

Which Sweepstakes Prizes Work Best for Instant Win Games?

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With instant win games, the [sweepstakes prizes](#) are what attract participants to your sweepstakes. Don't know what [sweepstakes prizes](#) to give away in an instant win promotion? Note that a valuable sweepstakes prize doesn't have to be expensive. In fact, there are many affordable instant win prize ideas.

Read on to learn how instant win sweepstakes work, what instant win prizes attract the most participants, and the most popular and best instant win prize ideas.

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- What is an instant win?
- What are some good instant win prizes?
- What instant win prizes can you give away virtually?

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What Is an Instant Win Sweepstakes?

An instant win sweepstakes, or instant win game, is a promotional drawing in which prizes are given away at no charge to the participants with the winner being notified of the outcome immediately after playing the game. Instant win games are sweepstakes that typically give away many small prizes to multiple winners.

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Why Do People Enter Instant Win Games Online?

Instant win games are a hit with consumers because they feature multiple sweepstakes prizes. Rather than entering to win a single grand prize, consumers would rather enter a sweepstakes to win a small prize, such as a coupon or discount, than nothing at all.

Sweepstakes aggregators make instant win games easy to find, allowing sweepers to enter multiple sweepstakes per day. Submitting your instant win sweepstakes to the top sites that maintain current lists of instant win games will help more participants to find your sweepstakes.

Instant win games are exciting for your audience because they can share their wins immediately on social media. People also love instant win games because they feel that they have better odds of becoming sweepstakes winners because there are usually hundreds or thousands of instant winners instead of one.

An instant win game can create huge excitement among your fans. An instant win promotion also delivers a high engagement rate and a uniform customer experience to all participants.

Sweeps = Fans + Buyers

