KIND OF «CATEGORIES» WE CAN FIND IN THIS VERTICAL?

1. MOBILE PHONES
2. GIFT CARDS
3. CASH PRIZES
4. ELECTRONIC GADGETS
5. HOME APPLIANCES
6. OTHERS (cars, Vacations, etc)
1. TYPES OF OFFERS

- **SOI and DOI**
  - Single Opt-In and Double Opt-In offers

- **CC Submit**
  - Customers leave their credit card details

- **Mobile Subscriptions**
  - Customer subscribes to «a service»
1 SOI AND DOI OFFERS

TOP GEO:
- USA
- Canada
- Europe
- Australia
- Certain Asian countries (especially India)
1 CREDIT CARD SUBMIT
1. MOBILE SUBSCRIPTIONS

TOP GEO: No GEO limitations

Stand a chance to **WIN** the new iPhone 7

Offered by Best Deal

Enter your mobile

**I WANT TO WIN**

Subscription R7/day

There is NO CHARGE to view this page (although network GFPRS browsing rates may apply). Best deal clicks a social network with premium features such as mobile downloads, and in seconds you will be one step closer to winning.

This is 7

**WIN** in just 2 steps

1. Enter Your Mobile

CONTINUE

Subscription R7/day
STATISTICS
## TOP COUNTRIES TO RUN SWEEPSTAKES BY REVENUE + STATISTICS*

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>AVG CTR (Push and Native)</th>
<th>CPM (OnClick)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>0.667</td>
<td>2.203</td>
</tr>
<tr>
<td>France</td>
<td>0.434</td>
<td>2.175</td>
</tr>
<tr>
<td>Italy</td>
<td>0.617</td>
<td>1.321</td>
</tr>
<tr>
<td>Germany</td>
<td>0.571</td>
<td>2.112</td>
</tr>
<tr>
<td>Chile</td>
<td>0.571</td>
<td>1.303</td>
</tr>
<tr>
<td>Great Britain</td>
<td>0.586</td>
<td>1.361</td>
</tr>
<tr>
<td>Brazil</td>
<td>0.533</td>
<td>0.817</td>
</tr>
<tr>
<td>Malaysia</td>
<td>0.492</td>
<td>1.236</td>
</tr>
<tr>
<td>Spain</td>
<td>0.471</td>
<td>1.671</td>
</tr>
</tbody>
</table>

*statistics collected from 1/01/19 to 1/01/20
2 MOST COMMON OFFERS CATEGORIES

- Gift Cards – 43%
- Mobile Phones – 24%
- Cash prizes – 19%
- Electronic gadgets – 8%
- Home appliances – 4%
- Others – 12%
3

HOW TO SET YOUR CAMPAIGNS
3 CHOOSE AD FORMAT

- Push Notification
  - «Just for you» campaigns
  - «Offer is about to expire» campaigns

- Native Ads + Interstitial
  - Mimicking content (News-style ads, listicles, how-to articles)

- OnClick
  - Shows valuable information in one click
3 HOW IT WORKS ON PUSH NOTIFICATIONS

**Push Notifications** → **Interactive Pre-Landing Page** → **Landing Page**

**Congratulations! You won The New Samsung Galaxy S10+ for $1**

**Dear user, congratulations!**

We want to thank you for being a loyal Google Netherlands user! Your IP address 186.42.227.64 has been randomly selected to receive a chance to get a FREE Samsung Galaxy S10+.

From time to time we select a handful of Google users to give them the opportunity to receive valuable gifts from our partners and sponsors. This is our way of thanking you for choosing Google as your preferred search engine.

Today is your lucky day! You are one of the 10 randomly selected users who can receive this gift.

To receive your gift, you simply have to complete our short and anonymous survey. But hurry! There are only a few gifts available today!

**How satisfied are you with Google?**

- Very Satisfied
- Satisfied
- Unsatisfied
3 HOW IT WORKS ON NATIVE ADS

Native Ad  →  Pre-Landing Page (interactive or native)  →  Landing Page

Incredible Shopping Prize Draw Site Is Taking The UK By Storm (It’s Genius)
HOW IT WORKS ON ONCLICK

Onclick = Pre-lander  

Landing Page

Win de nieuwe Samsung Galaxy S10!

Vul je gegevens in om mee te doen

Ga Verder
3. CHOOSE BIDDING MODEL

**CPC**
- Perfect for testing

- You have new offers
- You are newbie

**CPM**
- Right for scaling

- You want to get cheaper leads
- You have to launch tested campaign
3. TARGETING: User activity

**Push**
High: users are fresh (2-3 days since subscription), they interact with ads actively

**Onclick**
High: the other way around. The fewer times the user has seen the ad, the higher the user activity cohort.
3 TARGETING: Blacklists and whitelists

- Black and whitelists are a **MUST** for a successful campaign and they should be updated frequently for better performance
- Lists let you spend the budget strictly on the quality audience = **Better ROI**
- **Faster results** and less optimization
3 TARGETING TIPS

- Inexperienced? Choose offers with a **simple flow**, e.g., registration.

- Use **language targeting** for multilingual countries (e.g., Canada: French and English)

- Test **device and OS targeting**: Mac OS and iOS have high CTR, while Android has a lot of traffic

- Don’t get enough traffic and can’t change the bid? **Increase the frequency**
3 AUTO-OPTIMIZATION: Target CPA

**Target CPA** analyzes every traffic source within your targeting criteria.

It finds all ad placements that are not bringing conversions or where conversion price exceeds your target CPA value and automatically excludes them from your traffic sources.

**Push Notification** – CPC and CPM

**Native Ads** – CPC

**OnClick** – SmartCPM
CREATIVES GUIDE
4 PRE-LANDERS

PRE-LANDERS
Always use pre-landers: they increase conversions

FAST
Make sure your pre-landers and landing pages load fast

ENGAGE
Use quizzes, surveys, roulettes, games etc. to engage your users

A/B TEST
Check your pre-landers and user flow. Delete unnecessary steps.

GO MOBILE
Optimize your pre-landers and landing pages for mobile. Use simple design and texts for small screens

REVIEWS
Positive comments, reviews, and client feedback on a page increase conversions
Your goal: convince people that the desired item is there for them! So your pre-lander has to capture their entire attention.
PRE-LANDERS: Best types for sweepstakes

1. Fortune Wheels

2. Questionnaires

3. Landings with real cases, articles or news
4. Quizzes

5. Lottery
4. NATIVE ADS

1. Teaser
   Shock: How To Get An iPhone For Free

2. Listicles
   5 Ways To Get A Free Walmart Gift Card

3. Storytelling
   This Single Mom Won A $1,000 Gift Card For Free With...
4 INTERSTITIAL

GIRL FROM ST PETERSBURG WON A SMARTPHONE ON THIS SITE
HOW TO GET GROCERY R2,000 WORTH FOR FREE

НЕ РАССКАЗЫВАЙ СВОЕЙ ПОДРУЖКЕ ОБ ЭТОЙ ИГРЕ... [ТОЛЬКО ОТ 18 ЛЕТ]
4. PUSH NOTIFICATIONS

1. System Message Imitation

You have (1) new message

2. Private Message Imitation

OMG, IT WORKED!
I just won an iPhone here...

3. Classic Ad Message (interactive mode)

Your only chance to win
Galaxy S12 in {city}
5

POLICY
5 BEFORE YOU RUN YOUR SWEEPSTAKE CAMPAIGN

You MUST check local regulations on online sweepstakes
WHAT IS NOT ALLOWED: Ad copies

- Don’t speak from the name of a famous brand: «Google company gives the tablets as a gift», «You have received a gift from Apple»

- Don’t launch campaigns with the texts spelled wrong or with hidden letters in the brand names

- Don’t use statements that a person has already won the prize
WHAT IS NOT ALLOWED: Images

- Don’t use official logos or brand copyrighted style in the creatives or on the landing pages (place the real logos on the items in the pictures instead)
- Don’t use graphic and explicit images: naked or partially naked people, provocative poses.
- Don’t imitate the interface of popular websites (Google, Facebook, Instagram, Twitter, Apple, etc.)
6

CASE STUDIES
6 CASE STUDY #1: Sweepstakes on Native – What to do

Ad Format: Native Ads
Model: CPC
GEO: Nigeria
Period: 16/11/19 – 24/11/19
Paid: $172
Revenue: $265
Profit: $93
ROI: 54%
CASE STUDY #2: Sweepstakes on Native – What NOT to do

How To Get Grocery 150$ Worth For Free

Ad Format: Native Ads
Model: CPM
GEO: United States
Period: 05/06/19 – 13/06/19
Paid: $ 29
Revenue: $ 12
Profit: - $ 17
ROI: - 58%
THANK YOU FOR ATTENDING!

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