

RADIO case study

Ultimate Home Fix Up Sweepstakes

Background

For the fifth year in a row, Entercom Portland has run their Ultimate Fix Up Sweepstakes. While they've always had multiple sponsors, the team wanted a way to drive more measurable results for each sponsor and increase the revenue for their stations.

Objectives

- Increase the revenue for Entercom Portland
- Drive in measurable results (hot leads and opt-ins) for each sponsor

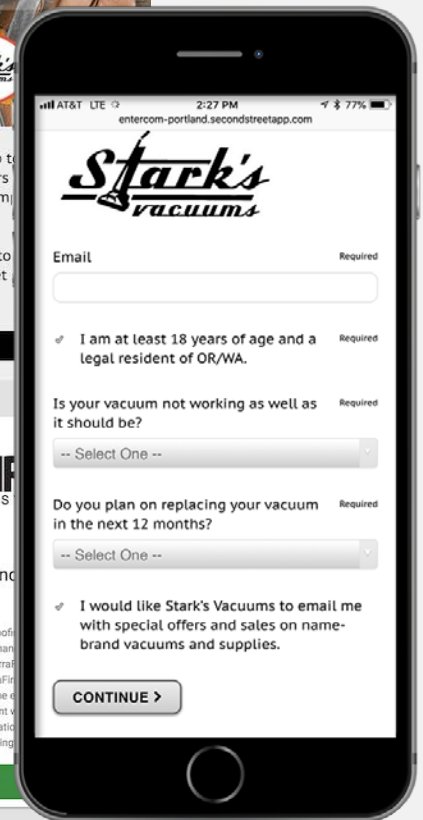
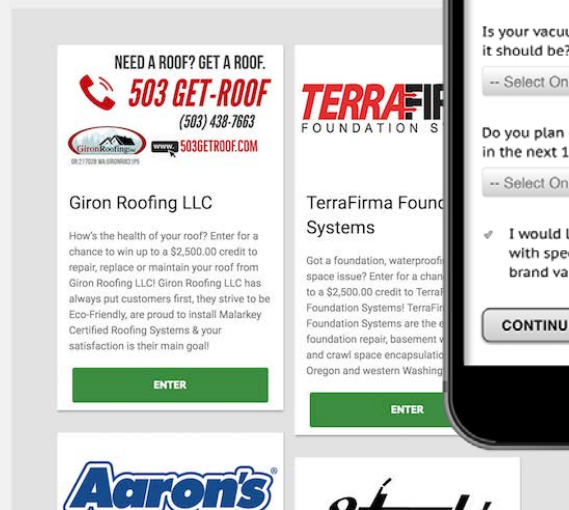
Solution

- The sales team reached out to sponsors and limited participation to specific home improvement categories (this year – roofing, foundation repair, vacuums, appliances, and plumbing), meaning each category was an exclusive sponsorship
- To make this a single contest, the team created five individual sweepstakes and embedded them within a ballot on their Ultimate Fix Up Sweeps homepage
- Each sponsor's sweepstakes included two custom survey questions for the business and an email opt-in
- To promote the sweepstakes, the team sent a kick off email leveraging A/B testing to determine the best subject line
- Since email is so powerful, each sponsor also got a dedicated email throughout the contest
- Additionally, the team promoted the contest heavily on-air, on their website, and through multiple social media posts



Calling all homeowners - now is your chance to win up to \$2,500 credit to be used at any of the Ultimate Fix Up sponsors. Whether you need furniture and appliances, or home improvement services, we've got you covered.

Increase your chances of winning! You may submit up to 5 entries in this contest, one entry per sponsor box below. So get in there and give your home the Ultimate Fix Up!



Results

- \$50,000 revenue for Entercom Portland (\$10,000 per sponsor)
- 1,400+ email opt-ins for sponsors
- Hundreds of hot qualified leads for sponsors from survey question responses
- Foundation repair company had 11 people ask to be contacted by phone – with an average sale price of \$3,000-\$5,000, the sponsor could see immediate return on investment