

Case Study:

Online Sweepstakes: Auto Search Engine



Challenge:

To create substantial traffic to an online auto search engine.

Create Substantial Traffic

Solution:

Used existing customer base, combined with supplemental email list and presented a sweepstakes automatic entry opportunity merely for performing a car search using the company's search engine. Also augmented the auto-entry offer with an online referral campaign to increase the audience size and offer additional opportunities for sweepstakes entries. The sweepstakes offer was at \$25,000 credit for use in iMotors online auto store. This type of prize encouraged each entrant to engage the companies technology essentially preparing each user for future purchases, while also collecting valuable information about their purchase preferences and demographics.

Results:

Generated
80,000+ unique
sweepstakes
entries and 30,000
unique "referred
friends" in 90 days.