

RADIO case study

Ultimate Home Fix Up Sweepstakes

Background

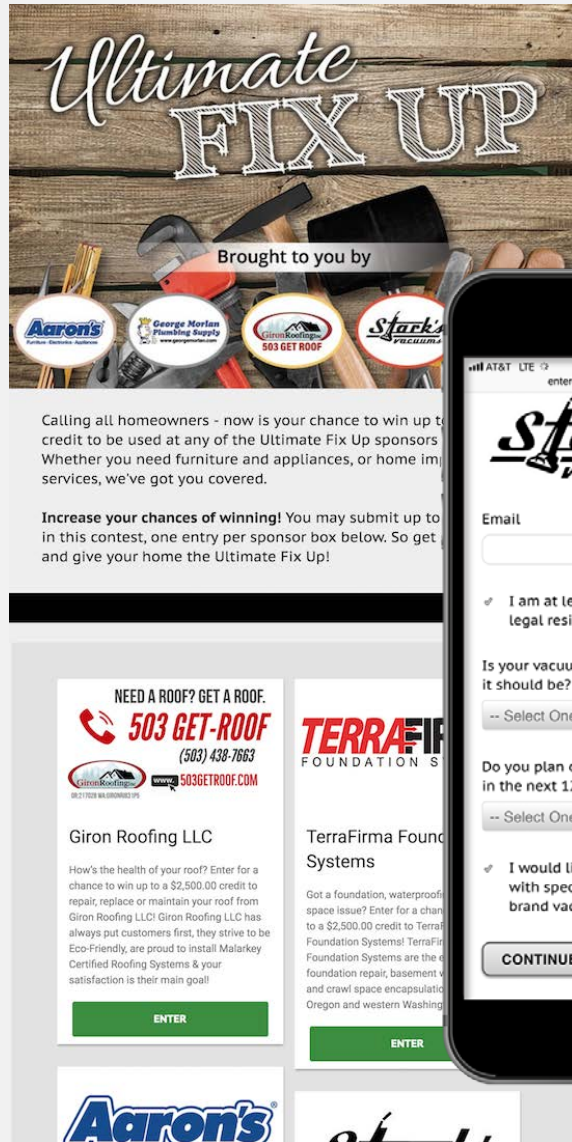
For the fifth year in a row, Entercom Portland has run their Ultimate Fix Up Sweepstakes. While they've always had multiple sponsors, the team wanted a way to drive more measurable results for each sponsor and increase the revenue for their stations.

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



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