

 **Second Street**

# Media Promotions Revenue Success

Monetizing Audience Engagement





# Sweepstakes

Revenue Success Stories



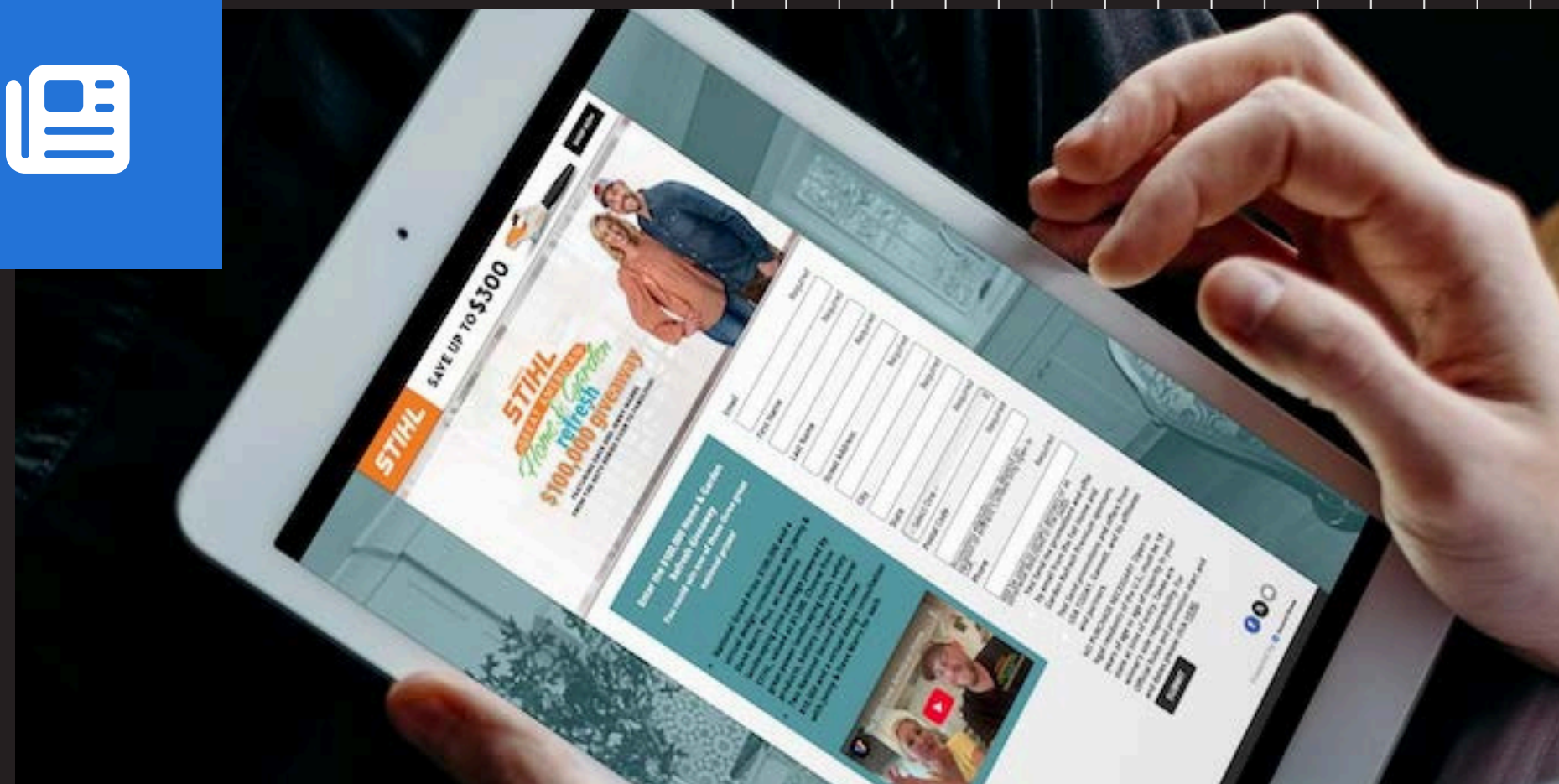
money  
talks...

# Did you know audience engagement can generate millions in revenue?

Check out how media companies transformed their revenue with quizzes, ballots, sweepstakes and photo contests.

# USA Today gathered zero party data and millions in revenue

USA Today, in partnership with STIHL, drove trackable results promoting STIHL to their national audience. The versatility of the sweepstakes template designer was maximized as the USA Today team included a banner ad for STIHL at the top of the promotion page and also embedded a video of Jenny & Dave Marrs promoting the contest.



## The results

- \$15,000 in revenue
- Nearly 200 leads for advertiser
- Opt-ins and awareness for advertiser's mobile list

USA  
TODAY  
CO.

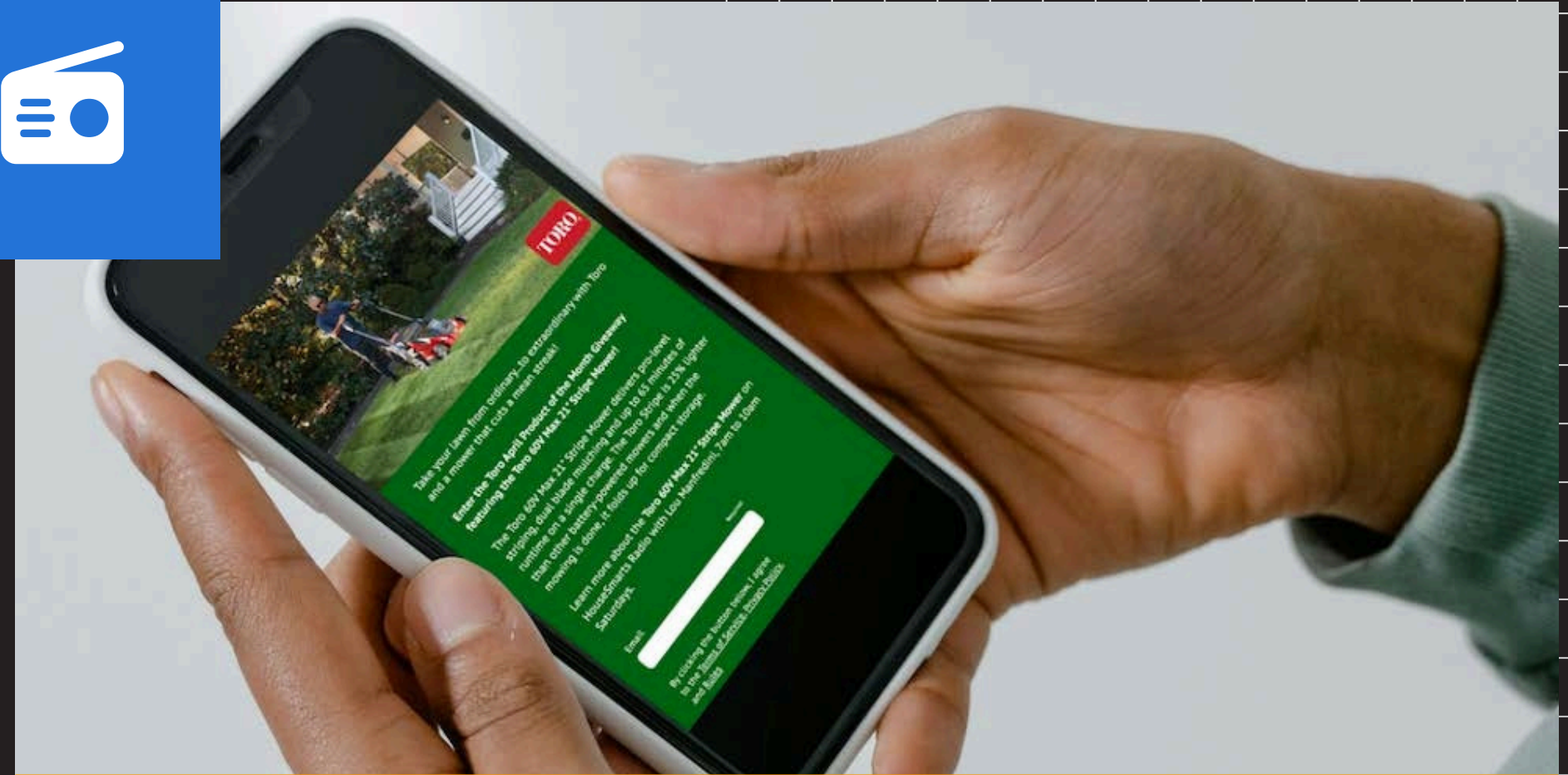
**\$2.2M**

in revenue

[How they did it →](#)

# WGN Radio's Recurring Revenue campaign secured a 75% increase in advertiser spend

WGN Radio partnered with Toro to craft a recurring lead-gen sweepstakes campaign model that was able to secure nearly 800 sponsor opt-ins and \$131,000 in total revenue. This was a 75% increase to what Toro spent with them the previous year.



## The results

- \$131,000 in total revenue – 75% increase YOY
- Nearly 800 sponsor opt-ins
- Campaign now replicated for other advertisers in different markets



**\$131K**

in revenue

[How they did it →](#)

# Sweeps boosts store opening and gathered needed marketing data for client

KTVI-TV scored big revenue while providing exposure for a new store opening and gathering needed data. The team at KTVI scheduled two sweepstakes around big events in the baseball season so they knew they would be attracting the right audience.



## The results

- \$30,000+ in revenue
- 2K advertiser opt-ins
- data for advertiser to use in future campaigns



**\$30K**

in revenue

[How they did it →](#)

# WWTI-TV fosters community for local farmers while gathering data and revenue

They decided to create a sweepstakes that allowed users to nominate local farmers to win a farm to table meal in the fields. WWTI-TV secured \$20,000 in revenue from this promotion while supporting their farmers and rallying the community to do the same!



## The results

- \$20,000 in revenue
- 100+ nominations
- Useful insights for editorial content



**\$20K**

in revenue

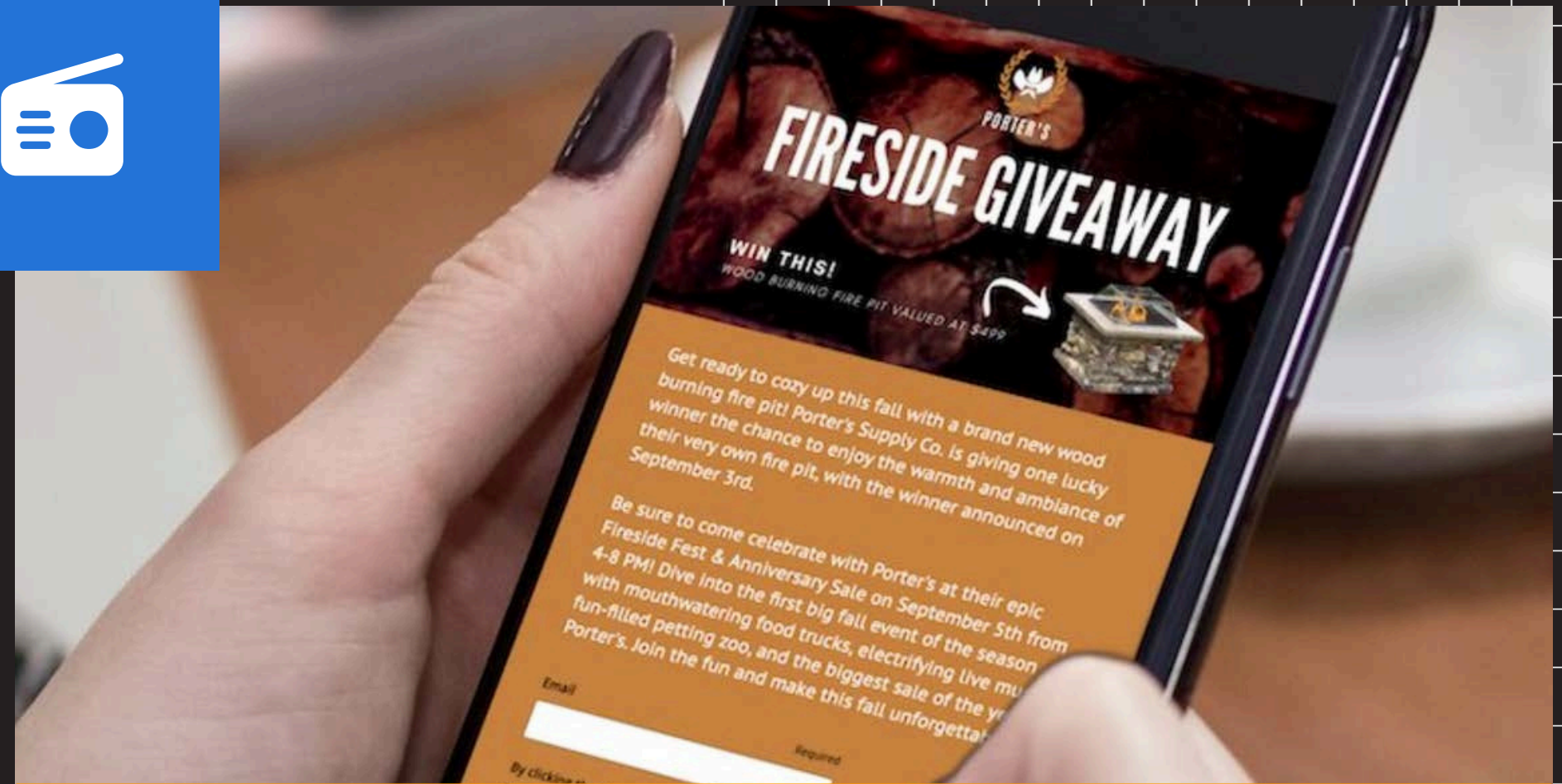
[How they did it →](#)



# Sweepstakes lands \$15K Revenue for County 10

County 10's client, Porter's Mountain View Supply, was looking for a way to gather opt-ins, leads, and promote an upcoming event at their location.

The County 10 team decided to craft a sweepstakes that achieved 200 leads and mobile opt-ins.



## The results

- \$15,000 in revenue
- Nearly 200 leads for advertiser
- Opt-ins and awareness for advertiser's mobile list



**\$15K**  
in revenue

[How they did it →](#)

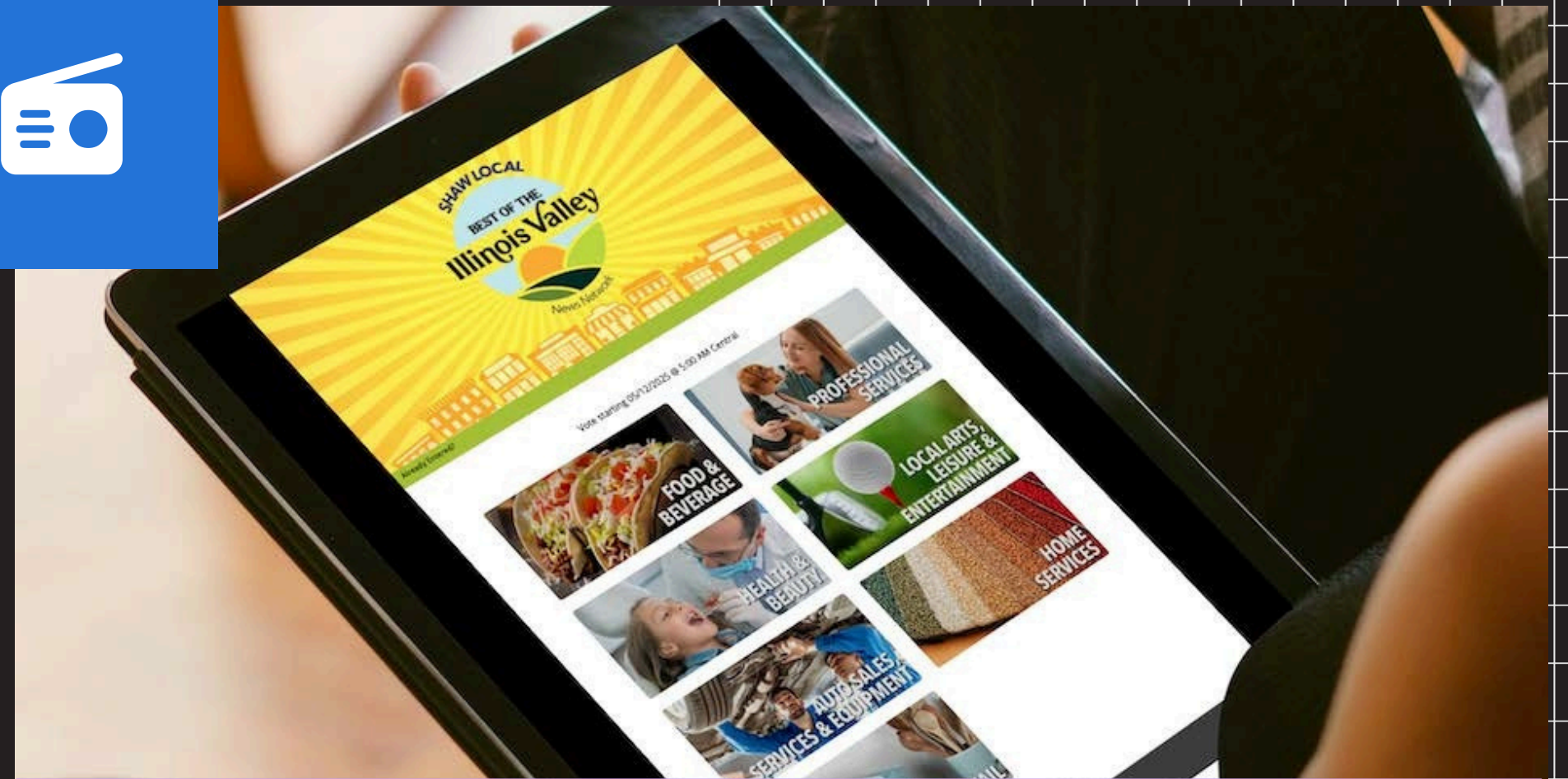


# Ballots

Revenue Success Stories

# Shaw Media's Best of Ballot 3x their revenue

The Shaw Media team went digital with their Best Of program and haven't looked back. The competing advertising reps from the radio and news teams utilized leads gathered through their Best Of landing page and worked together sharing the revenue of these packages and blew away the set goals for each phase.



## The results

- \$166,300+ in revenue
- 2k opt-ins
- Curated a replicable plan to drive YOY revenue

**SHAW MEDIA**  
est. 1851

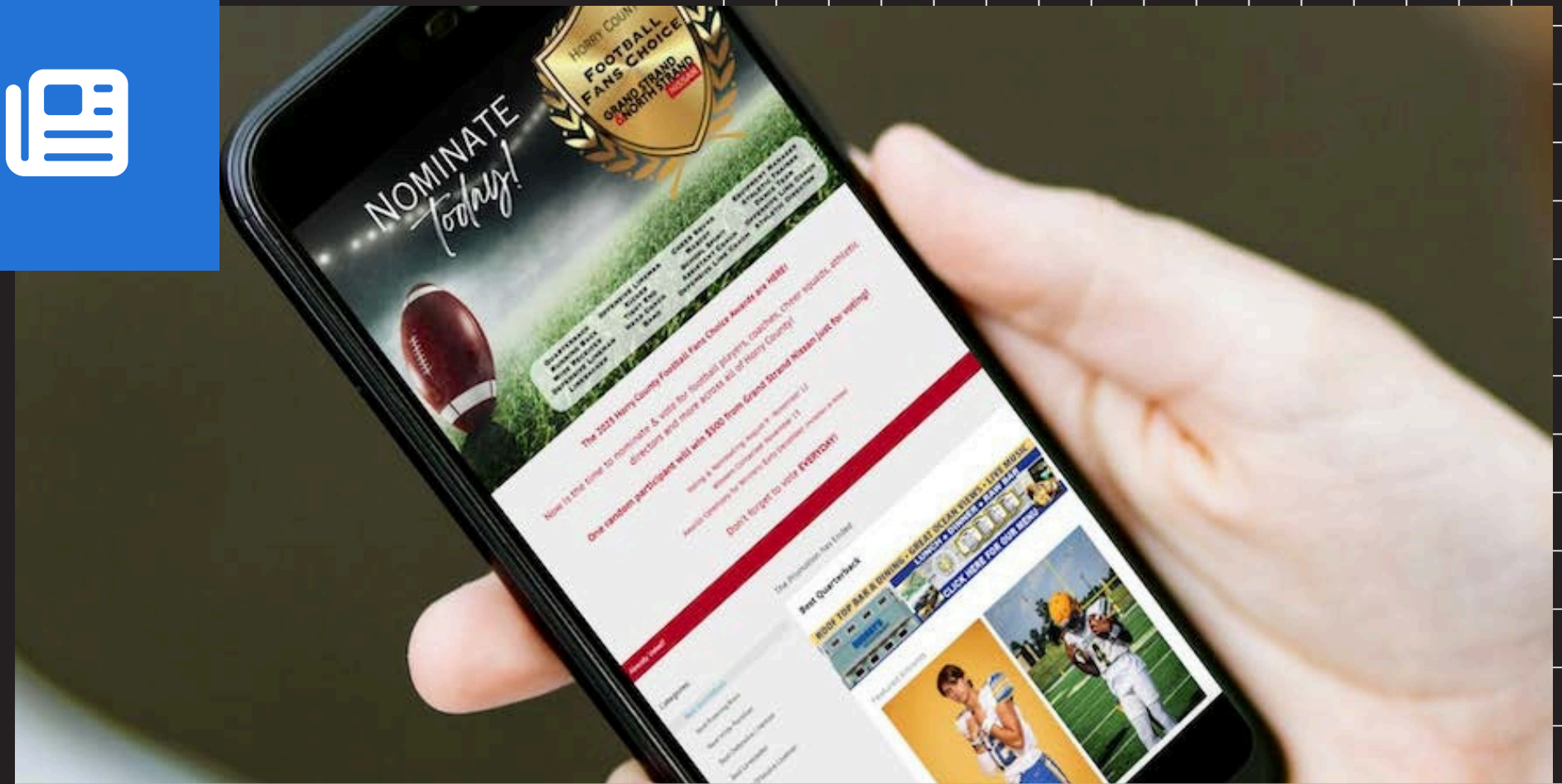
**\$166K**

in revenue

[How they did it →](#)

# Football ballot scores big for small market newspaper group

The team at My Horry News decided to launch a Football Fans' Choice ballot where the community could nominate and vote for their favorite athletes, coaches, and all others included. My Horry News secured \$13,000+ in revenue, 700+ newsletter opt-ins, and 600+ promotions and marketing opt-ins.



## The results

- \$13,000+ in revenue
- 700+ newsletter opt-ins
- 600+ promotions and marketing opt-ins

 MYHORRYNEWS

**\$13K**

in revenue

[How they did it →](#)



# Photo Contests

Revenue Success Stories



# 15-Month Contest Secures \$37K from Children's Hospital

St. Louis Magazine curated a monthly Incredible Kids photo contest that brought in 450 email opt-ins for the hospital's database and over 1,000 opt-ins for their newsletters. They secured \$2,500 a month for 15 months for a total of \$37,500 in recurring revenue from St. Louis Children's Hospital.



## The results

- \$37,500 revenue for magazine
- 1,500+ opt-ins in first month
- Lead-gen questions drive prospects for sponsor

**St. Louis**  
MAGAZINE

**\$37K**

in revenue

[How they did it →](#)



# Baby photo contest grows hospital's email database by over 4,000+

The email opt-in brought in over 7,200 new addresses for the hospital's database. The contest received 600 entries, over 16,000 votes were cast, and the Johnson City Press was able to secure \$3,000 in revenue.



## The results

- 1,000+ hot leads from lead-generation questions
- 4,000+ opt-ins for the sponsor
- 600 entries and 16,000+ votes
- \$3,000 sponsorship revenue



**\$3K**

in revenue

[How they did it →](#)

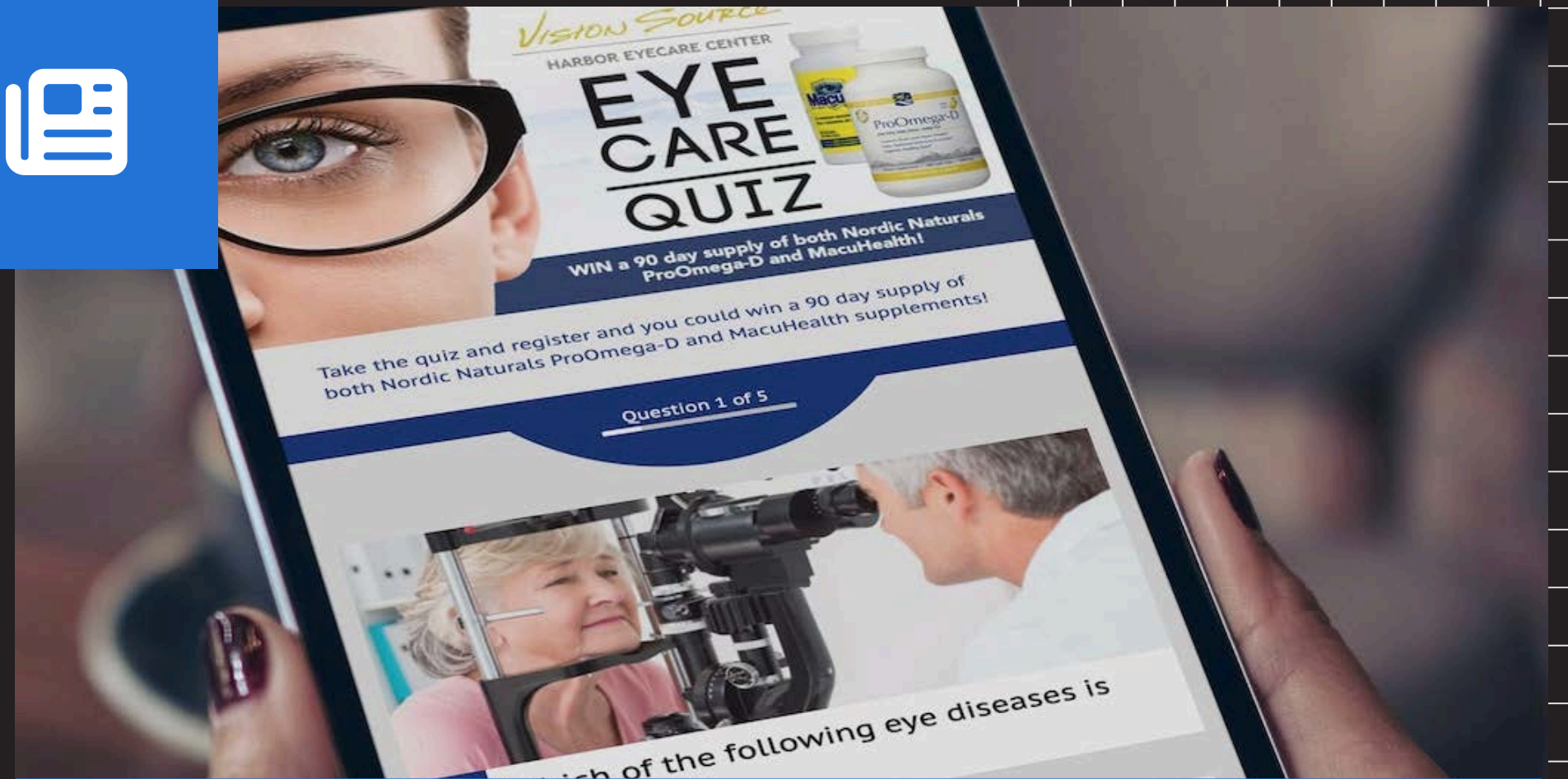


# Quizzes

Revenue Success Stories

# Custom three-quiz bundle drives engagement & revenue for both advertiser & media company

This quiz bundle brought in over 100 opt-ins and \$20,000 in revenue for their publication. The campaign generated over 1,400 visitors to the Harbor Eye care website each month for three consecutive months.



## The results

- \$250,000 revenue for advertiser
- \$20,000 revenue for publication
- 1,400+ visitors to advertiser's site each month

USA  
TODAY  
CO.

**\$250K**

in revenue

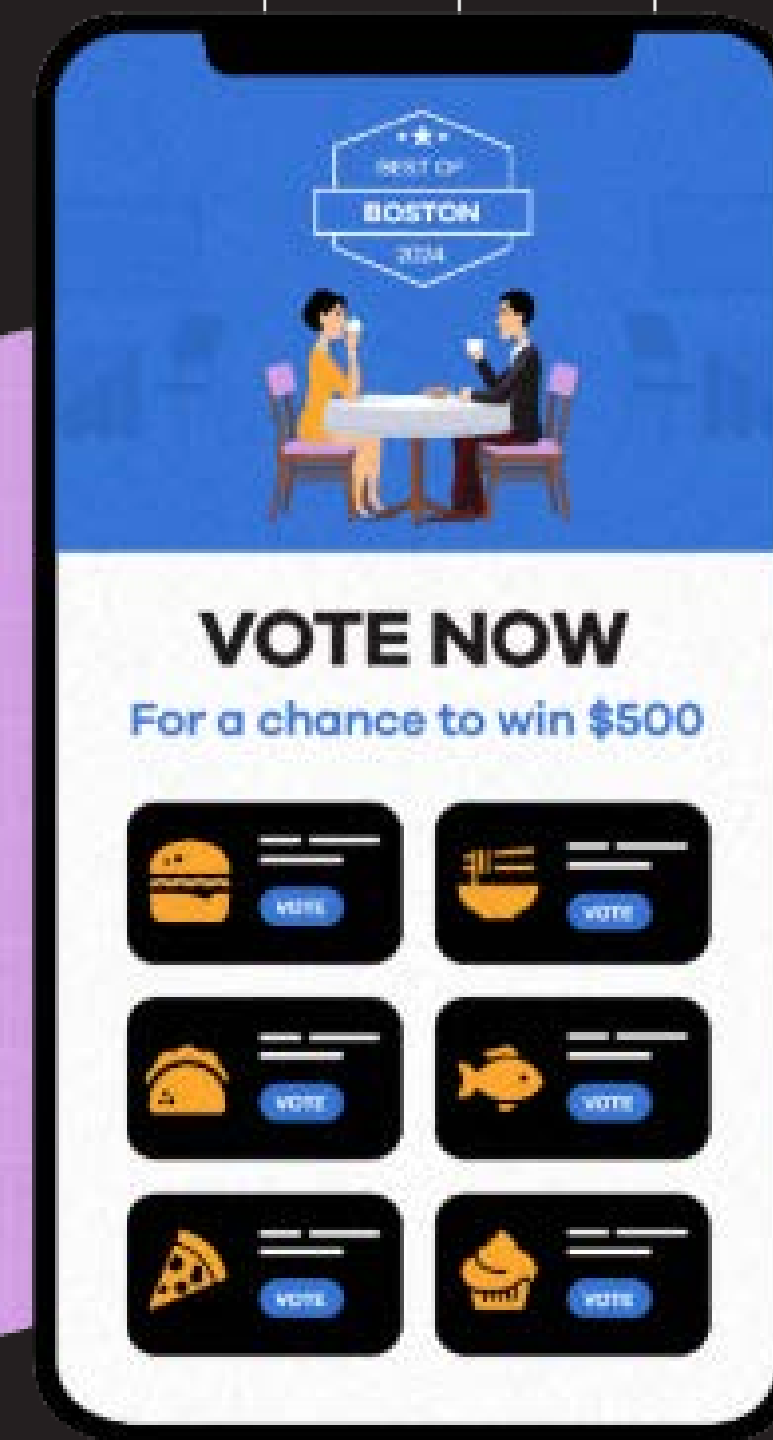
[How they did it →](#)

# Game-changing tools to drive engagement and revenue

Designed for publishers, we deliver actionable first-party data, seamless campaign execution, and measurable ROI. Discover new ways to drive revenue and grow your audience.

- Text-to-Vote & Enter
- QR Codes
- eCommerce

Talk to our audience engagement expert today.



[Book a Demo](#)



Turn your Audience Engagement into

# Revenue Results

