

Case Study

# USA Today drives \$2.2M in revenue with Second Street sweepstakes



## INDUSTRY

Media & Publishing

## COMPANY

USA Today

## PARTNER

STIHL

## LOCATION

National Reach

USA Today is a leading national news outlet delivering breaking news, analysis, and engaging content across digital and print platforms.

STIHL is a global leader in outdoor power equipment, best known for its chainsaws and innovative tools for forestry, landscaping, and construction. Founded in 1926, it operates in over 160 countries and continues to pioneer technologies like battery systems and robotics to make working in nature easier.

**USA Today** partnered with **STIHL** to launch a national sweepstakes campaign powered by Upland Second Street. Featuring HGTV stars Jenny & Dave Marrs and a \$100,000 grand prize, the campaign drove \$2.2M in revenue, 145,000 entries, and thousands of new opt-ins and followers.





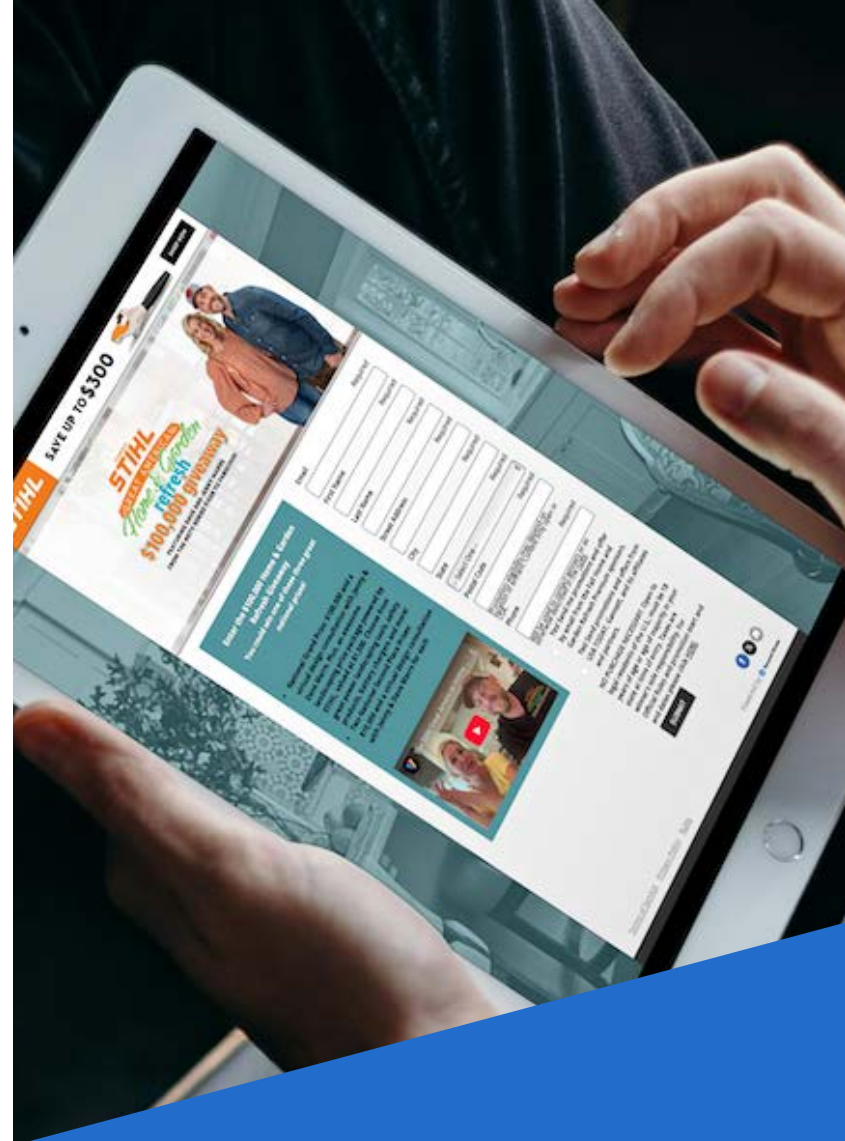
# How do you promote a national brand and drive measurable ROI?

## Engaging a national audience with a high-value sweepstakes

USA Today needed a compelling way to promote STIHL to its national audience while delivering trackable results. The goal was to create buzz, drive engagement, and generate valuable first-party data.

## Leveraging Second Street for sweepstakes success

Using Upland Second Street, USA Today launched a sweepstakes featuring a \$100,000 prize, a virtual design consultation with HGTV stars Jenny & Dave Marrs, and a STIHL landscaping package. The campaign included banner ads, embedded video, email invitations, and unique extra chance mechanics to maximize participation.



# USA Today drives engagement and revenue with Second Street



## Strategic implementation with measurable impact

USA Today selected Upland Second Street for its flexibility and proven success in audience engagement. The campaign was executed with precision, integrating multimedia assets and targeted outreach. Despite the scale, implementation was smooth, with custom mechanics like codeword entries and opt-in segmentation enhancing the experience.

## Results that speak to success

The campaign generated \$2.2 million in revenue, 145,000 entries, and nearly 15,000 opt-ins for STIHL. USA Today also gained 1,200 new opt-ins for its promotions list and 4,000 new Facebook followers. The campaign's structure enabled the collection of segmented, actionable audience data, boosting future marketing efforts.

## Scaling success across the Gannett network

Following the campaign's success, USA Today plans to replicate and scale similar promotions across its local Gannett publications. The combination of high-value prizes, celebrity partnerships, and Second Street's flexible platform proved to be a winning formula for audience engagement and revenue generation.

## Key results

**\$2.2M**

in annual revenue  
from four campaigns

**145K**

contest entries

**27K**

unique users

**12K**

opt-ins for  
USA Today

**15K**

opt-ins  
for STIHL

**4K**

new Facebook  
followers

**Upland Second Street** is a powerful platform for interactive content, enabling organizations to engage audiences through contests, quizzes, and promotions that drive measurable results and collect valuable first-party data.

upland  
**Second Street**

For more information visit: [uplandsoftware.com/secondstreet](https://uplandsoftware.com/secondstreet)