



Contests

A National Pizza Franchise Launches an Online Sweepstakes

WITH OVER 180 LOCATIONS NATIONWIDE, THIS PIZZA FRANCHISE LEVERAGED PEOPLEVINE'S CONTEST PLATFORM TO INTERACT WITH 23,000+ CUSTOMERS TO ENGAGE THEM FURTHER WITH THE BRAND.



Coupons & Offers

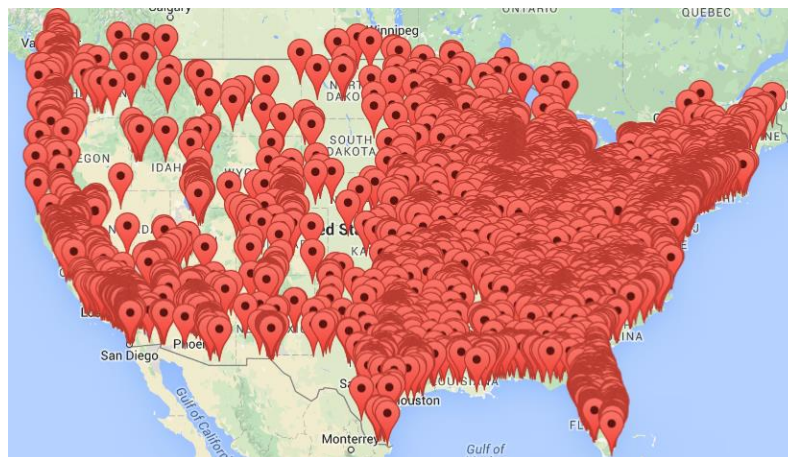
We recently completed an 8 month sweepstakes campaign with a national pizza franchise with over 180 locations throughout the United States. Their goal was to engage further with their customer, learn more about their preferences and drive traffic to the restaurants. In turn they learned about 23,000+ of their customers including where they live, what their favorite pizza is and which location they dine most frequently at.

With nearly 165,000 contest plays, with players coming back to play every day, they have built customer profiles for 23,000+ customers. As each person entered the contest, not only were they given a chance to win a trip to Naples Italy, but they also received an offer to be used at one of their 180 locations. Over 17,000 offers were accepted by participants which opened an opportunity to increase revenue by over \$350,000.

Through PeopleVine's platform the client was able to target market to individual players based on a series of opportunities. As data was collected, such as their favorite location, favorite food item and even the offers they accepted, PeopleVine provided the client with the ability to target these individual segments with specific marketing.

What they Learned

Throughout the contest, PeopleVine helped the company capture data to help support and grow their business, starting with where their customers live.



Over 27,000 participants plotted on a map of the United States

By leveraging this data, they are able to create targeted marketing to specific states, cities and even geo-location boundaries in order to send targeted marketing to drive additional traffic to their restaurants. They even have the ability to zoom in to find out where they should open their next location.

With 23,126 players, 163,568 entries and 48,940 answers (to surveys), PeopleVine has helped them learn about a large segment of their customer base. Players showed dedication to the sweepstakes, where some people played as many as 216 times throughout the contest (almost every day). On average people played 7 times.



Through all of the questions asked, their customers told us what they like most on the menu. Albeit “Pizza” being the number one answer, many people were specific in responding:

- Thin Crust Pizza
- Pepperoni Pizza
- Deep Dish Pizza
- Cheese Pizza
- Sausage Pizza
- Lasagna
- Italian Beef

.... Just to name a few.

Overall PeopleVine helped the client engage with their customer to build brand loyalty. Since the completion of the contest, we have heard that many customers continue to rave about their experience and are always eager to dine at their restaurant from the great experience.