

What is an Interactive Promotion Application?

An Interactive Promotion Application serves as the central destination for sweepstakes multichannel campaigns. With a robust automated backend and algorithm offering daily and grand prizes, this application also features a prominently-displayed countdown clock, Email sign up widget, and engaging add-ons such as photo sharing.

With large rich images, social and viral sharing features, and engaging content, the interactive application draws in users, encourages repeat visits, increases time spent, and ultimately drives bookings.

Users complete the sign up form with the email opt-in box pre-checked to be entered for a chance to win daily prizes and/or a grand prize giveaway.

BENEFITS:

- Highly visual, fully-responsive design, matching the look and feel of the hotel website
- Generates buzz and brand awareness
- Builds the email marketing list
- Increases website traffic

