

# PRIZELINK™

## INSTANT WIN SWEEPSTAKES

With our new social sweepstakes, PrizeLink, you can reward and encourage any consumer behavior and engage with customers. PrizeLink allows you to attract and maintain your target audience's attention by rewarding the behaviors you wish them to perform (e.g. Download your app, Like your page, Watch a video, etc.).

## HOW IT WORKS

After completing the behavior you are encouraging, customers are given a secure URL. The URL works on any Internet-capable device and any social media platform so you can reach your customers where they are. PrizeLink plugs into your existing marketing campaign, so you can be shaping consumer behavior in minutes.

### Instant and Consistent Gratification

Our game-play experiences instantly deliver the dopamine to produce new behavior, trust and loyalty.

### Time to Market & Instant Fulfillment

Go live in minutes and deliver the digital prizes immediately on instant win results.

### Selection of Game Mechanics

Fully functional games that can be completely tailored to your audience and brand.

With over 60 games currently available and more being developed all the time, we take the time and expense out of traditional custom development, enabling you to focus on the purpose, design and promotion of your campaign.

### Secure Deployment & No Integration

No technical integration needed. Simply click, deploy, and relax.

### Multiple Consumer Touchpoints

Launch a single promotional campaign across social, mobile, and web.

### Platform is easy to use.

Build it yourself or we will build for you.

**Reporting:** We made it smart, personal, and actionable. Track player and device usage, plays, demographics, lifestyle influencers, and more.

Out with the old  
sweepstakes  
drawings, in  
with Instant Win  
Sweepstakes

## BENEFITS

Instant Gratification

Fun mechanics

Repeat visitors

Data capture

Chance to win BIG  
prizes

Multiple rewards

No integration

Custom graphics

Share with Friends



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PrizeLink™ is easy to use.

## Customize LeapIntoCashDEMO

Summary Creative Social Email Purchase Activity

### Prepare & Preview Your Graphics

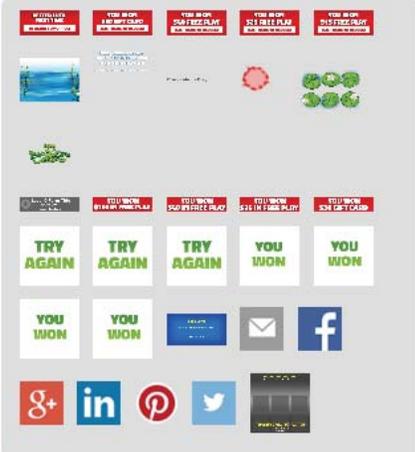
#### 1. Prepare Graphics

Download the zip file with the generic graphic assets, customize the graphics for your campaign, and then upload the modified graphics files.

[Zipped Source](#) [Upload Content](#)

#### Asset List

Here are the image files that make up your game mechanic.



#### 2. Preview your game

[Preview Campaign Page](#) Click each scenario to preview your look and feel, with your freshly uploaded assets.



[Refresh Graphics Preview](#)



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