

EVERYBODY PLAYS

10+ things you didn't know about online contests & promotions

PLAYERS PROFILE



7 OUT OF 10
people have ever played a game



53%
male
47%
female



68%
older than
18 years old

The average age is 30

OVER 70% OF BIG COMPANIES

will use gamification in their strategies by 2014

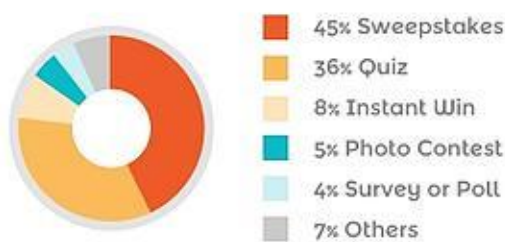


COMPANIES RUNNING CONTESTS

TOP 3 industries



APPS most popular

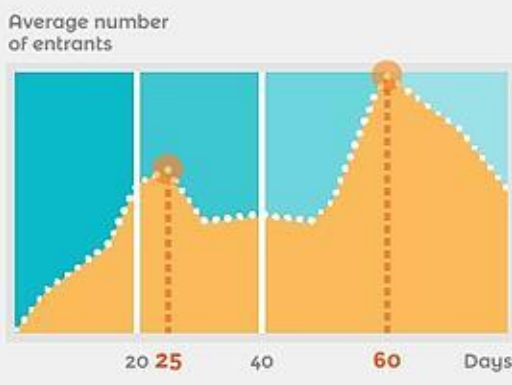


Tip: Match your goals with the right application

For instance, developing your fanbase will be easier using an Instant Win app, while a Photo Contest will be better to engage with your audience.

Besides a Scavenger Hunt is a very good choice to drive sales in your shops.

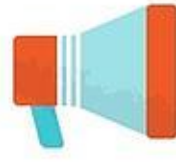
Best duration for a contest



Best time of the year to launch contests



Most European brands launch their campaigns in June and in November.



10x

Amount of entrants gathered by campaigns with an advertising budget



1/3

Entrants accepting to receive information from brands and partners



2:30

Average time spent by participants on a contest app

Tip: Using several channels boosts your promotions performance!

+34%

Average percentage of new fans acquired with a campaign

17500

Average number of fans from brands organising contests on their fanpage

8x

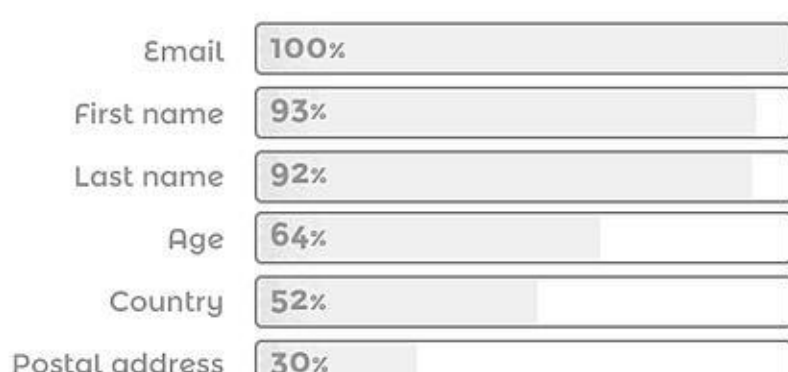
Increase of the number of entrants through mobile devices since 2012

PRIZES

Most popular categories



Information asked by brands in the participation form



Tip:
Just ask the information you really need.
Too many fields could frighten the entrants.

Launch awesome promotion and contest apps!



Sources: Kontest internal data | theesa.com | gartner.com



Build awesome contest and promotion apps for Facebook, web and mobile

kontestapp.com