QUICK GUIDE

How to create an **instant win**

Introduction

Definition :

- An instant win campaign is an automatic draw. Filling a form is enough to participate.

- There is no question and no points granted to the player.

- The player immediatly knows if he wins or loosses the game and which prize he will receive.

For this type of campaign Qualifio allows you to define randomly (or not) when prizes will be granted on the total duration of the campaign.
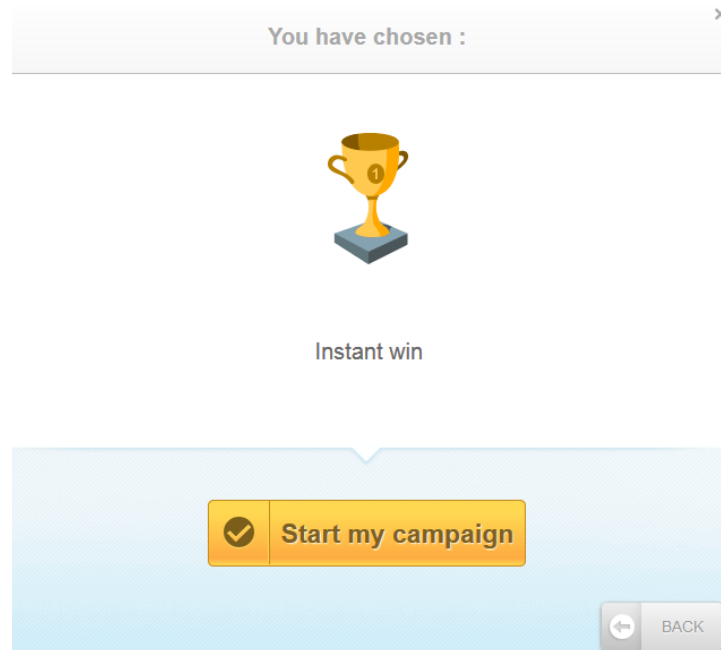
Content

Choose your campaign type

- Click on **Create a new campaign :**

- Select

- Then follow onscreen instructions until « Start my campaign » button appears :

An instant win campaign must be identified (including a form) as you need the identity the winners to grant them their prizes.

Select a publication channel

- It is **mandatory** to give a name to your campaign before moving on to the next step.

Give a title to your campaign :

[   ] in [English ⇅]

- Add **one or more publication channel :**

Don't forget to give your campaign a distinctiv title so that your coworkers can identify it and use it later.

Widget / iframe	Minisite	Facebook page	Mobile website
• Choose a title • Select dates of beginning and end • Select an URL where your campaign will appear • Add audience tags or HTML code to your campaign	• Choose the website • Select dates of beginning and end • Qualifio generates an URL • Add audience tags or HTML code to your campaign	• Choose the Facebook page and tab • Select dates of beginning and end • Add HTML code to your campaign	• Choose the website • Select dates of beginning and end • Type the URL • Add audience tags or HTML code to your campaign

Add a soft gate
Optional

A soft gate is a customizable box displayed on top of the first screen of your campaign. It invites participants to like a specific Facebook page before entering a campaign.

- It can be activated in **tab "1. Publication Channel"** , simply check **"activate a soft gate"**.

1. Enter a **title.**

2. Type a short **description** : explain why they should like your page.

3. Type the **URL** of the Facebook page you want them to like **:** https://www.facebook.com/yourpage

4. Enter a **label** for the closing button. This button allows participants to access your campaign without liking your page. An "exit" button is also available in the top right hand .

5. Choose a **background image**. This is optional : if you do not enter a background image, the welcome screen will appear blurred in background.

The look and feel of your campaign

- Choose a template :

Banner 600x800

Banner 900x800

Basic 600x800

- Customize the look and feel :

| General | Game zone | Menu | Buttons | Advanced |

The game zone is the area containing the questions, answers, indices, etc..
Its size, position, background color, opacity, etc.. are configurable below

Look and feel

Alignment   Left

Width   380px

Background color

Opacity

Advanced positioning

Modify size and position of the game zone

Size

Height   420 px

Positioning

Height   450 px   Left   400 px

Use the different tabs to customize the background, the font, the menu, the colors, the titles

The look and feel of your campaign

Once you have customized your template you have 3 options:

1. **Apply to this channel :**
   You will apply the look and feel ONLY on the campaign you are working on and on the channel you have selected.

1. **Save as a new template :**
   You will create a new template and make it available to a type of campaign and on selected channels.
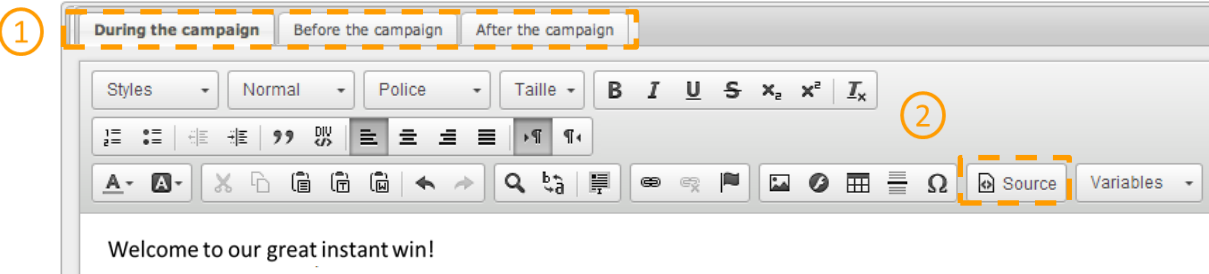

2. **Save template :**
   You save the changes of your existing template. (warning : not available on templates proposed by Qualifio. In that case you need to save them as a new template).
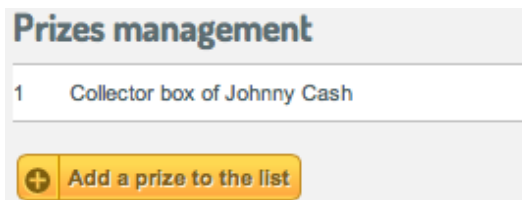
The welcome screen

- Type welcome messages **before**, **during** and **after** the campaign.

①

Welcome to our great instant win!

- It is mandatory to add a prize to your campaign.

Prizes management

1   Collector box of Johnny Cash

⊕ Add a prize to the list

- You can choose to display or not the prizes in your template.

① If you don't fill any text in the box, no welcome screen will be displayed and surfers will directly arrive on the first question. For the before and after campaign screen a default text is pre-filled

② You can also add an HTML code for an even more important customization.

Add an identification form

- Create a new form or use an existing one :

Please pick into the dropdown list below the existing form you want to use or to work on.

Choose an existing identification form

Create a new form by attaching or creating new fields that you need. Give him a clear and distinctive name. :

Name :

⊕ Create a new identification form

Lastname = {lastname}
Firstname = {firstname}
Email = {email}
Are mandatory fields to each form.

- When you create a field, associate this field to a **CRM variable** to make sure data are sent to the CRM module.

CRM variable : {lastname}

CRM variables help feeding correctly your database by associating your fields to existing datas. If there is no variable related to a field choose « non applicable » .
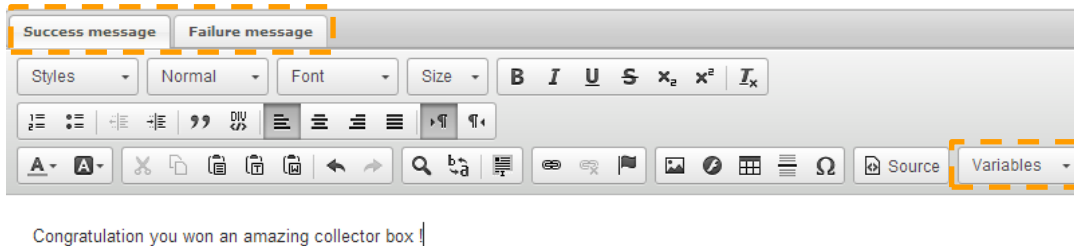
- Add comments above and below the form.

- Add a coregistration page or a extra qualification questionnaire.

« Facebook connect »
Allows players to identify using their Facebook account.

Design your exit screen

- Add **your success and failure message** and use variables to personalize the message.
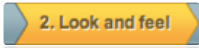

Examples of variables :
{firstname} = First name of the participant
{lastname}= Name of the participant
{score}= Number of points of the participants

- Set up an email **sent automatically** to winners.

The variable **{mygift}** allows you to announce to the winner which prize he won.

Define settings …

- **Limitation of participation:** you can limit the number of time a participant can play (always, once, once an hour…) or limit the game to max 1000 participants for example.

- You can add the display of the **scores, rules** or **contact details.** They will be displayed by clicking ont the corresponding buttons in the game. The position of those buttons are managed in 2. Look and feel .

- You can request participants to confirm that they have read & understood the rules.

  Request a read confirmation

You can define themes and geographic zones for your campaign, to filter your XML files (to be defined in the account settings)

Define prizes allocation

Prizes allocation : in this step you define a prizes timetable

① Choose on which period prizes can be granted.
In that case no prizes will be granted between 07:01PM and 05:59AM.

② Choose how the prizes will be granted on the period you previously defined.
- **Random**: Prizes are randomly spread on the total duration of your campaign and in the period you previously defined.
- **Randomly divided** : Prizes are randomly spread on the total duration of your campaign with a homogeneous spread on the the total duration of your campaign and in the period you previously defined.
- **Linear ascending distribution** : prizes are homogeneously spread from the first prizes to the latest prizes
- **Linear descending distribution :** prizes are homogeneously spread from the latest prizes to the first prizes

③ Click to create the prizes timetable

Define prizes allocation

A timetable is automatically generated according to your parameters

By clicking on the prizes (①) you can change the date and time of allocation using the calendar tool (②)

Do not forget to save your timetable before moving to the next step (③)

Make it viral

- Configure viral options of your campaign by filling the different sharing fields : title, baseline, description and thumbnail that will appear on Facebook.

- Participants can also invite friends via mail or Facebook.

- Other viral options for other social networks are available.

Add incentive

Vous pouvez récompenser le partage des participants :

At the end of the quiz, suggest to participants to share your campaign on their Facebook wall. ?

Share message on Facebook wall

1. ○ Share on my wall ?

○ Share to improve my score ?

○ Share on my wall and win an extra change in the draw. ?

○ Share on my wall and give an additional response to the tiebreaker question ?

2. ○ Share on my wall and play again immediately ?

1. Share does not generate any incentive

2. By sharing player will be able to play again (available only if participations are limited)

Other options are not available for this type of contest.

Preview your campaign

- From Qualifio main page click on the magnifying glass to preview your campaign and make sure your campaign looks as it should.
- After your internal tests, delete your tests statistics to start your campaign from scratch
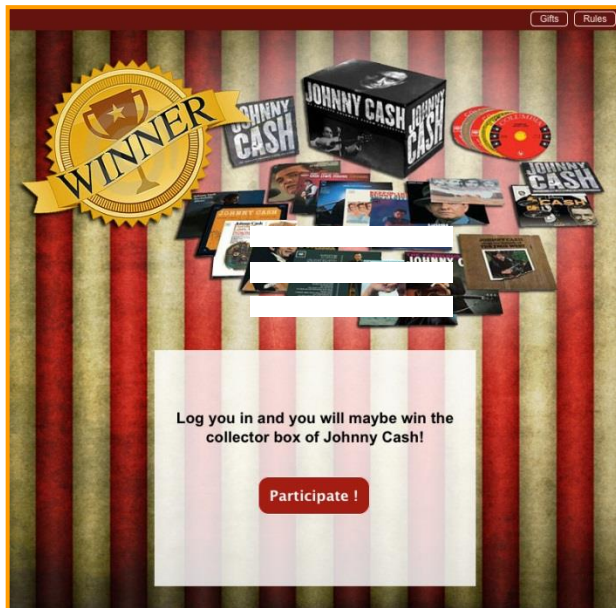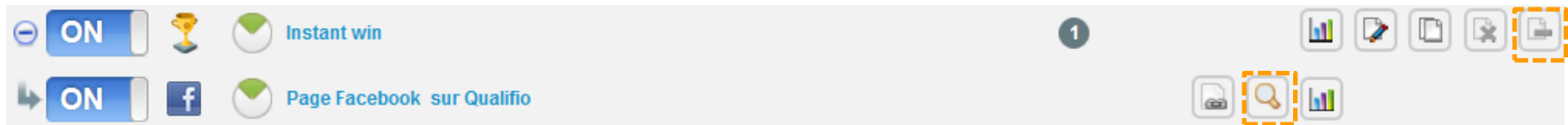
The purge button (⬛) is available only when your campaign is **OFF**

Put your campaign online

- Once you completed all thoses steps, go back to home page and click on :
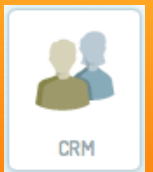
OFF ➡ **ON**
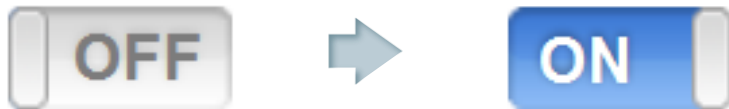
- Access your stats and leads, and manage your winners by clicking on the stats button:

If a campaign is ON, but before or after the date, the messages BEFORE or AFTER of the welcome screen will be displayed.

To visualise ALL profiles from ALL your campaigns, use the CRM module (top menu).

Top menu icons

Home page of
all campaigns

Templates
management

Coregistration
module

Settings of the
account

CRM module

Document
management

Management
of users

Helpdesk and
documentation