

# Case Study:

## Online Sweepstakes: Cable Network



### Challenge:

Deploy a referral email program that would develop a segmented database of existing subscribers and create a “high-potential” prospect list.

Create a  
“high-potential”  
prospect list

### Solution:

Initiated an email referral campaign to spread the word about the program. Email were initially sent to existing subscribers, who were then encouraged to “refer a friend” to the program. Incentive for participation was provided by a fun movie trivia quiz and a sweepstakes giveaway of a home theater system.

### Results:

Generated  
11,000+ unique  
sweepstakes  
entries and 4,000  
unique “referred  
friends” in 20 days.

Network was able to turn the  
“referred friends” into a 40%  
subscription sign-up rate.