

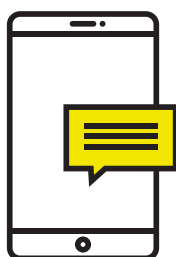


AN ADVERTISER'S GUIDE TO SWEEPSTAKES



Not every website works well for Sweepstake offers. PropellerAds's inventory is perfectly suited for Sweepstakes. Your offers will be shown on entertainment, movies, gaming, and social websites. That's the websites where people are more likely to try their luck and engage with your sweepstake offers.

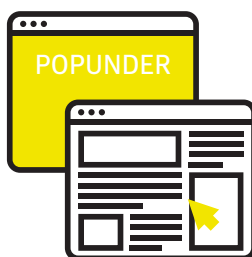
AD FORMATS TO CHOOSE



STEP I

First, you need to test the offer – launch an OnClick campaign.

Usually, OnClick campaigns with CPA Goal 2.0 bidding are the best choice for testing offers.



STEP II

Scale your well-performing campaigns to other ad formats.

For example, you can launch a Push campaign with a tested offer. Don't forget about the Smart Rotator.

If you see that your campaigns drive leads and your conversions are high, proceed to the next step.



STEP III

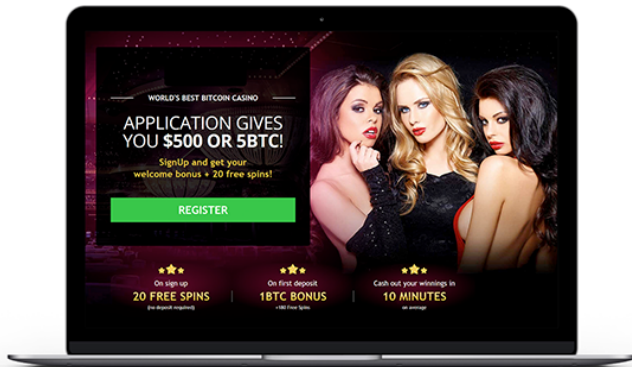
Test retargeting. Build the audience with an ad format that has shown the best results and save money each time you are running similar offers.

CREATIVES BEST PRACTICES

DO'S

PRE-LANDERS

- Always use pre-landers; people should be motivated to enter their email addresses and other personal data.



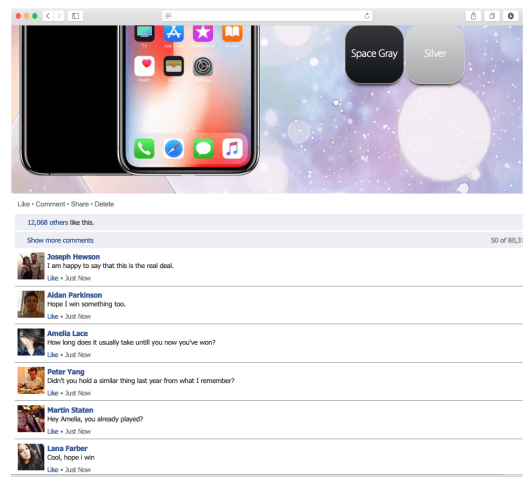
- Make sure pre-landers and landing pages load really fast: no heavy images or code.
- Use quizzes, surveys, roulettes, simple games to engage your audience better. The questions and the overall theme of your surveys should match the product (prize), a user is planning to win.



- A/B test your pre-landers and a user flow; check if all the steps are necessary.

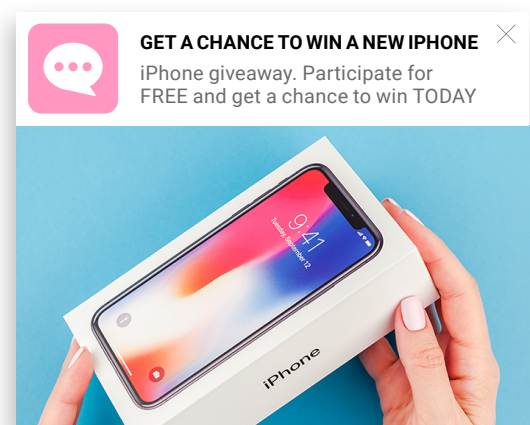
- Optimize your pre-landers and landing pages for mobile: simple design and text that can be easily read on smaller screens.

- Add positive comments reviews and clients' feedback.



IMAGES

- Use real images of devices or other products, rather than perfectly edited promo banners.

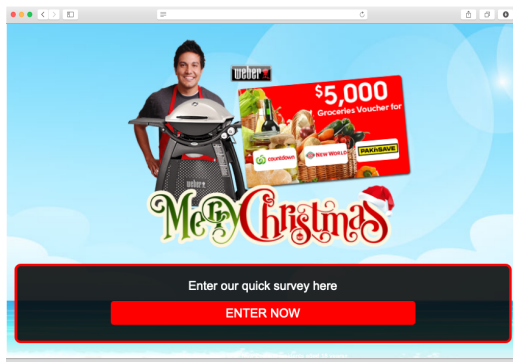


✔ Try using device catalogs and images depicting multiple devices to show that the chances of winning are high.

✔ Mention numbers and use emoji to add a positive, friendly vibe.

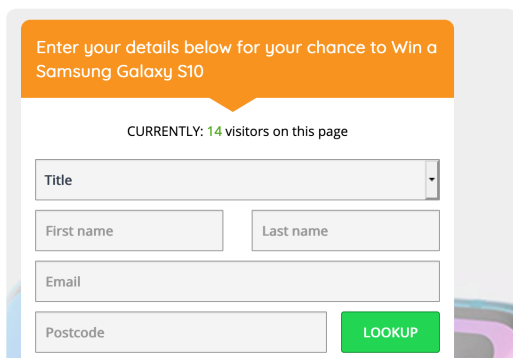


✔ Create holiday-themed images and dedicate pre-landers to special occasions (movie releases, festivals, sports events, etc.)



AD COPY

✔ Use dynamic content on your pre-landers. For example, “Special offer for [Android] users,” or “Special promo for [New York] residents.”

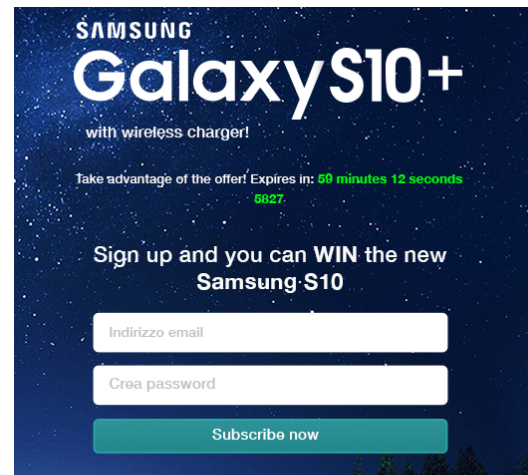


✔ Check the grammar - mistakes may undermine the trust.

✔ Add clear CTAs - make sure it's obvious how users can enter the sweepstake.



✔ Use the sense of urgency: “Offer expires in 2 minutes” or countdown timers.



✔ Always translate your creatives to the languages your audience speaks.

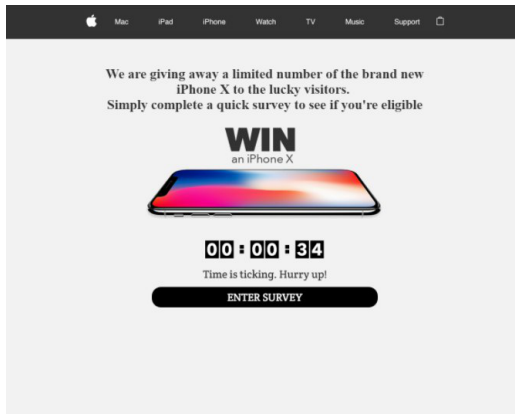


✔ Mention local, well-known brands to increase the credibility of your creatives.

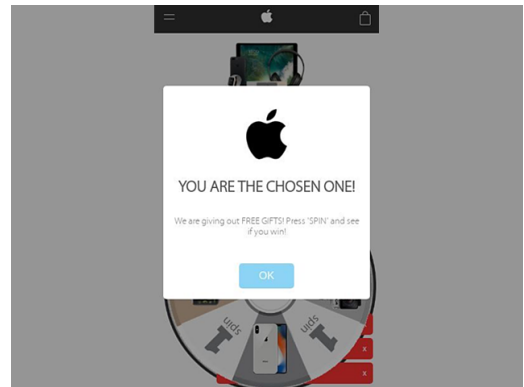
CREATIVES BEST PRACTICES

DON'TS

- ⊗ Don't imitate the interface of popular websites (Google, Facebook, Instagram, Twitter, Apple, etc.)



- ⊗ You can't guarantee that the user will definitely win the prize. Make sure it's clear that there's only a possibility of winning the prize.



- ⊗ For Push Icons/banners: you can't use the logo of a popular brand by itself. The logo can only be placed on the product you promote.

For example, you can't use the logo of Amazon, but you can add the logo to Amazon gift card.



- ⊗ Don't use graphic and explicit images: naked or partly naked people, provocative poses.

***For more information, please check our policy.**

TARGETING TIPS



Choose offers with the simplest flow (e.g, registration), and avoid CC submits (they are harder to convert) if you are not as experienced.



Test device and OS targeting: Mac OS and iOS usually have a very high CTR, while Android has the biggest traffic volumes.



If you have a CC submit offer - target Desktop as it's easier for users to enter their data.



If you don't get enough traffic volumes, and you can't change the bid - increase the frequency.



Use language targeting for countries speaking 2 or more languages - for example, Canada: French and English.

BIDDING AND OPTIMIZATION TIPS



For Push Notifications, **A/B test your creatives with Smart Rotator** to understand which creative set has the highest CTR. You should test at least 3 creative sets so that each set would get around 1000 impressions.



Play with the bid:

- New campaigns require higher bids. This strategy allows you to **test faster**: get more traffic and more data to optimize these campaigns.
- If you don't get enough traffic, but your CTR is high (>2%), you can duplicate this campaign and **set the bid higher**.
- If your **traffic volumes** are too low - try wider targeting.
- If your **budget is spent too fast**, the CTR is high; you can try decreasing the bid or increasing the ad frequency.



Launch **separate campaigns for each GEO**; also it's not recommended to mix different platforms in one campaign.



Check in your tracker what time of the day your **prospects are the most active** and launch campaigns targeting these hours.



Don't forget about **User Activity targeting** - creating separate campaigns can help you save the budget!