



# Contests

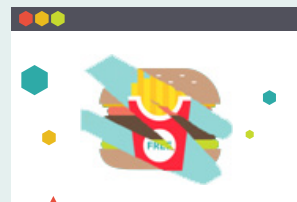
## Complete Experience Delivered!

Nothing gets consumers more excited than a contest. No matter what your exciting contest idea is, we can bring it to life. We create, execute, and measure contest experiences – from rules, regulations and administration, to entry mechanics, data capture and prize fulfillment. We deliver an end-to-end contest experience!

### Multiple Contest Options:

- Sweepstakes
- Instant Win
- Pin-to-Win
- Scratch & Win
- Text-to-Win
- Gamification

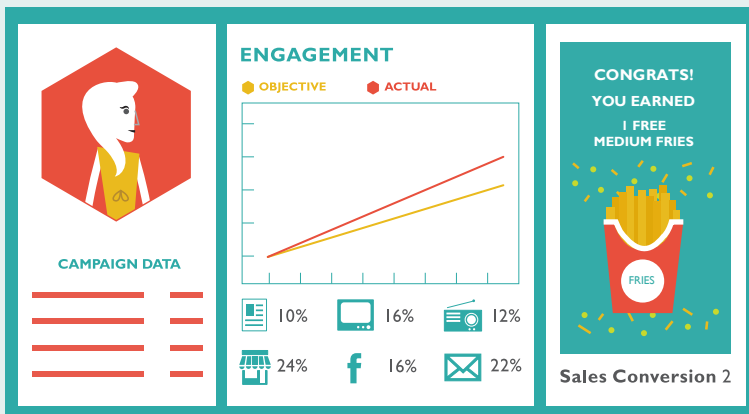
## HOW IT WORKS



**Scratch & Win:**  
Scratch to see if you're a winner!



- 1** Promote your contest across all media channels.
- 2** Participants click (online) or text (offline) to start your contest experience.
- 3** Participants complete contest experience on mobile site (multiple entry mechanics available).
- 4** Skill-testing question, prize release form, fulfillment and shipping are automated.



## DASHBOARD

Every MobileXCo Experience comes with a real-time dashboard that provides measurable ROE (return on experience) data.

- Monitor contest participants & entries
- Track social sharing and referrals
- Get detailed information about customers

Try it out by texting **CONTEST** to **765411**

Std. message & data rates apply.