

PureFilters Giveaway Marketing Case Study

The Problem

PureFilters needed a cost-effective way to grow subscriber list for email marketing.

The Solution

We decided to run a 2-week giveaway in which people could sign-up for the contest by entering in their email addresses. The prize we decided to try out was a free year-supply of furnace filters.

The Tools

Kingsumo – this is a great all-in-one tool to setup your giveaway. You are able to setup and design a landing page as well as measure and track everything in one place. There is a version of this tool that is free, so I highly recommend using it.

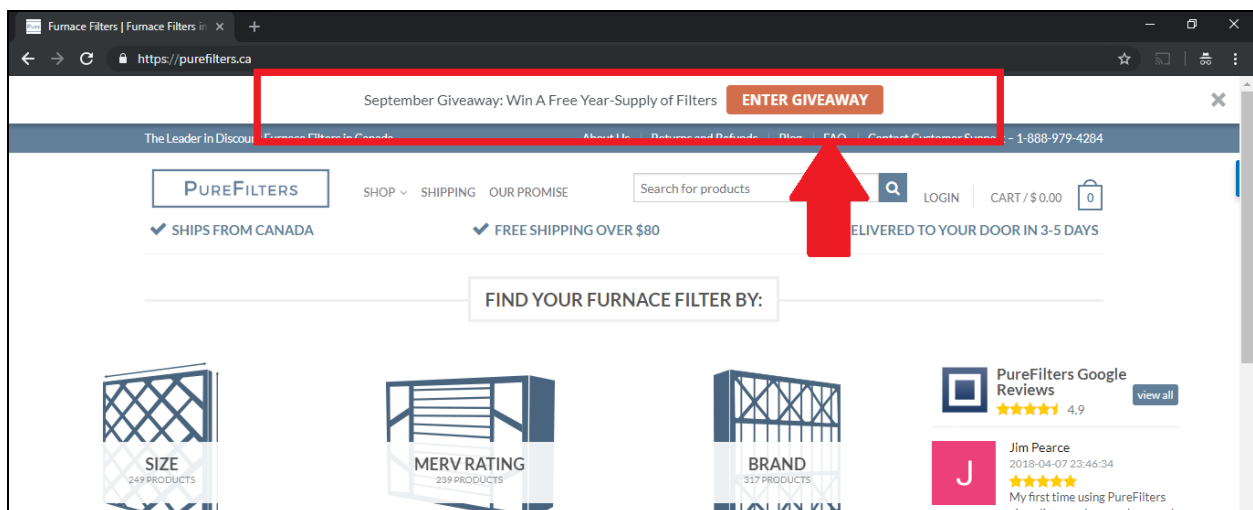
Aweber – This is what we used to collect email addresses of contestants that signed up with the tool. Kingsumo actually integrates with Aweber, so when someone sign up on the Kingsumo landing page it automatically added them to Aweber.

The Results

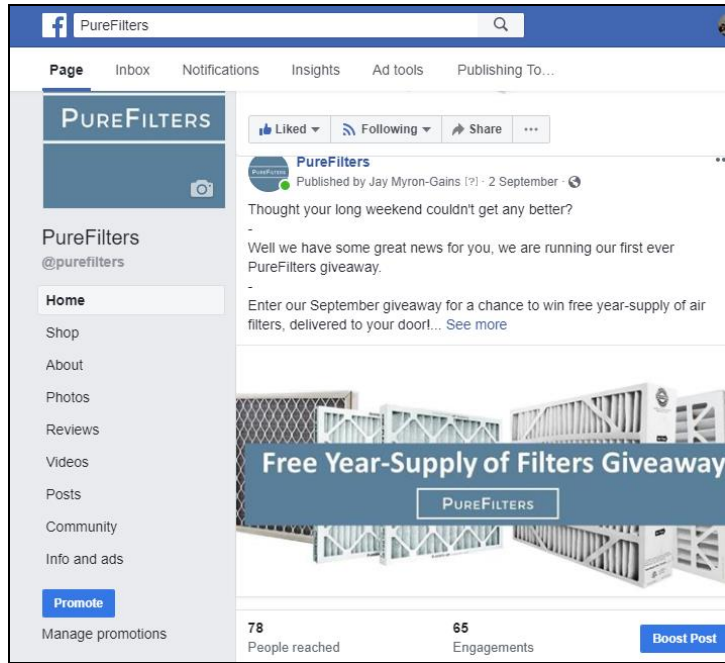
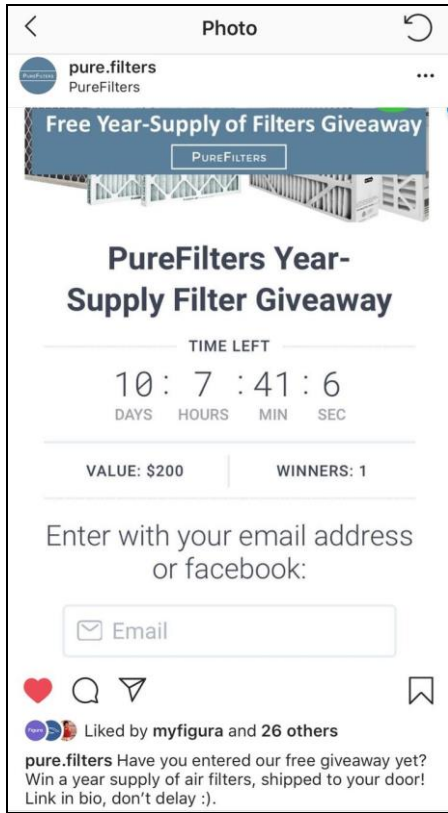
We didn't spend an extra dollar in promoting the giveaway. PureFilters already had Google Ads and Facebook Ads running for general stuff, but nothing that was specific for this giveaway.

Instead the majority of contestants initially came from a banner at the top of the website and organic social media posts. From there we incentivized these initial contestants to share with their family and friends to gain more entries for the contest. Around one third of the contestants did share the giveaway through their own social media accounts and emails to friends/family. As a result the giveaway grew rapidly for very little cost.

Giveaway Banner on Website



Social Media Posts



Kingsumo Backend

Your Giveaways New Giveaway +

Title	Contestants	Entries	Created	Status	Actions
PureFilters [REDACTED] Giveaway	658	3,578	Aug 22, 2018	Awarded	Promote

Key Metrics

Total Cost -\$110 (the cost of the year supply of furnace filters)

New Email Addresses – 658 (\$0.17 per email address)

Social Media Shares – 192 (29% of all contestants)

Entries From Email Referrals – 176 (27% of all contestants)