



Sportsbet.io

Win a Lambo Sweepstakes Case Study

Reporting: June 3 – 5, 2021

Prepared: July 5, 2021

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Project Overview:

A unique closed sweepstakes launched by Sportsbet.io to build brand awareness within the cryptocurrency community.

The campaign was open to residents of the U.S. and Canada (excluding Quebec) attending the 2021 Bitcoin Conference (June 3, 2021 - June 5, 2021) located in Miami, Florida. There was one grand prize of a 2021 Lamborghini Huracan EVO or the winner had the option to take home the the alternative prize of \$250,000 USD worth of Bitcoin Cryptocurrency.

In-market:

June 3rd, 2021 - June 5th, 2021.

Objectives:

- Build awareness and increase media attention surrounding the cryptocurrency online betting service, Sportsbet.io.
- Reward someone from the cryptocurrency community.

**Target:**

- Consumers in the cryptocurrency community aged 25 – 45.

Deliverables:

- Contest Design, copywriting development and scalable hosting
- Data moderation (photo submissions)
- Winner verification and releases (multi-phase)
- General support (inquiries)
- Branded apparel
- Branded vinyl banners

Sweepstakes Prizing

The sweepstakes offered a Grand Prize of a 2021 Lamborghini Huracan EVO Convertible.

Alternatively, the winner had the option to accept \$250,000 USD converted to Bitcoin in lieu of the 2021 Lamborghini Huracan EVO Convertible.



To submit an entry, visitors were required to snap a photo of themselves with the Lamborghini displayed at the conference and upload it to sweepstakes website. Entrants needed to visit the sweepstakes microsite and opt-in by providing their first name, last name, email address, country, postal/zip code, mobile number and (optionally) their Instagram and Twitter handles.

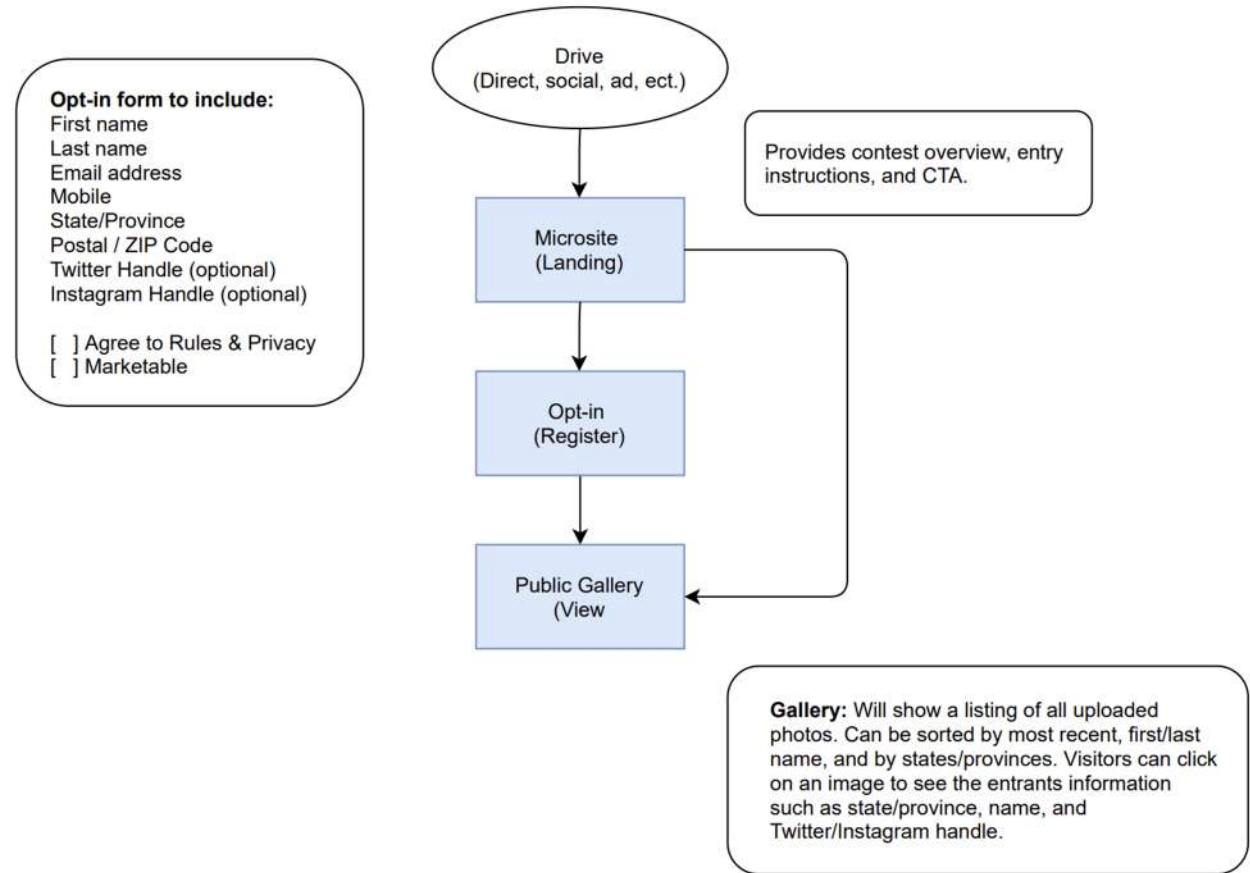
Entrants had the opportunity to earn bonus entries by posting the photo their Instagram and Twitter accounts tagging @sportsbet.io and using the hashtag #sportsbetlambo.

The website hosted all photos on a public facing gallery that required daily moderation. Visitors were able to search the gallery for their submission using first and/or last name via the search functionality, or by state.

Professional staff were available to assist with the photo and registration process as well as to protect the vehicle.

The winner selection process started immediately after the campaign closed. Once the winner selection process was complete, the winner had to be located at the conference and brought to the Sportsbet.io booth to complete the digital release form in order to accept the prize.

The winner was announced on stage at the Bitcoin Conference during the wrap up happy hour to close out the event.



Menu with links to HELP, Privacy Policy, Sportsbet.io site, Terms and conditions and FAQ.

WIN A LAMBO
BITCOIN 2021 | MIAMI
JUNE 3 - 5

Enter now for the chance to win a 2021 Lamborghini Huracan EVO with a sticker price of \$274,250 USD.

HOW TO ENTER

1. Visit our booth (next to the Sound Money Stage).
2. Snap a photo of yourself with the Sportsbet Lambo.
3. Upload the photo right here and you're entered.

BOOST YOUR CHANCES TO WIN

Enter by snapping a photo and posting it to your public Instagram and tag @sportsbet.io or Twitter and tag @sportsbetio - include the hashtag #sportsbetlambo. Earn 5 entries for submitting on this website, 2 for posting on Instagram and 2 for posting on Twitter.

ENTER NOW **GALLERY**

NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. Open to attendees of the Bitcoin 2021 Conference who are legal residents of the 50 United States, D.C., or Canada (excl. 21+). Sweepstakes begins at 8:30 AM ET on 06/03/2021 and ends at 2:59 PM ET on 06/05/2021. One prize awarded. AOV: \$274,250.00 USD. Odds of winning depends on the total number of entries received. Participation is subject to the Official Rules, available at sportsbet.io.

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Powered by RAVEN5

To enter the contest

Gallery showing all submitted entries.

Link to help email help@raven5.com, a dedicated inbox that included an auto responder message sent to recipient with a link to FAQ and a dedicated support team at RAVEN5 handled all incoming messages relating to edits to nominations, removal requests and general questions within 8hrs.

2. Registration Form

Menu with links to HELP, Privacy Policy, Sportsbet.io site, Terms and conditions and FAQ.

The registration form is titled "Sportsbet.io WIN A LAMBO BITCOIN 2021 | MIAMI JUNE 3 - 5". It features a large image of a dark green Lamborghini sports car on the left. The form fields on the right include: "First name" and "Last name" (text inputs), "Email address" (text input), "Date of birth" (dropdowns for Day, Month, Year), "Mobile #" (text input), "State/Province" (dropdown), "Instagram (optional)" (text input), "Twitter (optional)" (text input), and "Choose a file" (file upload). Below the fields are two checkboxes: "I would like to receive communications containing news, updates and promotions from Sportsbet.io. I can unsubscribe at any time." and "I have read and understand the rules and privacy policy." A prominent green "REGISTER" button is at the bottom. At the bottom left, there is a footer with links: "© 2021 Sportsbet.io | Terms and Conditions | Privacy Policy | FAQ | HELP". At the bottom right, it says "Powered by RAVEN5".

The opt-in form required a photo upload, the entrant's first and last name, email address, date of birth, mobile number, state/province, and optionally Instagram handle and Twitter handle.

Agreement to receive marketing communications.

Agreement to the Official Rules and Privacy Policy.

Link to help email help@raven5.com, a dedicated inbox that included an auto responder message sent to recipient with a link to FAQ and a dedicated support team at RAVEN5 handled all incoming messages relating to edits to nominations, removal requests and general questions within 8hrs.

Menu with links to HELP, Privacy Policy, Sportsbet.io site, Terms and conditions and FAQ.

The gallery allowed visitors to search for entries using first and/or last name of the entrant or by searching for the entrant's state/province

Public gallery displaying all submitted entries.

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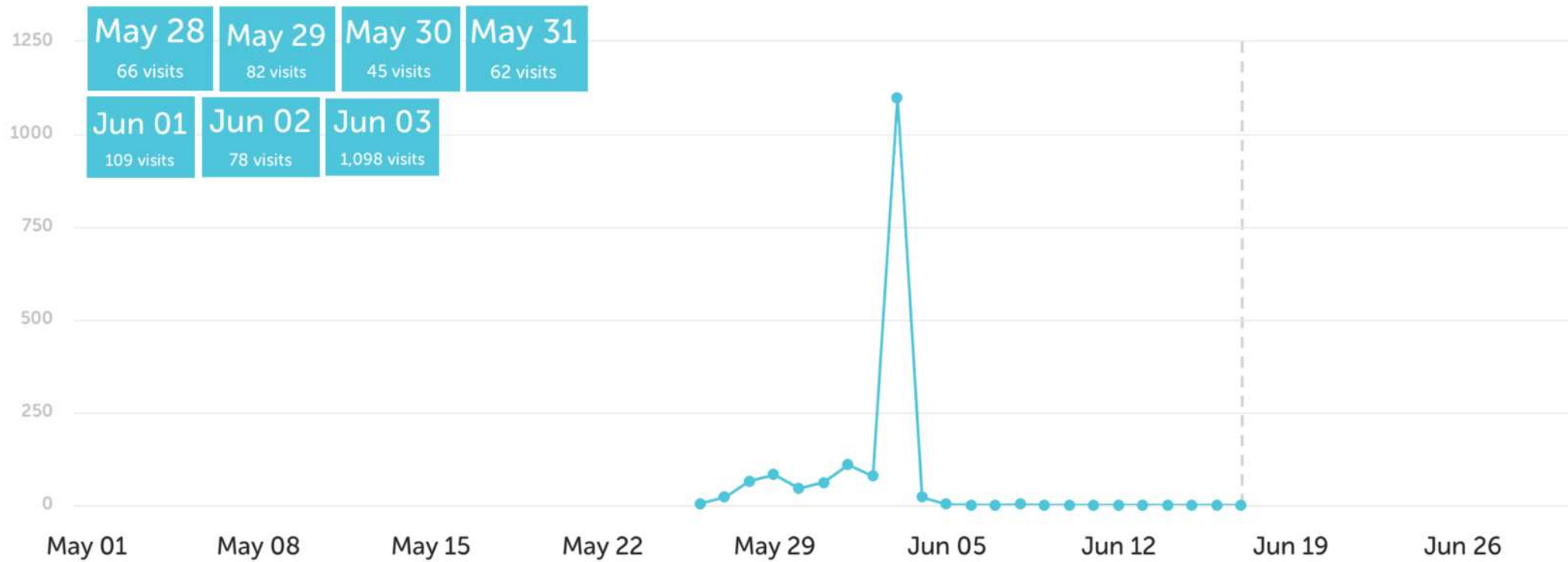
Media Attention

- [Leading crypto Sportsbet.io are giving away a free Lamborghini](#) (FinTec Buzz)
- [Sportsbet.io Answer 'When Lambo' Question with Huracan EVO Giveaway at Bitcoin 2021](#) (NewsBTC)
- [Sportsbet.io is Giving Away a Lambo to a Lucky Winner in Miami](#) (BitPunter)
- [Sports betting operator Sportsbet.io will raffle off a Lamborghini](#) (iGaming)
- [Win a Lamborghini at the Bitcoin 2021 Conference with Sportsbet.io](#) (Coingape)
- [Win a Lamborghini at th eBitcoin 2021 Conference with Sportsbet.io](#) (Finance Yahoo)
- [Win a Lamborghini at the Bitcoin 2021 Conference with Sportsbet.io](#) (Markets Insider)
- [Win a Lamborghini at the Bitcoin 2021 Conference with Sportsbet.io](#) (NewsWire)
- [Win a Lamborghini at the Bitcoin 2021 Conference with Sportsbet.io](#) (PRNewsWire)
- [Win a Lamborghini at the Bitcoin 2021 Conference with Sportsbet.io](#) (SportsBeezer)

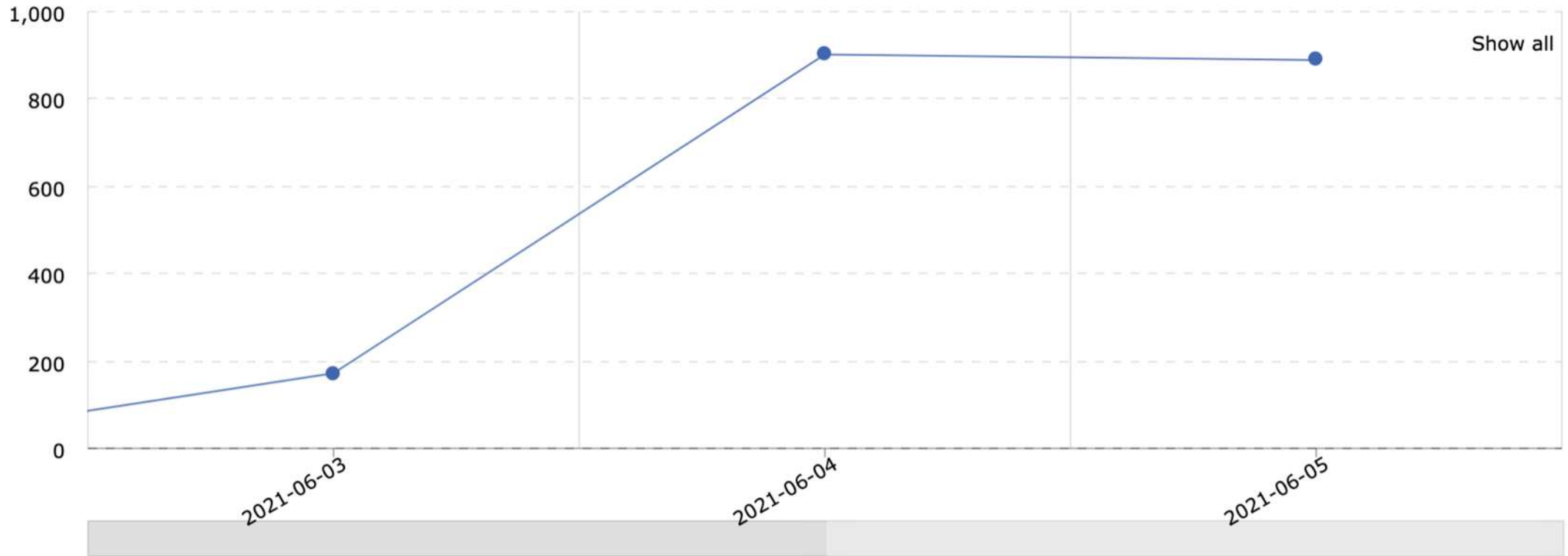


Visits ?

LAST 2 MONTHS ∨



Total Submissions: 1,973

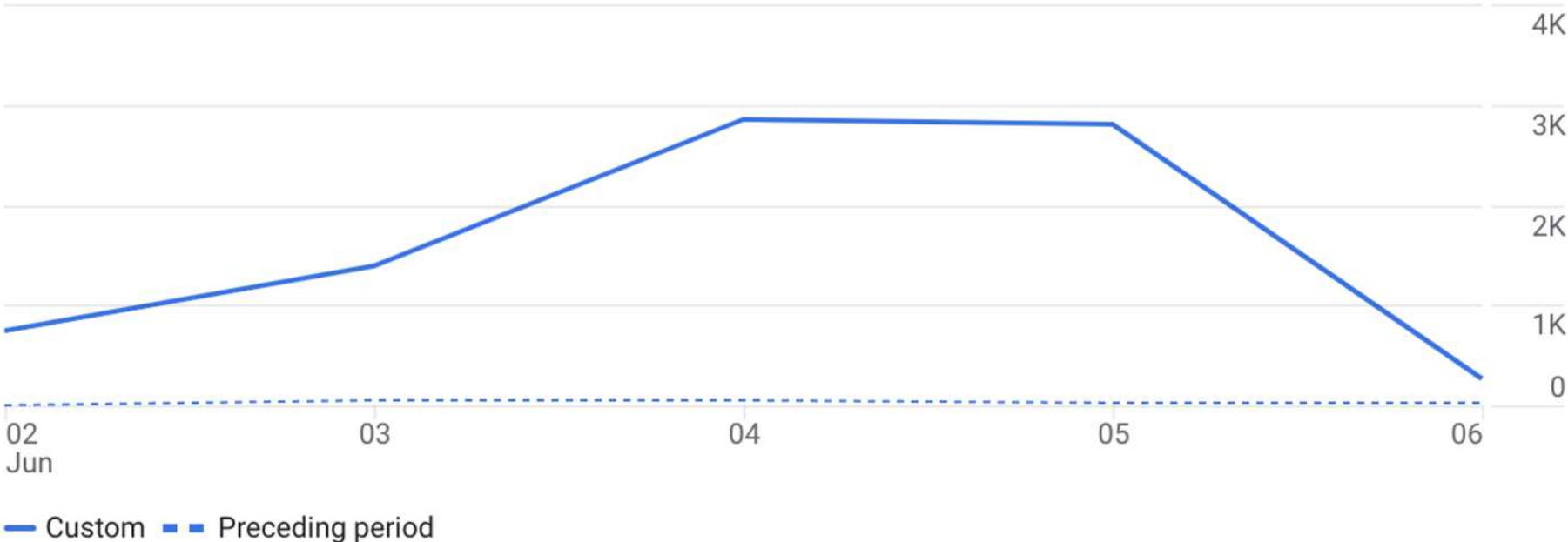


Landing Page Submissions: 1422

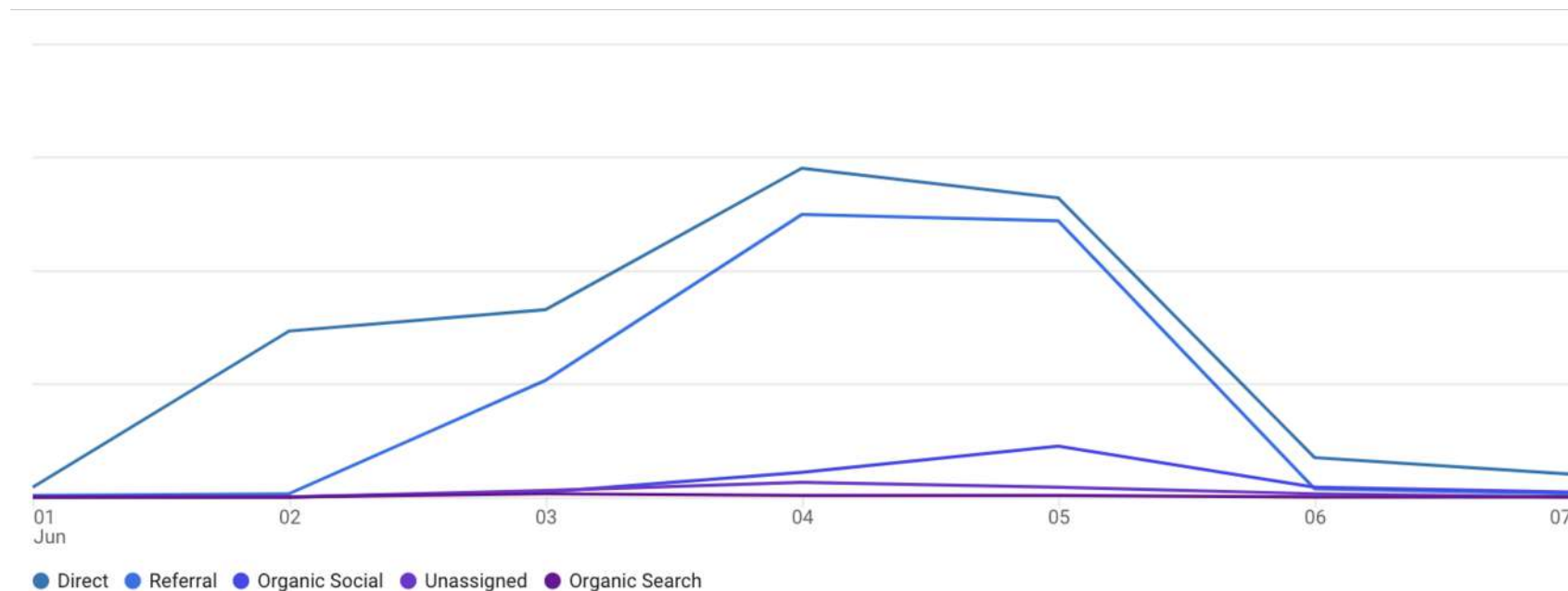
Twitter Share Submissions: 486

Instagram Post Submissions: 65

Users	New users	Average engagement time	Total revenue [?]
7.2K	7.1K	0m 56s	\$0.00
↑ 4,801.4%	↑ 4,744.5%	↑ 23.6%	

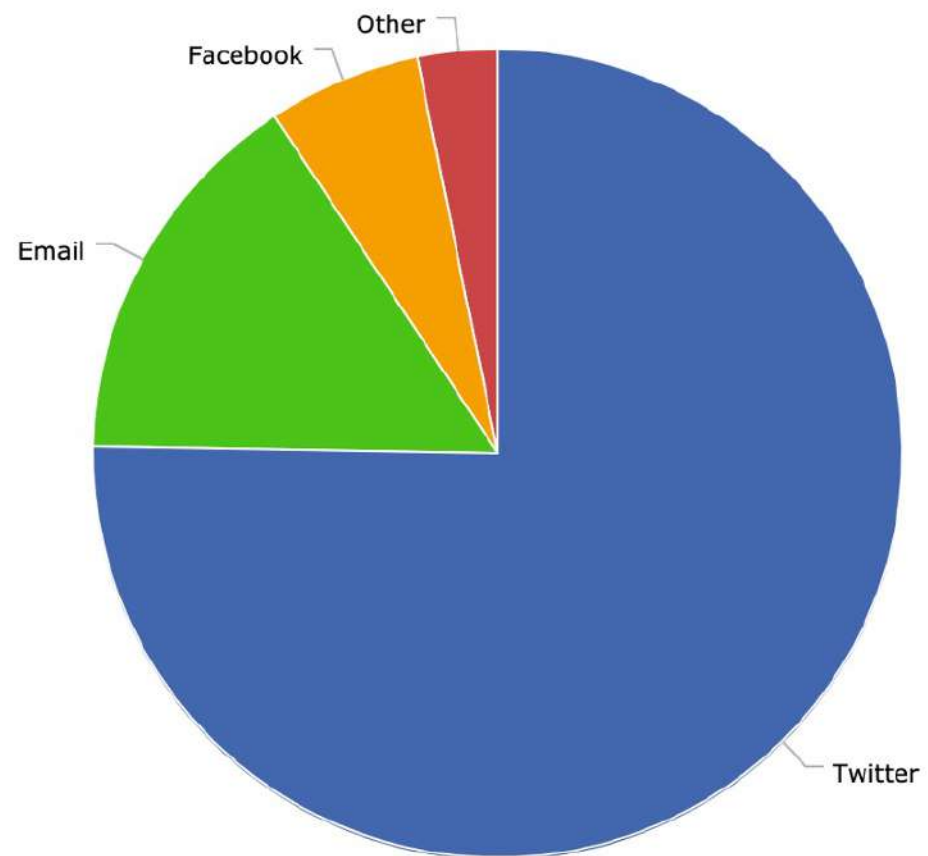


Session default channel grouping ▾ +		↓Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count
									All events ▾
Totals		7,248 100% of total	9,945 100% of total	4,758 100% of total	0m 41s Avg 0%	0.66 Avg 0%	5.60 Avg 0%	47.84% Avg 0%	55,728 100% of total
1	Direct	3,776	6,090	3,904	1m 00s	1.03	6.58	64.11%	40,100
2	Referral	2,954	3,226	480	0m 06s	0.16	3.54	14.88%	11,404
3	Organic Social	414	449	247	0m 17s	0.60	5.93	55.01%	2,664
4	Unassigned	142	112	80	1m 34s	0.56	9.15	71.43%	1,025
5	Organic Search	27	68	47	1m 04s	1.74	7.87	69.12%	535



 Shares

Total: 376

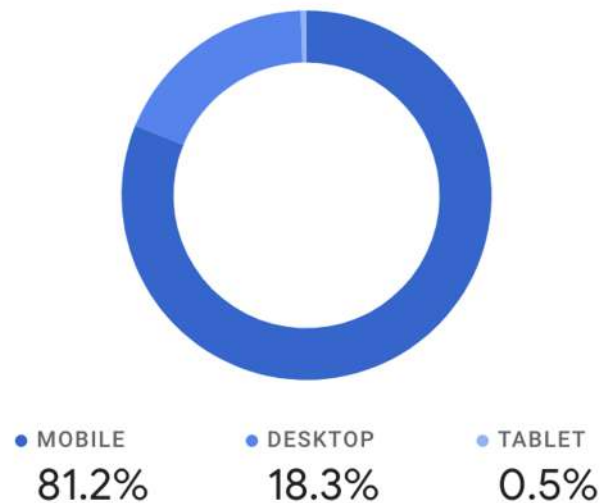


Country ▾	+ ↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
Totals	7,248 100% of total	7,168 100% of total	4,758 100% of total	47.84% Avg 0%	0.66 Avg 0%	0m 56s Avg 0%	55,728 100% of total
1 United States	6,740	6,643	4,282	46.7%	0.64	0m 55s	50,389
2 Canada	109	93	139	65.26%	1.28	1m 46s	1,934
3 United Kingdom	51	44	31	50.82%	0.61	0m 43s	293
4 Turkey	34	34	19	48.72%	0.56	0m 45s	255
5 Estonia	33	28	25	55.56%	0.76	0m 48s	330
6 Germany	29	25	22	62.86%	0.76	0m 22s	178
7 Mexico	29	26	29	65.91%	1.00	1m 53s	278
8 Argentina	19	15	12	60%	0.63	1m 18s	125
9 India	19	19	13	65%	0.68	0m 48s	125
10 Netherlands	16	16	9	45%	0.56	1m 05s	142

Session source/medium ▾	+	↘Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count <small>All events ▾</small>
Totals		7,248 100% of total	9,945 100% of total	4,758 100% of total	0m 41s Avg 0%	0.66 Avg 0%	5.60 Avg 0%	47.84% Avg 0%	55,728 100% of total
1	(direct) / (none)	3,776	6,090	3,904	1m 00s	1.03	6.58	64.11%	40,100
2	a1.adform.net / referral	2,850	3,064	380	0m 03s	0.13	3.19	12.4%	9,780
3	t.co / referral	323	350	168	0m 16s	0.52	5.68	48%	1,989
4	social / some	100	112	80	0m 47s	0.80	6.72	71.43%	753
5	m.facebook.com / referral	82	88	70	0m 18s	0.85	5.94	79.55%	523
6	prnewswire.com / referral	55	91	58	1m 15s	1.05	9.67	63.74%	880
7	(not set) / (not set)	42	0	0	0m 00s	0.00	0.00	0%	272
8	adform.net / referral	28	37	18	0m 11s	0.64	4.05	48.65%	150
9	google / organic	25	66	47	1m 06s	1.88	8.02	71.21%	529
10	instagram.com / referral	4	4	3	0m 14s	0.75	5.75	75%	23

Desktop vs Mobile Traffic

Device category ▾ +	↓Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
Totals	7,248 100% of total	7,168 100% of total	4,758 100% of total	47.84% Avg 0%	0.66 Avg 0%	0m 56s Avg 0%	55,728 100% of total
1 mobile	5,935	5,898	3,979	47.91%	0.67	1m 01s	46,553
2 desktop	1,275	1,233	764	47.9%	0.60	0m 38s	8,966
3 tablet	37	37	15	34.09%	0.41	0m 14s	209

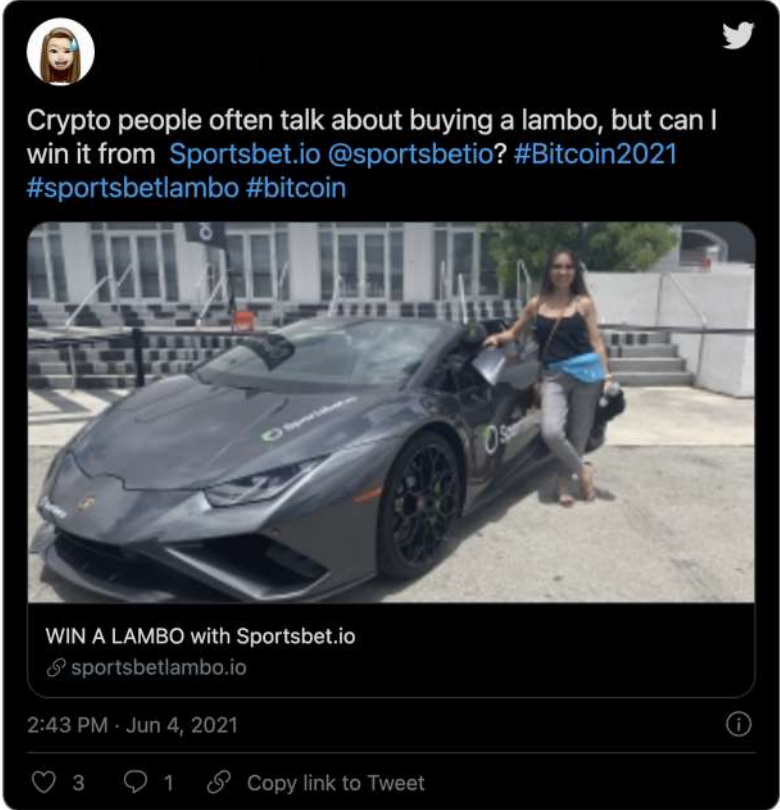


- The sweepstakes website was visited by 7,248 users with 9,945 sessions over the 3-day campaign.
- Campaign garnered almost 2,000 entries over the 3 days with a significant push during the final day of the campaign.
- The sweepstakes was picked up by several news outlets, helping increase awareness of not only the sweepstakes itself but also of the Sportsbet.io brand to people residing in North America.
- The concept surrounding the launch of the Win a Lambo Sweepstakes was intended to resonate with the Bitcoin community.
- The program gathered almost 2,000 total submissions 1,422 entrant email addresses, while the pre-program microsite gathered almost 1,000 email addresses as well. Both lists can be leveraged for future marketing opportunities.



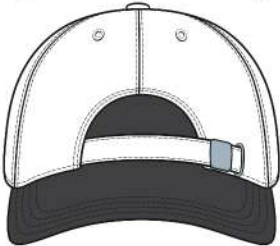
The winner of the SportsBet.io Lambo was Mariya P. from Oakland, California

Mariya selected the Bitcoin option of \$250,000 USD In Bitcoin in lieu of the Lambo.



The campaign deliverables included branded apparel for the on-site staff at the Bitcoin Conference as well as two vinyl banners.

T-shirts, crop top shirts and ball caps were produced in two colors, black and white.











“If you need personnel for a booth at a tradeshow, a street team to promote your brand or promotional models for a private event, we can help you with a solution. Our team will strategically align ourselves with your brand to leverage the best results for your investment. Our professionally affiliated promotional event modeling division has a roster of models that spans throughout the nation, providing clients with outstanding service and representation.”

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“BK On The Scene is a media entertainment agency, that covers North America’s hottest entertainment events. From Superbowl, to red carpet events and galas, to the music scene, to charities and restaurant openings, you’ll have the latest news. Kimberly Samnang is a media representative at BK On The Scene. She’s a sports and entertainment reporter, having interviewed many of the professional sports athletes, as well as a number of international celebrities, and is a huge NFL fanatic.”

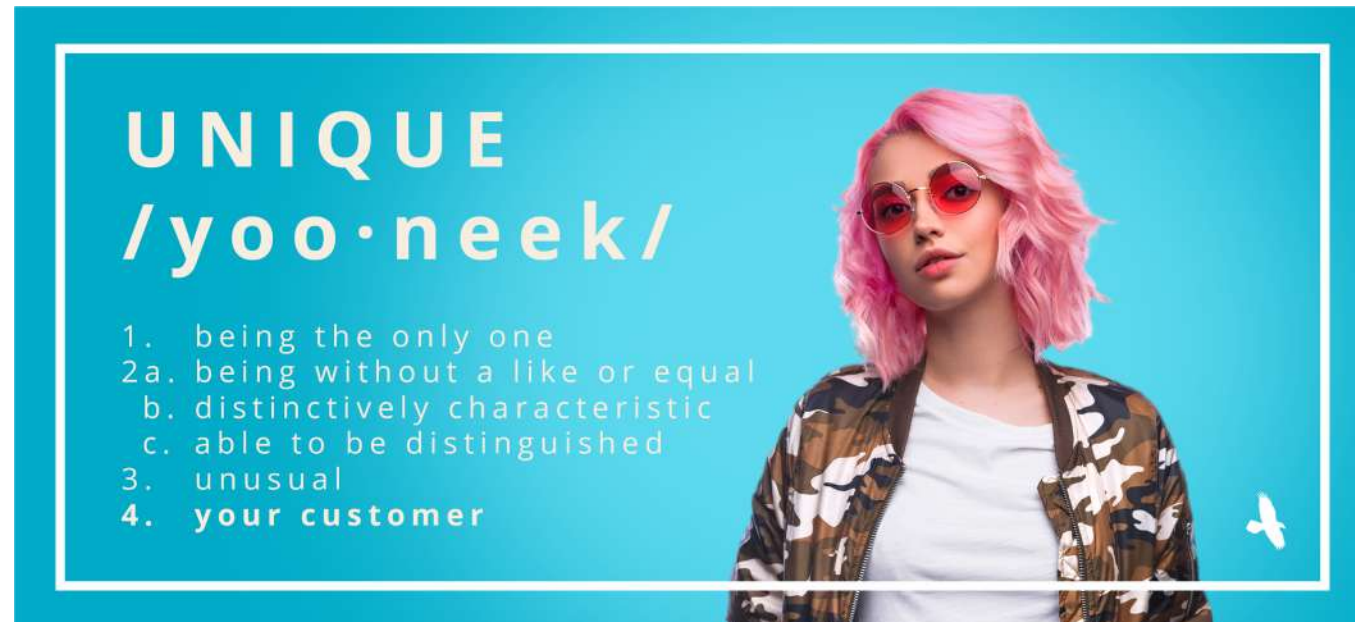
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RAVEN5 is the leader in Sweepstakes, Contests and Promotions.
Rated as “The World’s First Contest Marketing Agency” according to Google, Bing, Yahoo! and DuckDuckGo.

We create experiences unique as your customers.



UNIQUE
/yoo·neek/

1. being the only one
- 2a. being without a like or equal
- b. distinctively characteristic
- c. able to be distinguished
3. unusual
4. **your customer**