

## socialJackpot

The “leads generator”



# Your benefits

- **Collect opt-in leads** from partner brands customer databases.
- Distribute thousands of discount coupons that generate **sales**.
- 1 player from your database = 1 free lead won from a partner brand.  
**The more players you generate, the more leads you gain.**
- As an option, if you want even more leads, you can buy them according to a decreasing CPL.
- Multilingual **platform** optimized for **web and mobile** (responsive).

# SocialJackpot global approach

## ACQUISITION

You send traffic from your newsletter or your site or your social networks to a landing page dedicated to your brand (unique url + presence of your logo).



## VIRAL

Players from your sources of traffic are identified by the landing url. The viral mechanics then starts to work : the more friends a player invites, the more «instant wins» (discount coupons) he will win.

Quick wins avoid frustration and players participate in the final draw for a large prize co-funded by participating brands.



## SALES

Discount coupons (codes) distributed as «instant win» lots generate sales on your site. Thousands of vouchers are distributed in the form of discount codes on the sites of each partner brand. We only send your coupons to players who come from others partners (and vice versa) so that everyone does acquisition of **new customers** only.

# The features

- The SocialJackpot platform is a **lead generator** that collects **opt-in data, leverages gamification to obtain the** user's consent and virality, and qualifies prospects by **different registration fields**.
- The operation is:
  - Multilingual
  - Multi-devices (desktop, smartphones, tablets)
  - Multi-Partner
- The landing pages are customized according to the colors of the partner brands (logo in the header) and the url of each partner is unique.

# Game mechanics

The goal of the game is very simple: spin the reels of the «slot machine» and fall on the right combinations.

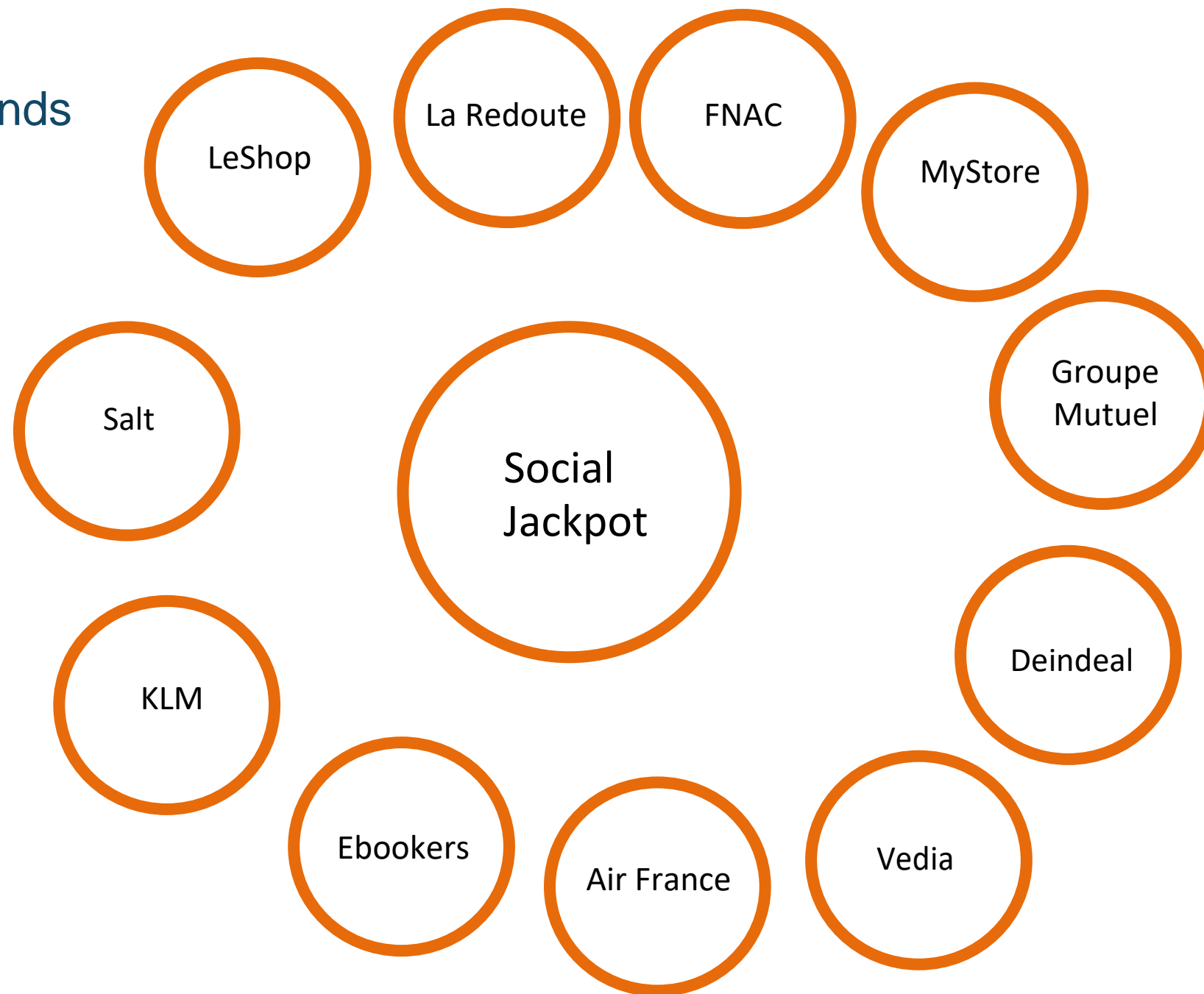
How to win? 3 draws are offered then just invite as many friends as possible. Each registered godchild allows to win an additional draw.

Each participant can be drawn to win at the end of the game a super jackpot (plane ticket, mobile phone, etc.).



# A platform powered by partners

Examples of brands  
partners of  
previous games





# The lots put into play

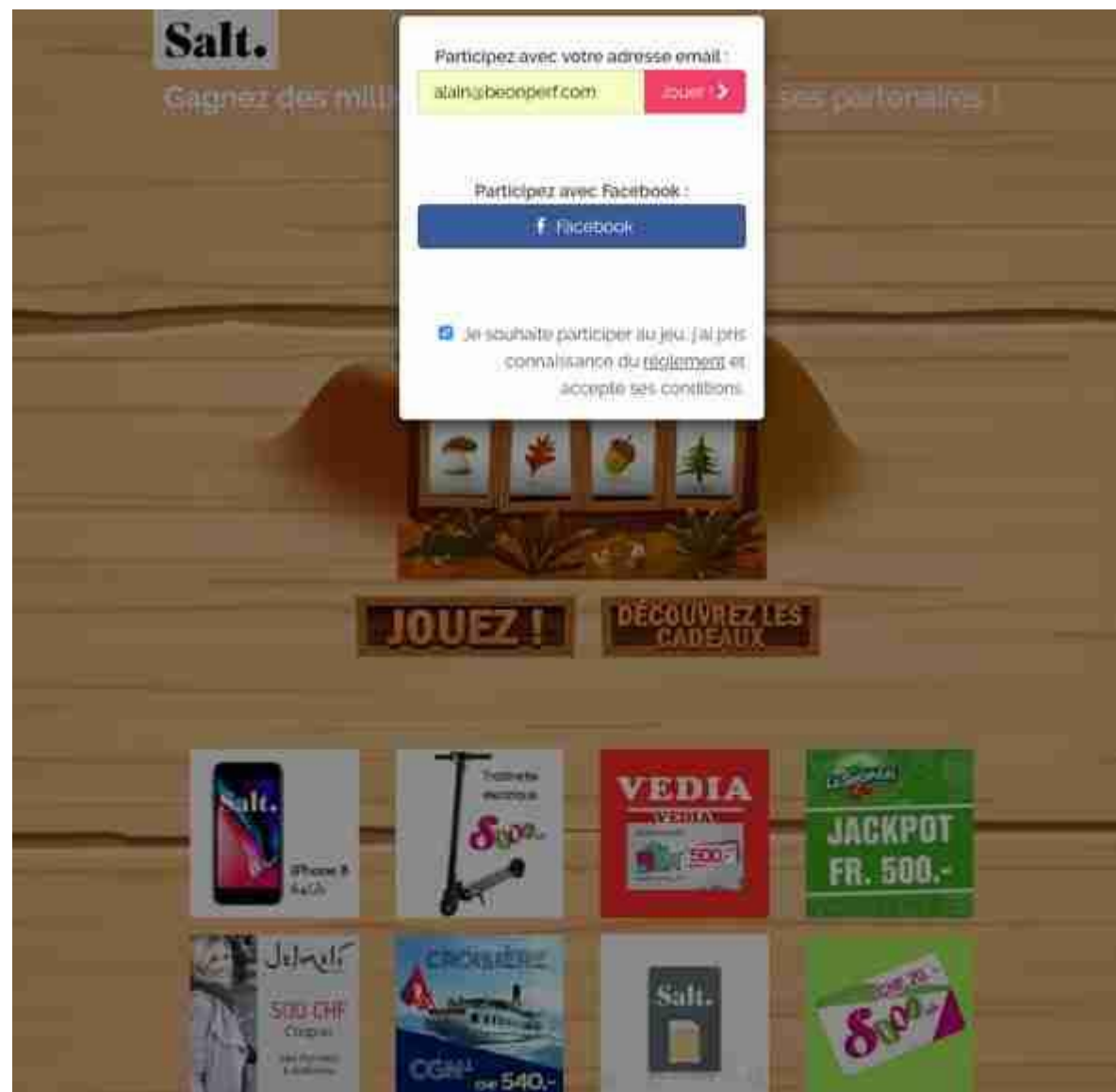
The lots are brought by each partner in the form of:

1. Thousands of discount vouchers available online or in-store (codes)
2. One single large lot per partner with a minimum value of 250 CHF (lot at the choice of the partner)

Examples of lots offered in previous games:

- Airline tickets, hotel stays
- Purchase vouchers of 10, 20, 30, 50 CHF
- Free Shipping Vouchers
- Products offered directly in the shopping cart via a link
- Prepaid SIM cards
- Tablets, smartphones, hoverboards, etc

# Game registration process



Landing optimized for conversion, dual connection system:

- by Facebook Connect
- by e-mail



# Viral

**Salt.**

Etape suivante : inviter mes amis  
Un ami invité = une partie supplémentaire !

**Email**

L'adresse e-mail d'un(e) ami(e) déjà inscrit(e) ne donne pas le droit de jouer à nouveau.

Email

Email

Email

Email

Email

Email

Envoyer les invitations et jouer !

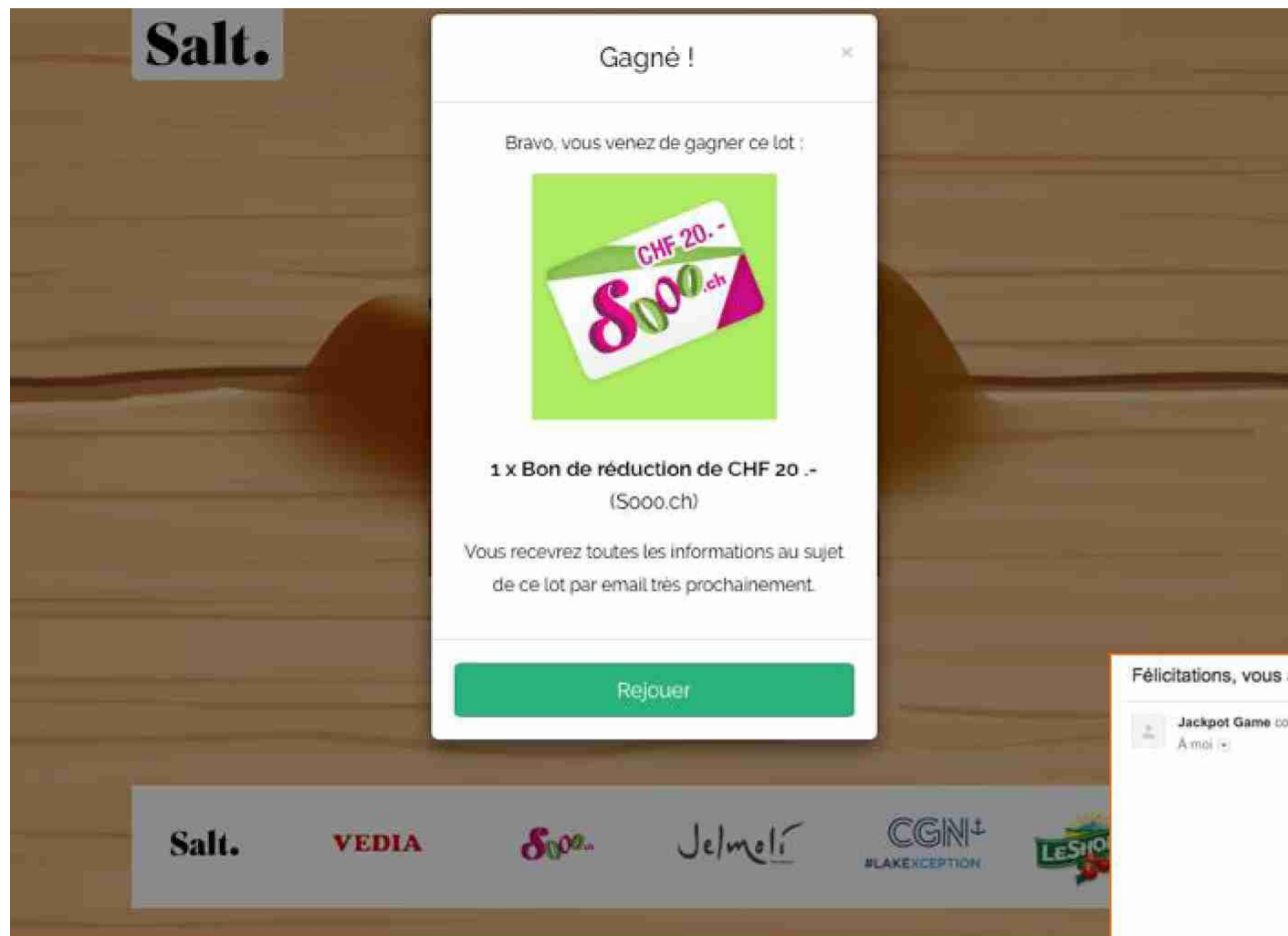
Participez à notre concours et tentez de gagner un iPhone 8, une trottinette électrique, des bons d'achat de 500 CHF et des dizaines de milliers d'autres lots !

Passer cette étape

To increase your chances of winning, you must invite your friends to participate:

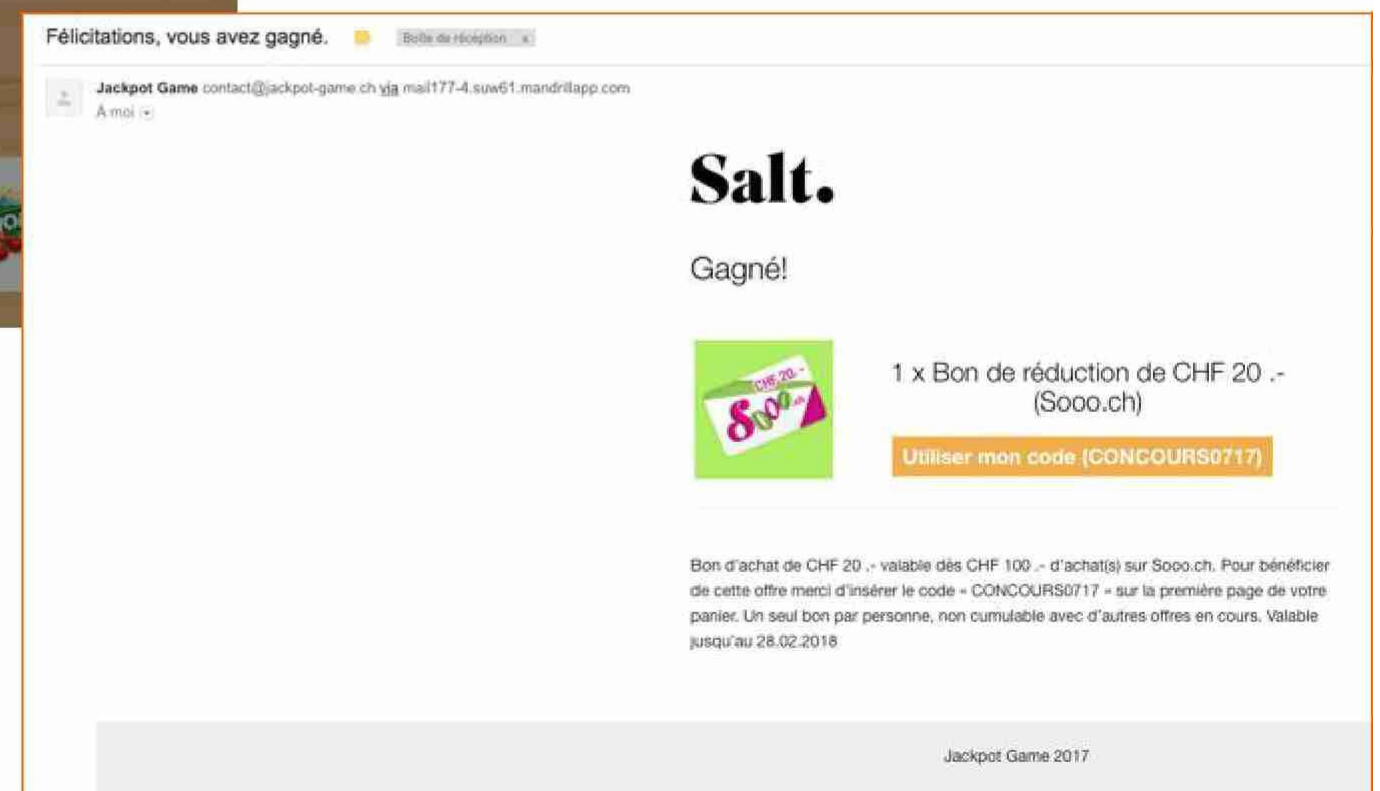
- Email invitations with pre-filled text.
- The player can skip this stage but then he only has his 3 free draws.

# Branding

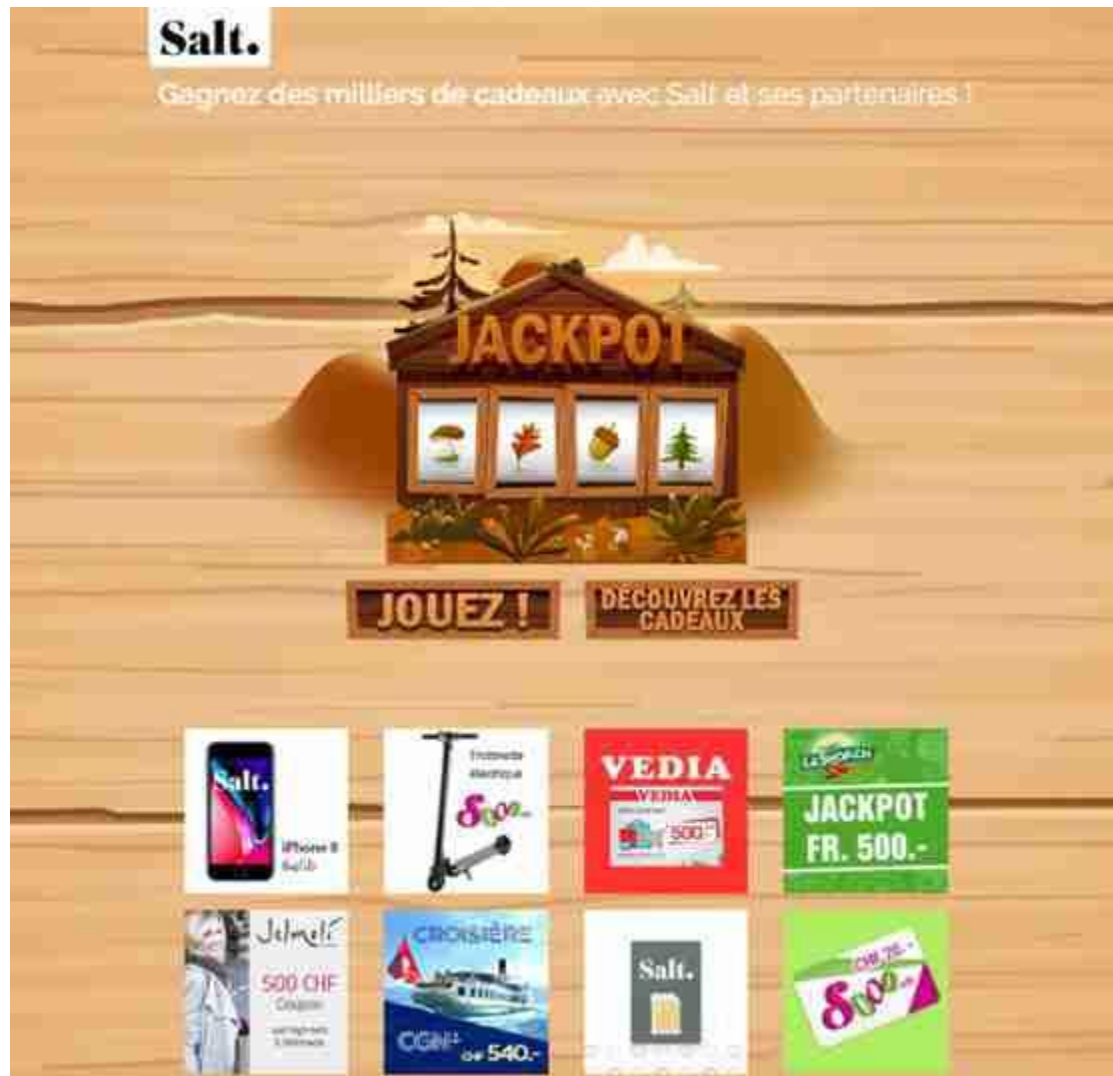


## Strong brand visibility:

- In the popups displaying the winnings
- In emails confirming winnings and indicating coupon codes



# Attractiveness of gains



The jackpot triggered, the gifts are coming!

- Each player has 3 free draws and more than 50% winning odds on all 3 draws.
- A guest friend can win an additional draw (a roll).
- Loop between the jackpot and the viral page to boost invitations.
- Alternating phases where you win and lose to make the game addictive.
- Dynamic optimization of winning lots to deliver all partner allocations.

# Data collected that can be configured

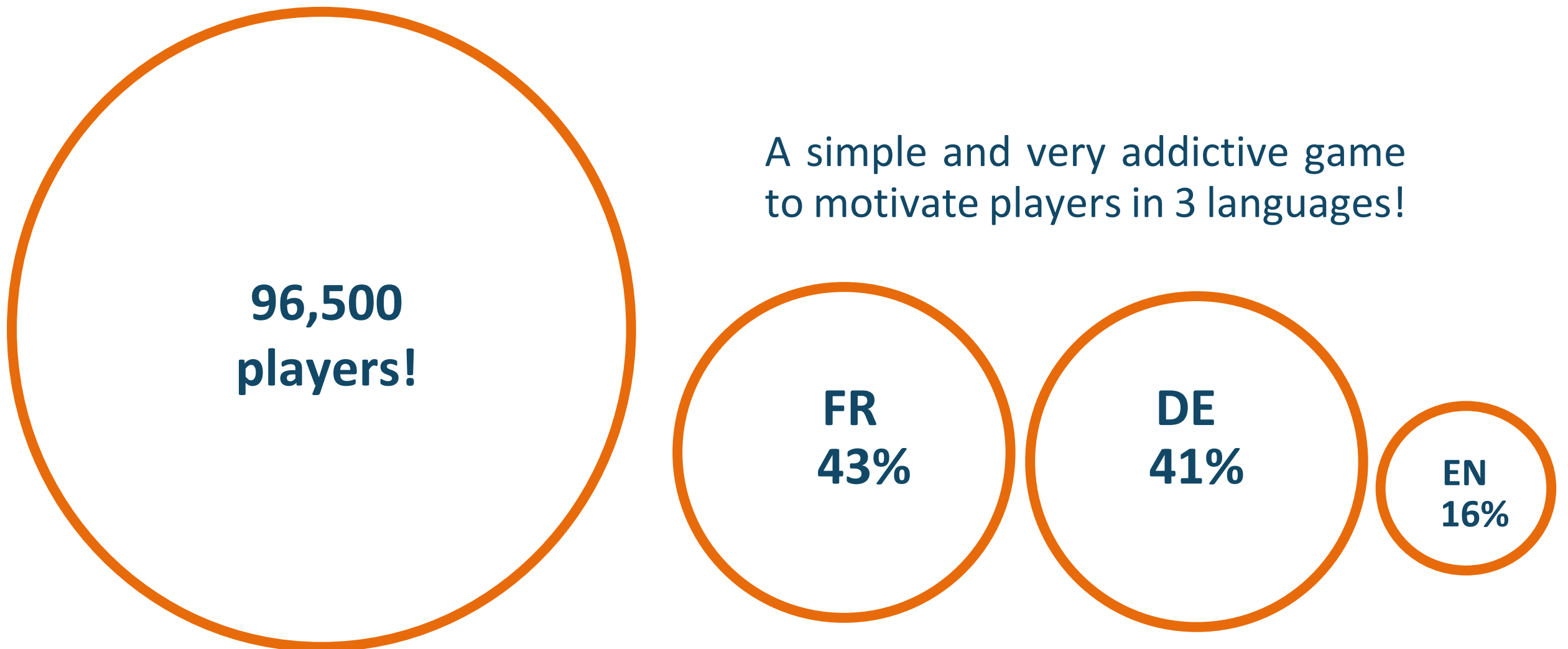
- First and Last Name
- Sex
- Email address
- Language
- City
- Age: **optional field, 80% of people fill it!**
- Telephone: **optional field, 75% of people fill it!**
- **Other data on request**

# Strengths of the platform

- **Opt-in (LPD and GDPR compatible) data collector:** The app allows you to collect data provided freely by the players themselves. If their contact details are false (email, address, phone number, name) they cannot receive their jackpot at the end of the draw.
- **Reliability of email addresses:** winners receive their instant wins prizes by email so their interest is to communicate a real address. Registrations via Facebook allow you to retrieve the email address of the Facebook account (100% guaranteed validity).
- **Leverage from partners:** each partner sends its traffic to the platform and the platform shares the emails collected.

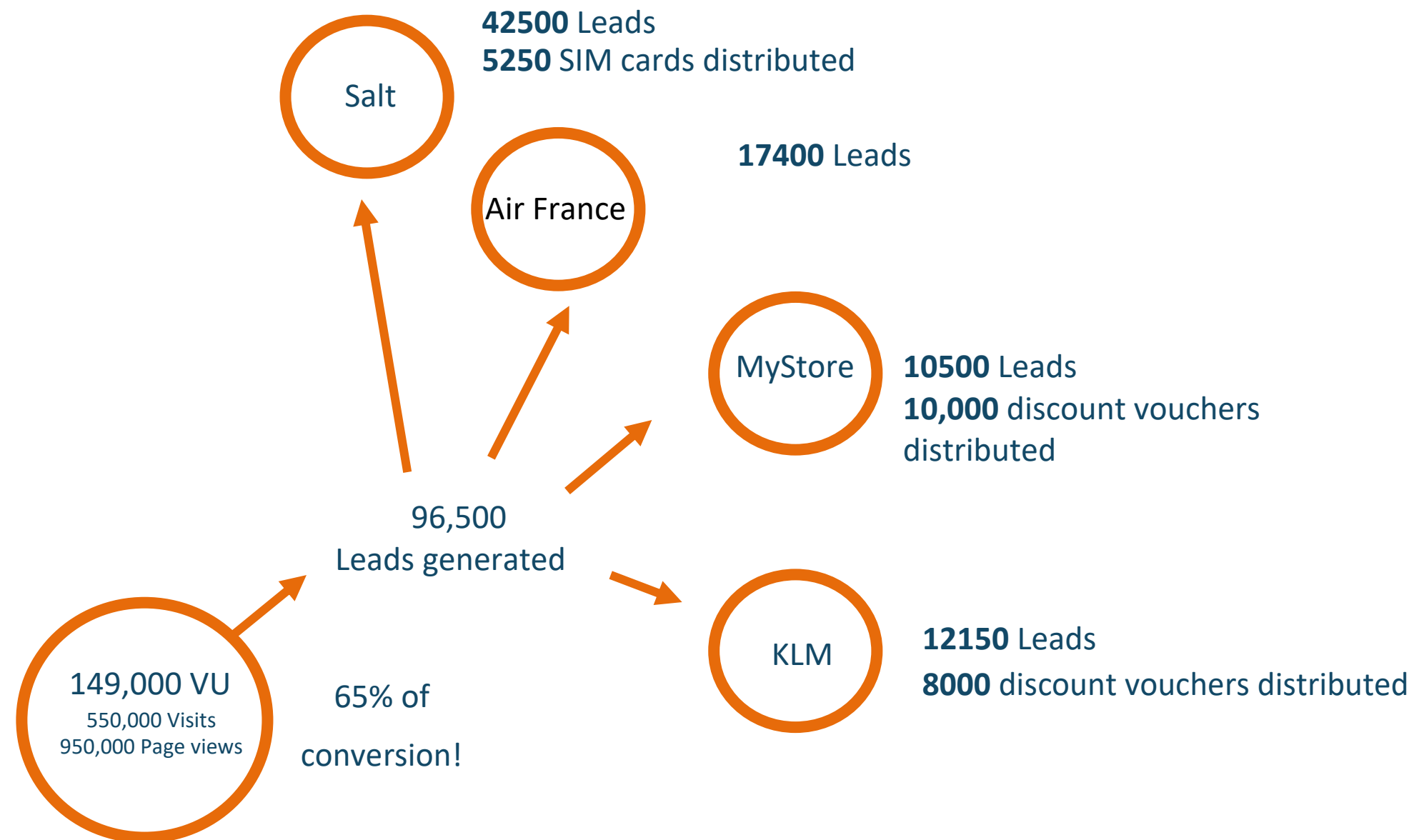
For example: 5 partners send 2,500 people to the platform, so each partner can recover up to 10,000 new leads after deducting the traffic it has brought.

# Example of results from a previous game






# Example of results from a previous game



# Example of results from a previous game



**Deliverability  
96%!**

High quality of collected leads<sup>(\*)</sup>:  
Record deliverability of 96% on the first sending of more than 230,000 emails sent (70,000 participants by email and 160,000 godchildren invited by email)

<sup>(\*)</sup>The emails entered by the users have been validated before sending by a syntax analysis and a SMTP check

# Example of results from a previous game



**65% rate  
Conversion\***

A majority of players preferred to register thanks to their email address rather than via Facebook

(\*) Ratio between generated leads and unique visitors

# They trust SocialJackpot



# Pricing

Set-up fee including the use of the game platform (development, hosting, maintenance), partner search, configuration for each partner (lots, conditions, texts, etc.), coordination between partners: 1990 CHF

1 player brought to the platform = 1 lead won for free from another partner.

Additional leads beyond free leads:

- from 1 to 5,000 leads: CHF 0.70 per lead
  - from 5'001 to 10'000 leads: CHF 0.65 per lead
  - from 10'001 to 15'000 leads: CHF 0.55 per lead
  - from 15'001 to 20'000 leads: 0,40 CHF per lead
  - More than 20'001 addresses: 0,20 CHF per lead
- Other options on request (for example specific qualification fields at the time of registration or a custom creation of the design of the landing page).



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# Thank you!

