







# Contest and Sweepstakes KPIs to Measure: Campaign Best Practices With Examples

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Key Performance Indicators (KPIs) for sweepstakes, or sweepstakes KPIs, are the subset of performance indicators for sweepstakes and contests that determine whether your giveaway promotion will deliver ROI. While you may already know that you should track your sweepstakes or contest, you may not know what sweepstakes KPIs indicate that you are on target to achieving your goals. On the other hand, while KPIs and metrics are similar they are not the same: KPIs are designed to be actionable.

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## KPIs vs Sweepstakes Metrics Meaning

Here is a quick [definition](#) of a contest or sweepstakes KPI vs metric:

- KPIs are the key targets that your sweepstakes or contest needs to hit by certain milestones. An example of a key performance indicator for sweepstakes is “targeted new customers per campaign”.
- Metrics measure the success of the marketing activities that support your KPIs. While they have an impact on your giveaway campaign outcome, they are not the most critical measures of success or failure. Some examples include “sweepstakes entry form visits” or “coupon downloads”

KPIs help you ensure that your contest or sweepstakes supports the overall goals of your organization. In this article, you’ll learn how to define strong KPIs for sweepstakes and contests, KPI examples, and what are the best KPIs to use for giveaway marketing.

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