



RAFFLECOPTER
CASE STUDY

**'CYBORG SELFIE'
SWEEPSTAKES**

WEBROOT



THE COMPANY

Webroot is the market leader in cloud-based, real time threat detection for consumers, businesses, and enterprises. The Broomfield, Colorado based company is the largest privately held internet security company in the United States and operates globally across North America, Europe and Asia Pacific.

THE GOALS

Webroot was looking for a quick & effective way to generate buzz around their new product for PC gamers, SecureAnywhere AntiVirus. With not a lot of time to spend building the giveaway in-house, Webroot sought out Rafflecopter to provide a giveaway platform that allowed them to efficiently build and maintain a sweepstakes widget that was customizable enough to fit their specific needs.

The focus of the promotion was at an event called E3 (Electronic Entertainment Expo), a popular convention based around computer and video games, one of the largest events of its kind in the world, attracting more than 50,000 people throughout the duration of the trade show.

THE PROMOTION

Throughout the duration of the 3 day event Webroot saw their social channels grow significantly through their Rafflecopter giveaway. The grand prize for the giveaway was a custom gaming PC from OriginPC as well as 12 runner-up prizes of gaming headsets.

By having prizes that were general enough for the majority of people to enjoy but specific enough to excite their niche, Webroot maximized the interest of prospective entrants at the convention. Additionally, the total estimated prize value was \$6200. Because of how attractive the prize was to their fans, Webroot optimized its potential engagement.

GRAND PRIZE: \$5K GAMING PC

DURATION: 9 DAYS

12 RUNNER-UP PRIZES: PLANTRONICS GAMING HEADSETS



THE EXECUTION

Besides promoting the giveaway through online social channels, Webroot handed out roughly 500 'swag bags' which amongst other things, included a card with a QR code pointing people to a direct link to the giveaway. The giveaway incentivized entrants to connect various Webroot social channels, tweet about the giveaway, submit a selfie, and take a short survey as well.

THE RESULTS

40K+ ENTRIES FROM 5K+ PARTICIPANTS

2,500+ TWEETS

2,300+ SURVEYS TAKEN

1,000+ #CYBORGSELFIES SUBMITTED



"I love the simplicity & ease of the Rafflecopter dashboard. Duplicating a successful giveaway from the past is one of my favorite features and streamlines the process for sweepstakes."

Mike Rush, Marketing & Gaming Project Manager
WEBROOT

WHY PEOPLE LOVE RAFFLECOPTER



"It's so ridiculously easy to use!"



"It's a great way to give back to our fans"



"It helps grow our network"

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