

# RAVEN5

Corax Enterprise Solutions

06.14.24

## Introduction

RAVEN5's sweepstakes marketing platform allows major brands and large organizations to implement and run both sweepstakes and contests at scale.

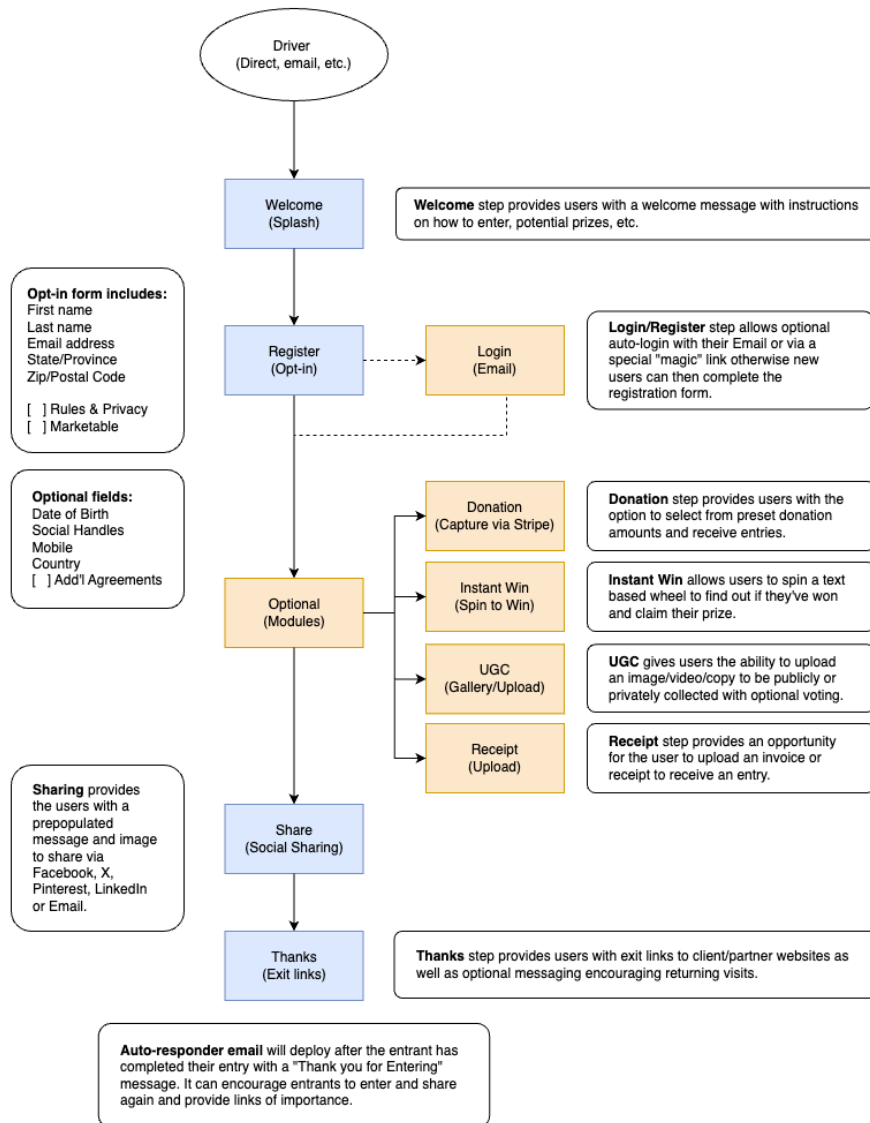
The enterprise level program has been specifically developed for those organizations that would like the convenience of having a "custom" solution without the costs of ongoing development. The platform can be housed either in the cloud, or use client specific hosting. Utilizing our hosting will allow for fail safe backups, as well as performance load balancing.

## Features

- Unlimited number of users
- Unlimited number of programs
- Unlimited number of leads (opt-ins)
- Unlimited duration of programs
- Unlimited use of templated rules
- Unlimited use of templated privacy policy
- Social sharing for Facebook, X, LinkedIn, Pinterest and email
- Cloud based software solution
- No HTML coding required
- Customized microsite templates
- Customized email templates
- No limit on web fonts
- Access to landing templates
- Access to survey templates
- Access to sharing templates
- Mobile friendly (all templates are responsive)
- Real time reporting
- Database exports in Excel spreadsheets
- Channels available (different creative/copy) for multi-language or region support
- URL included, setup of subdomains and/or forwarding
- Access to design team at RAVEN5 for creative services and ongoing support

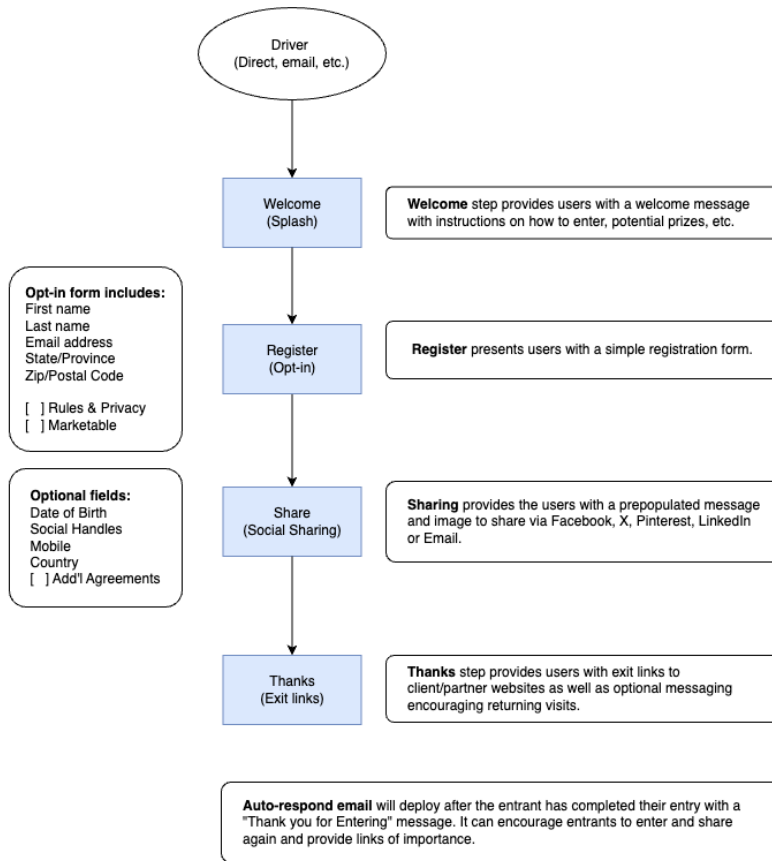
## Corax Overview

Our Corax Enterprise solution provides 5 main campaign types based on the selected Optional Modules. Standard Opt-in, Donation, Instant Win, UGC, and Receipt.



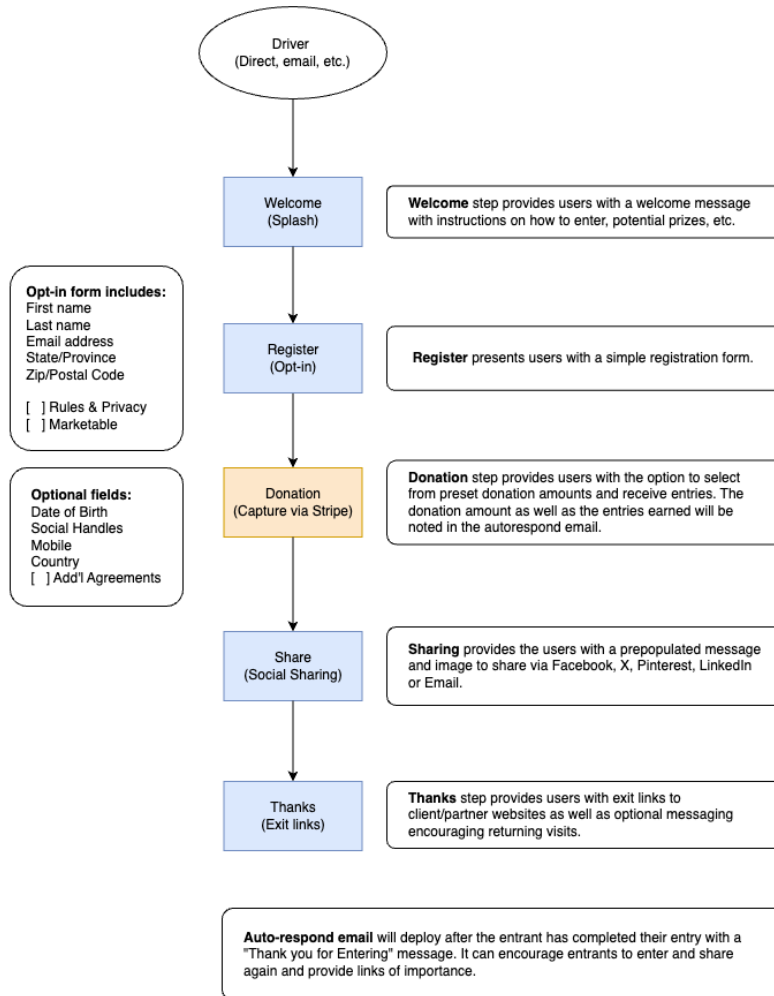
## 1. Standard Opt-in

The no frills, basic form allows simple and quick capture of entries with the ability to share prepopulated messaging to their fav social networks.



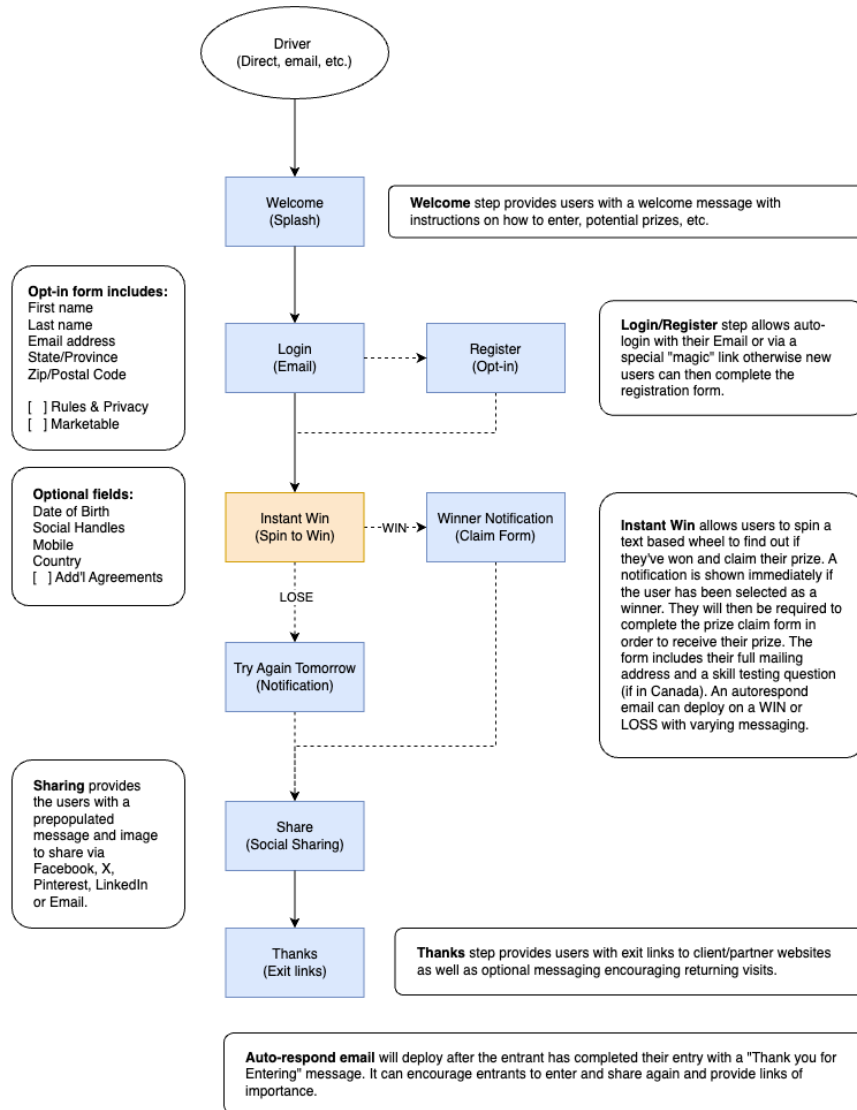
## 2. Donation

A charity sweepstakes allows funds to be collected in order to sell entries to a giveaway. Often a charitable organization is the beneficiary of funds collected.



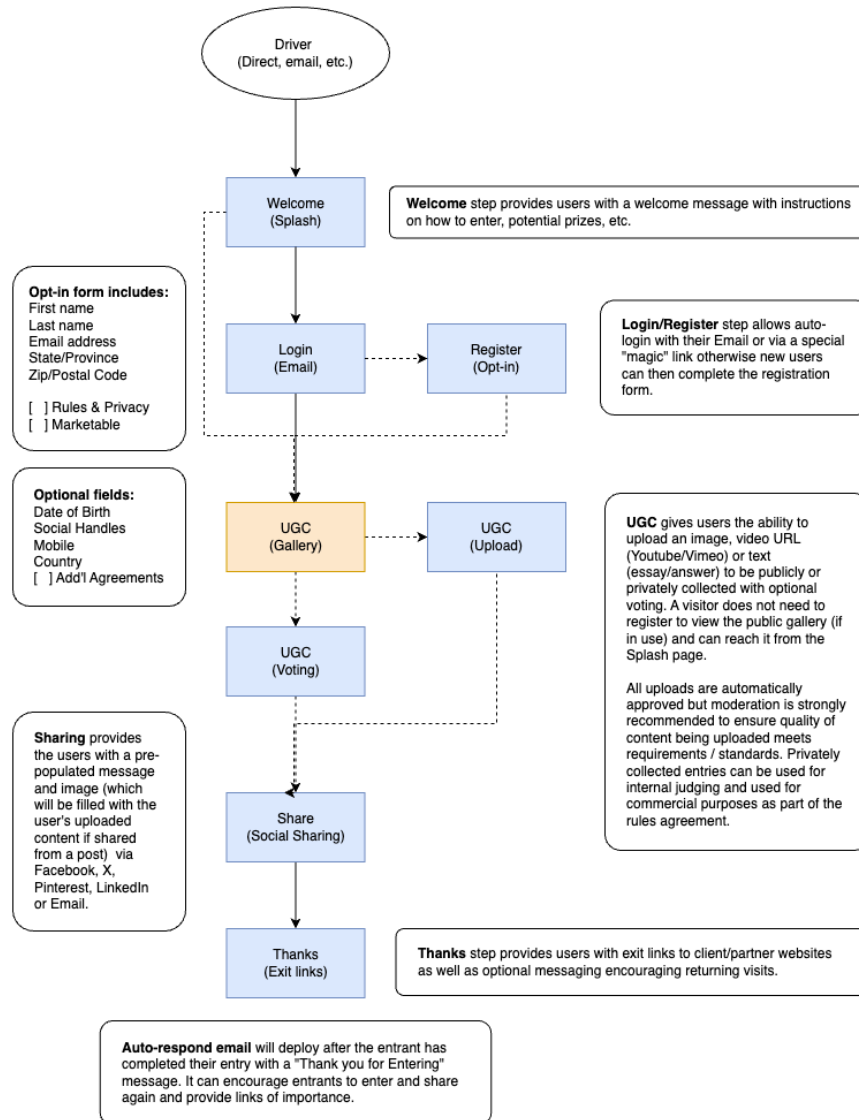
### 3. Instant Win

An instant win program can be set to give away x amount of prizes per day, per campaign, based on a random selection.



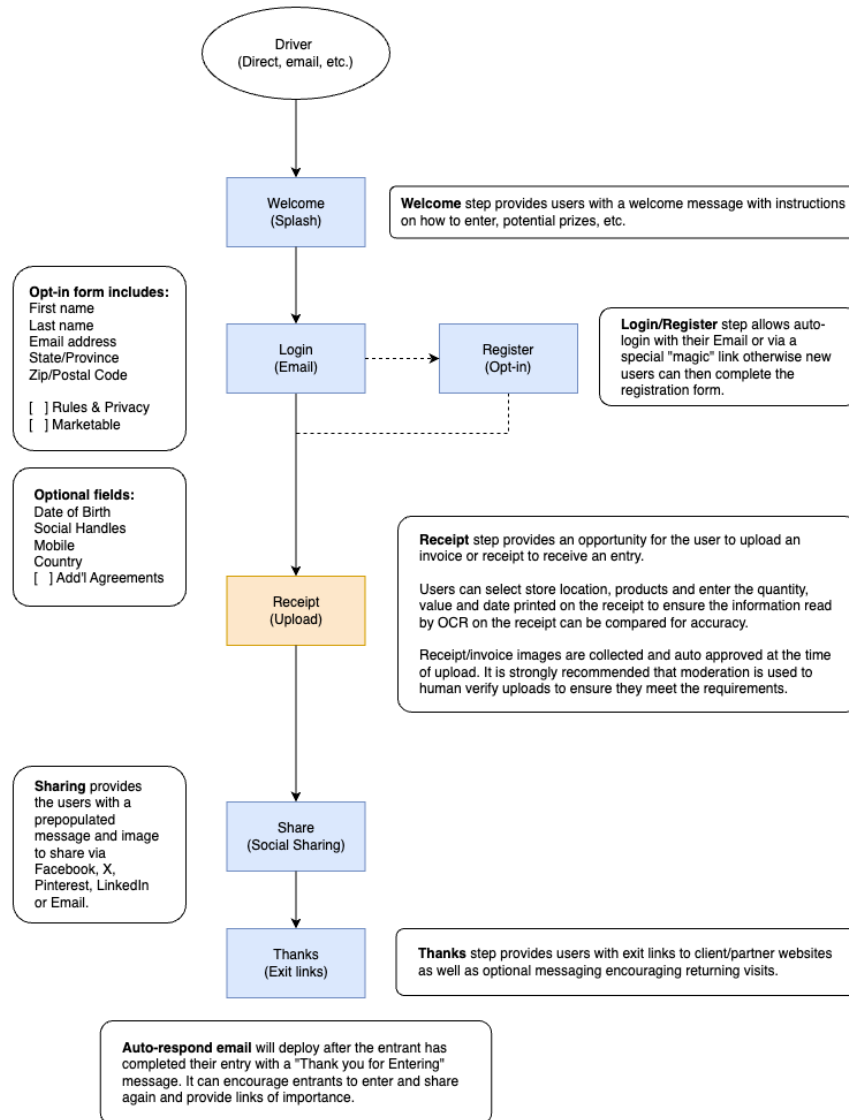
#### 4. UGC

UGC allows the capture of consumer created content including photo, video and text based. An optional public gallery can collect votes.



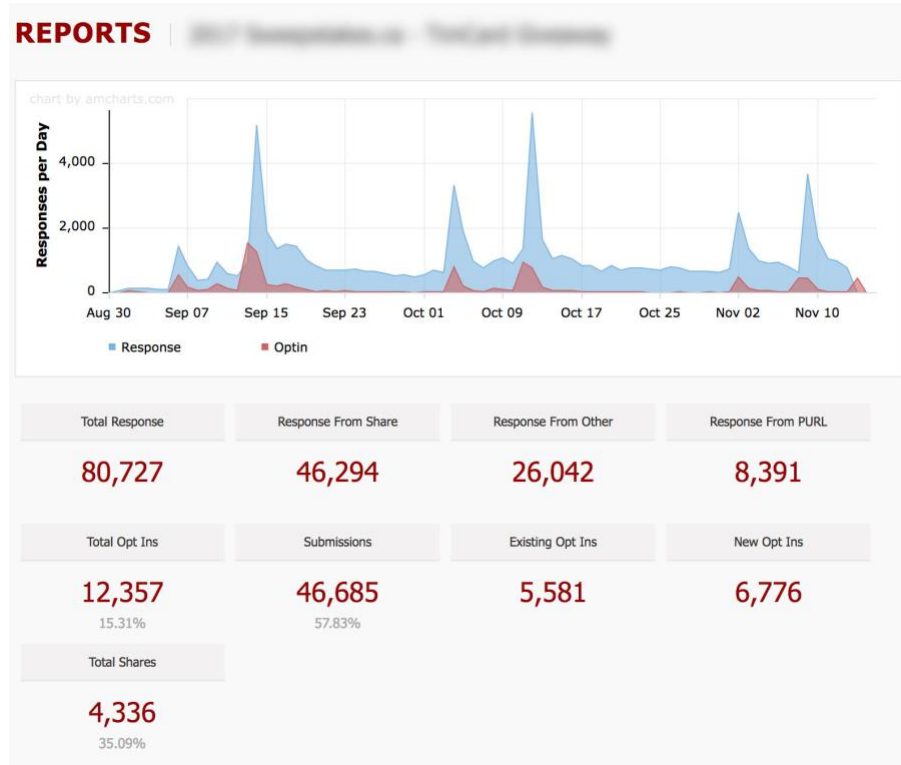
## 5. Receipt Upload

Receipt upload allows the collection of consumer receipts to earn additional points per product quantity or \$ amount purchased.

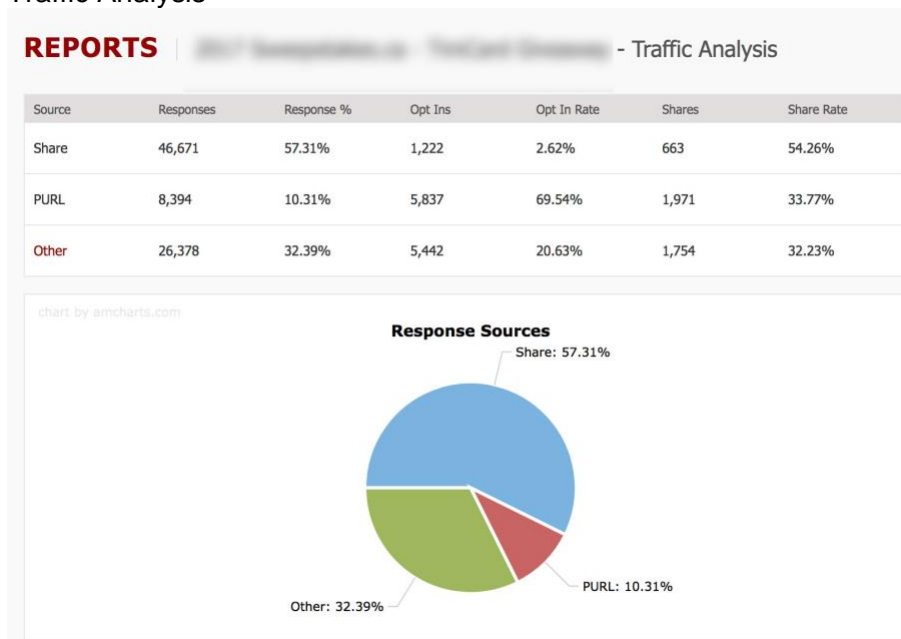




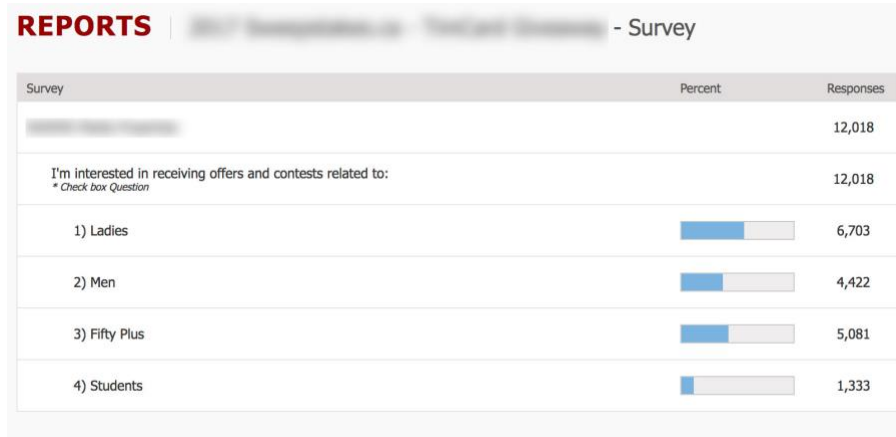
## Reporting Samples Dashboard



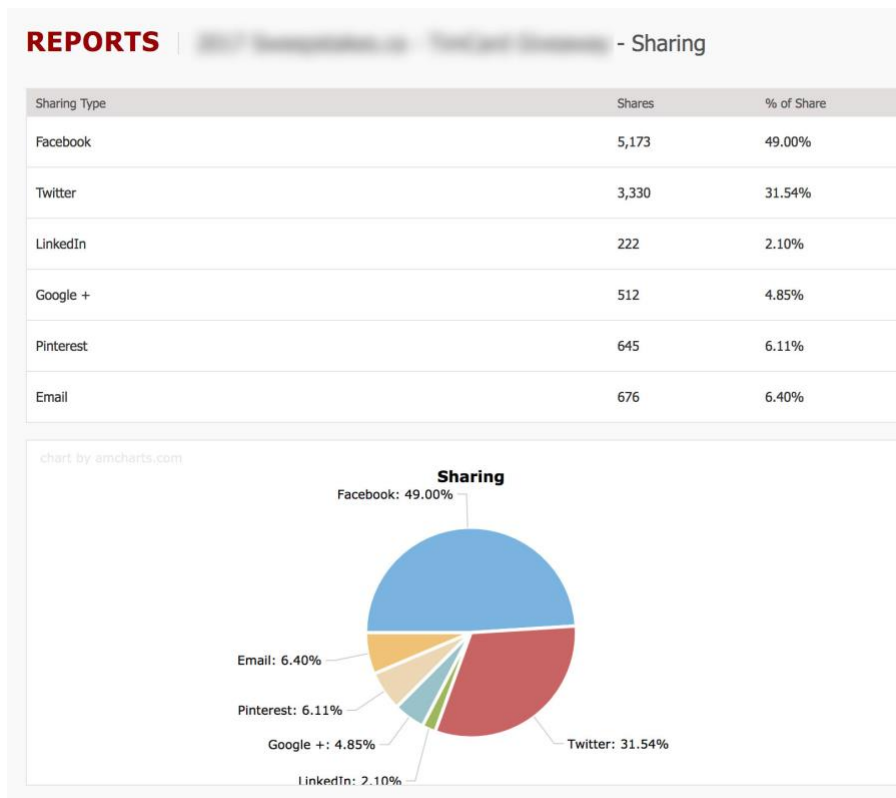
## Traffic Analysis



## Survey



## Sharing



### **Example of Annual Costs**

Enterprise based program cloud based solution	\$45,000
Server based program installation and liaison	\$60,000
Cost per program instance	\$150 each
Customized microsite templates design & develop	\$1,500 each
Customized email templates design & develop	\$650 each
RAVEN5 Concept/creative	\$110 hrly
RAVEN5 Custom development	\$155 hrly

\*We anticipate a minimum investment of \$70,000 US

### **Receipt Upload Pricing**

No OCR Multiple Retailers/Distributors	\$3,500
Single Retailer/Distributor	\$5,000
Multiple Retailers/Distributors	\$6,000
Additional Products (SKUs)	\$1,000
Additional Receipt Uploads Overage (per 100,000)	\$700
Enterprise Research and Planning Fee, includes:	\$7,500
• Legal Requirement	
• Bonding Requirement	
• Registration Requirement	
• Website Requirement	
• Translation Requirement	

\*Includes up to 5 Product SKUs and 100,000 receipt uploads.

RAVEN5 can arrange and provide staff “on call” for teams that need assistance with implementing programs. RAVEN5 can be leveraged on an as needed basis for implementation, creative, winner selection, notification and releases.

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The platform can be modified and customized to meet various or required functions as part of the platform at an additional cost. We'd recommend an online meeting with our team to discuss next steps.

Additional information and further discussion, contact:

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