

* EGOideas

Membership Rewards Program



Solution

+ The station created an on-line raffle utilizing the EgoApps Data Management System and serialized Ego Id dog tags branded with the images of their newscasters. The raffle was launched at a special event party, and supported with media delivered through the website and mentioned on air.

Need

+ A local television station was interested in building capacity for their website to enhance retention of local viewers, & increase sponsorship revenues.

Results

+ 5000 tags were distributed over a three month time frame. The promotion enjoyed a phenomenal 49% redemption rate. 29% of the people who redeemed their dog tags took the time to provide the station with additional demographic information for follow-on contact.

