



Risk

RISK

Cost

Management hours dependent upon length of campaign, 1 hour per day approx. OPTIONAL EXTRA: Email and site comms to advertise the launch at £200

Audience

Online audiences on incentive programmes

Timescale to implement

2-3 days from sign off, no downtime needed

Objective

Encouraging site logins and user engagement

Mechanics

Over the course of a week a prize pot builds up as a reward for completing a difficult challenge, ie selling a £1000 product. Each day if nobody has claimed the prize it rolls over to the next day. Equally if you have completed the challenge, do you claim or wait for the rollover? Make sure no one claims before you though as there is only one prize.

Measurement

We would expect to see an increase in the amount of new and repeat users logging into the site.

Reward

Large value points giveaway, or a prize gets added to the bundle every day.
