

SWEEPSTAKES WHITEPAPER

# INVOICE & RECEIPT UPLOAD CAMPAIGNS



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## Invoice & Receipt Upload Campaigns

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Encourage your customers to think of your brand and products the next time they go shopping by rewarding their purchases directly with points based on the amount spent. Your consumers can simply snap a photo of their receipt or invoice and the system will award points based on dollars spent. These points can be redeemed for brand merchandise and other rewards.

Ensure that you have rewards that your consumers are interested in. In the example below, our client decided to make use of branded merchandise, accessories and sports jerseys. By adding a draw in addition to the rewards available for redemption, it further heightens awareness and sweetens the pot!

This type of program can provide further incentive for consumers to purchase your products when they know there's a potential to earn rewards for doing so. Consumers might also elect to stockpile their reward points until a later date in the campaign to cash out for a larger reward, so don't worry if you don't see as many redemptions at first.

Because receipts and invoices often get stuffed into pockets, lost in gloveboxes, shoved in filing cabinets or otherwise they can easily become damaged. We always recommend monitoring to review uploaded receipts and update them where required.

## Examples and Usage

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Below is a recent example of an Invoice & Receipt Upload campaign from one of our clients.



### **Kohler (Canada)**

Kohler's "Win. Rinse. Repeat." promotion engaged with EMCO dealers across Canada. It encouraged plumbers and contractors to submit their invoices securely online by taking a photo and uploading it for OCR analysis. The system compared the product SKUs listed on the invoice versus those in the system and assigned points based on the dollar amount on the receipt. One dollar was the equivalent of one point. Every 1,000 points earned an entry to win a brand-new Chevrolet pickup truck. Additionally, points earned could be redeemed for Kohler merchandise.

# Examples and Usage

## OCR Technology



## Results

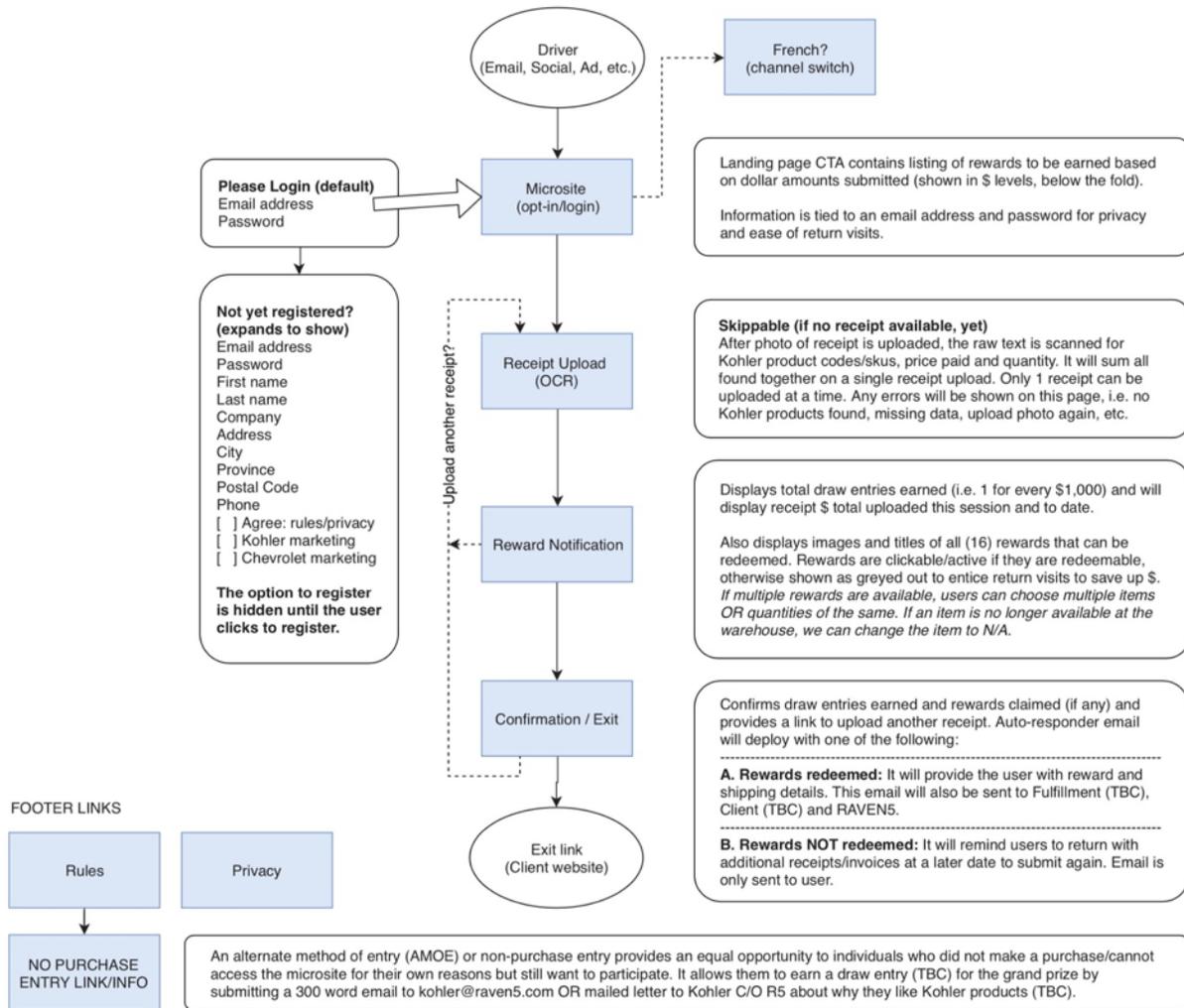
Headers Table

- 1 Amount Due: 199.50
- 2 Total Amount: 199.50
- 3 Tax Base Total: 190.00
- 4 Customer Number: 7030060753
- 5 Issue Date: 2019-07-31
- 6 Invoice Identifier: 55027063-00
- 7 Order Number: 1954
- 8 Recipient Address:  
[Redacted]
- 11 Recipient Name: OCEAN MECHANICAL
- Supplier Address:  
[Redacted]
- 15 Terms: NET 30 DAYS

Optical Character Recognition, or OCR, is a technology that enables you to convert different types of documents, such as scanned paper documents, PDF files or images captured by a digital camera into editable and searchable data. After an entrant uploads an image of their invoice, our system transmits it through an API connection for processing. From there it reads the invoice, finds associated Kohler SKUs and dollar amounts and transmits the data back where we automatically award the points.

# Examples and Usage

## Site Architecture



# Examples and Usage

## Kohler Landing Page Example

EARN DOUBLE REWARDS POINTS!

PURCHASE SELECT KOHLER BETELLO TWO PIECE TOILETS TO RECEIVE DOUBLE REWARDS POINTS FROM AUGUST 15 - OCTOBER 15.

REWARDS | RULES | FAQ | HELP

### WIN. RINSE. REPEAT.

2019 KOHLER COUNTER PROMOTION

EVERY 1000 POINTS EARN A BALLOT FOR A CHANCE TO

## WIN

AN ALL-NEW 2019 SILVERADO 1500 DOUBLE CAB CUSTOM TRAIL BOSS



\*Vehicle may not be readily available

THE BOLD LOCK OF KOHLER

EN | FR

## KOHLER

GET ENTRIES FOR A CHANCE TO WIN AN ALL-NEW 2019 CHEVROLET SILVERADO 1500 DOUBLE CAB CUSTOM TRAIL BOSS & EARN REWARDS WITH KOHLER PURCHASES FROM EMCO FROM JUN 15 - DEC 14, 2019.

REGISTER / LOGIN TO UPLOAD INVOICES, VIEW ENTRIES AND REDEEM REWARDS.

FORGOT PASSWORD?

LOGIN

NOT REGISTERED YET? [SIGN UP](#) ▶

### EARN REWARDS WITH YOUR NEXT KOHLER PURCHASE

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EARN REWARDS BY PURCHASING KOHLER PRODUCTS FROM EMCO FROM JUNE 15TH - DECEMBER 14TH, 2019. REGISTER NOW AND START UPLOADING EMCO INVOICES TO UNLOCK HIGHER TIER REWARDS.



2,000

KOHLER GENUINE SERVICE PARTS TOOL BOX

2,000



KOHLER UNITED STRING GYM BAG

2,500



KOHLER UNITED OFFICIAL SOCCER BALL

3,000



SOCCER RED BACKPACK WITH BALL POCKET

3,500



KOHLER UNITED OFFICIAL SCARF

4,000



COPPER VACUUM INSULATED BOTTLE

6,500



KOOZIE CHILLIN' BLUETOOTH SPEAKER COOLER.

7,000



PILLAR HEAVY DUTY LED FLASHLIGHT

8,500



RED PUMA ESS GOLF POLO 2.0

8,500



9,500



10,000



12,000



RAVENS LOYALTY

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## Contest Marketing Basics

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Don't forget the basics once you've made the decision to run a contest marketing program.

### Strategy

Identify your overall goal in holding the contest, such as increasing your prospect mailing list, converting new customers, a new product launch or just brand awareness. What is the single most important message you want to get across in all of your messaging? Do you have a theme in mind and is it timely and agile enough (i.e. the seasons, sporting events, current trends)? This will help guide you as to the information you want to collect from the entries.

### Prizing

Prizing is a critical step as the prize must be relevant to both your current & target audience. Ensuring you have a reward that is valuable to your email list and social following is a must. If possible, it's recommended that the prize is a product or service provided by your company. If you are in the sewing machine business, then offer up a sewing machine, as it will appeal to your user group while engaging prospects and those interested in sewing.

### Implementation

As always, the user experience is in the implementation of the program, ease of use and the creative. Contest marketing programs can take fifteen days and often longer to develop, depending on the complexity, location of the offering, number of prizes, prize value and legal requirements

## Contest Marketing Basics

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### Data

Data and user information, including an email address, is often the primary reason for running a contest marketing program. A solid program will gather basic user information such as first and last name, address, email, gender, age and location information via postal code. Mobile is also an option based on your marketing initiative's next steps.

### Rules

Familiarize yourself with the rules and requirements of the social media networks that you intend to utilize for your contest. Depending on how large your contest is, remember to pay close attention to state/provincial, national and even international laws. In some cases, the state or province may require a bond and/or filing. As well in the US, the IRS has specific requirements upon completion as the prize can be classified as income for the winner. Most states and provinces in the United States and Canada are fairly flexible and reasonable in their approach. Larger brand programs should have an expert handle rules and regulations to ensure compliance with various legal aspects. We recommend legal guidance for all larger programs.

## Ready?

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Once you're ready, what are next steps? Promotion! You need promotional drivers to get your database of customers and prospects to visit your contest.

- Email marketing
- Social posting
- Paid social posting
- Display ads (Social & Google)
- Print ads in newspapers or magazines
- Printed coupon(s) or leaflet(s)
- Influencers (paid and unpaid bloggers/vloggers/micro and macro)

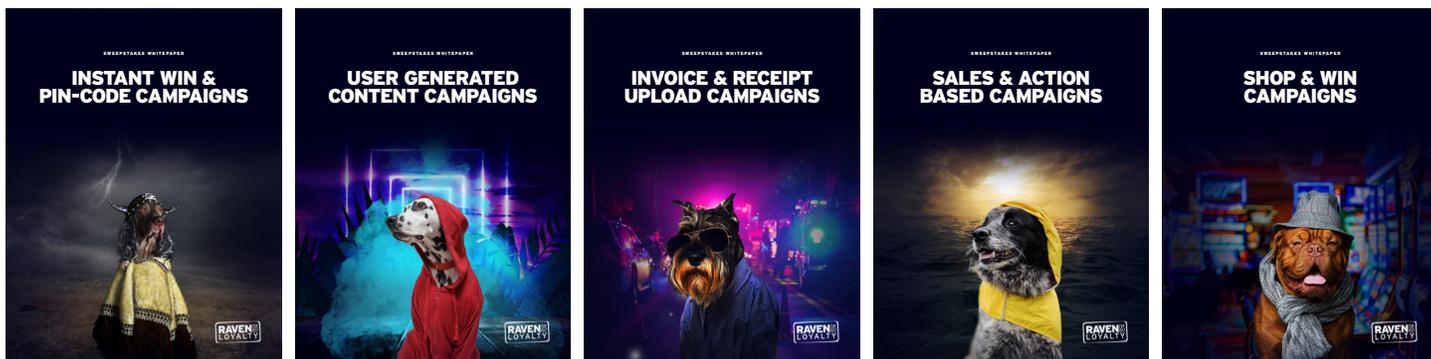
### **On the fence? Consider this!**

- You'll boost brand loyalty by providing consumers with a chance to instantly win
- Collect email addresses of those registering on site
- Quickly gather survey results and learn more about your consumers
- We can automate the prize claim redemption especially if you have a lot of prizes
- Our team can create unique and trackable pin-codes for your usage
- Consider applying pin-codes as peelable stickers affixed to your products

And there's more...

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Even more valuable sweepstakes information available:



**RAVEN5 is the leader in Sweepstakes, Contests and Promotions.**

Rated as "The World's First Contest Marketing Agency" according to Google, Bing, Yahoo! and DuckDuckGo.

We create experiences unique as your customers.

