

Sweepstakes Statistics to Support Your 2023 Giveaway Marketing Strategy

Here is a [list of our current affiliate partners](#) and [how we earn money](#)

Looking for sweepstakes statistics? Marketing stats are a great way to get an idea of how to design your sweepstakes or contest strategy. Some areas of your sweepstakes campaigns may need more focus than others.

In this post, we've gathered tons of statistics related to sweepstakes, contest, and giveaway marketing all in one place. Read on to learn more about the facts and figures of sweepstakes, social media contests, and giveaway marketing campaigns. With this knowledge about the state of giveaway marketing for 2023, these sweepstakes and contest statistics can give you some ideas on how to optimize your promotions.

Let's begin!

IN THIS ARTICLE:

- What is the success rate of digital marketing?
- How do social media users engage with brands?
- How to increase social media followers?

via [GIPHY](#)

Key Sweepstakes Statistics & Giveaway Marketing Stats to Keep in Mind in 2023

These are the contest and sweepstakes statistics in the areas of digital marketing and experiential marketing. These contest and sweepstakes stats are designed to keep you on track. Use these marketing insights to determine if your promotions are hitting their targets.

To create this list, we looked into studies and research around:

- Sweepstakes
- Contests
- Raffles
- Giveaways
- Fundraising
- Social Media Marketing
- Email Marketing
- Mobile Marketing
- Growth Marketing
- Pay-per-click Marketing
- [Search Engine Marketing](#)
- Ecommerce
- Customer Experience
- Brand Marketing
- Marketing Analytics
- Data Analysis

