

Success Story

integrated

Ultimate Home Decor Campaign Captures 29K Opt-Ins

BACKGROUND:

GateHouse Media was poised to announce an exclusive, one-of-a-kind partnership with [REDACTED] to readers in thirty top real estate markets. As part of the partnership, readers would have access to ALL [REDACTED] content, from galleries to their marketplace, right from their local newspaper's website!

OBJECTIVES & GOALS:

GateHouse and [REDACTED] wanted to drive awareness of and traffic to the new sites. In addition to promoting the partnership, they wanted to build a consumer database of users interested in "all things home" from decor to complete remodels for on-going engagement efforts.

SOLUTIONS:

GateHouse and [REDACTED] launched The Ultimate Home Decor Sweepstakes, giving away thirty \$100 gift cards and one grand prize of a \$5,000 [REDACTED] shopping spree. Entrants could enter every day for a chance to win the \$100 gift cards and improve their chance of winning the grand prize. An opt-in for information from GateHouse and [REDACTED] would be presented to all entrants at the point of entry. The promotion of the sweepstakes included home and decor native content articles, print and digital ads, email blasts, paid and organic social media posts and promotional messaging on all GateHouse websites.

WIN A **\$5000**
SHOPPING SPREE IN THE ULTIMATE HOME DÉCOR SWEEPSTAKES

PLUS
ENTER DAILY FOR
\$100
GIFT CARDS

ENTER NOW AT:
THEINTELL.COM/CONTESTS

TheIntelligence

CAMPAIGN ELEMENTS:

- Sweepstakes
- Print Advertisements
- Digital Advertisements
- Social Media
- Email Marketing
- Native Advertising

RESULTS:

- 45,705 Unique Entrants
- 117,116 Total Entries
- 29,000 Email Opt-Ins
- 78%+ Engagement Rate on Native Content