

How Marketers Measure the Success of a Sweepstakes or Contest Promotion

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How can you measure the success of your sweepstakes or social media contest to know if it's doing well? While there are very sophisticated martech tools and methods you can use to calculate the impact of your promotion, simple estimates can also be useful.

This is a simple success metric for a social media sweepstakes or contest: the percentage of your fan base that enters your giveaway or sweepstakes.



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