

The Best Sweepstakes Prizes Reward Consumers for Their Time, Effort, and Data

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The right [sweepstakes prizes](#) are the keys to a successful sweepstakes or giveaway. A sweepstakes is a promotion in which a prize is given away on the basis of chance, which means consumers want to feel that it's worth their time to enter your promotion.

Here are some tips to help you choose the best [sweepstakes prizes](#) to help ensure that entering your promotion rewards consumers for their time, effort, and data.

IN THIS ARTICLE:

- Why is it important to reward customers?
- What is good customer effort in a giveaway?
- What is the value of consumer data?

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How to Choose a Sweepstakes Prize (with Giveaway Prize Ideas)

Choosing the right sweepstakes prize takes some planning and research. With help from data from your martech stack, and the right sweepstakes marketing team, you'll be able to choose the perfect sweepstakes prize, based on historical data, campaign metrics, and your target audience demographics.

Here are 8 tips to keep in mind when selecting a prize for your social media giveaway:

1. Give Problem-Solvers
2. Don't Create More Problems
3. Make Sure It Appeals to the Majority of Your Audience
4. Don't Give Something People Are Most Likely to Already Own
5. Always Source the Best Quality Sweepstakes Prizes
6. Personalize the Prize and/or Prize Delivery
7. When Consumers Say What They Want to Win, Listen to Them
8. Give People What They Need If Your Branding Is Focused on Practicality, Value

Read these articles for more tips on choosing sweepstakes prizes:

[What Are the Types of Sweepstakes and Contests?](#)

[Prize Fulfillment Service Overview](#)

[Find a Prize Fulfillment Service](#)

Getting to know your customers through sweepstakes and giveaways is how you collect the pertinent pieces of data that you need to personalize your products and services to their needs. The right sweepstakes prize will help you to get participants to enter so that you can extract useful knowledge about your target audience while also earning their trust.

