

CASE STUDY: NATURE'S SLEEP



nature's
sleep

\$1,500 VALUE

OBJECTIVES AND GOALS

In January 2012, AnyLuckyDay ran a sweepstakes for Nature's Sleep featuring one of their mattresses. Nature's Sleep had purchased the \$499 'Pot-o-Gold' package, which included e-mail subscribers, analytics, & a custom video.

Nature's Sleep had a new online presence when the promotion began with not many likes or followers. Below are the results of the promotion, as well as the size of their social media pages before and after the promotion.

PROMOTION RESULTS

Results based on a 30-day promotion

- **Entries:** 5,977
- **Email Subscribers:** 2,754
- **Tweets:** 1,155
- **Facebook Before/After Promotion:** 204 Likes; 1,954 Likes
- **Twitter Before/After Promotion:** 4 Followers; 872 Followers
- **Promotion Page Views:** 20,931

ABOUT SCOTTEVEST

Nature's Sleep's mission is to provide everybody the opportunity to enjoy a better night's sleep at affordable prices, while maintaining a concern for our environment.



CASE STUDY: SCOTTEVEST



1 lucky winner will win
Scottyvest Fleece 5.0 Jacket



ENTER TO WIN
Scottyvest Fleece 5.0 Jacket

OBJECTIVES AND GOALS

In November 2011, AnyLuckyDay ran a promotion for Scottyvest featuring their popular Fleece 5.0 Jacket. Scottyvest has been featured in hundreds of publications including: USA Today, Time, Maxim, Entrepreneur, Inc., NYT and more.

Utilizing a new AnyLuckyDay landing page for this promotion, our goal was to expose our audience to the Scottyvest line of apparel for the upcoming holiday and winter season.

PROMOTION RESULTS

Results based on a 48-hour promotion

- **Entries:** 1,312
- **Facebook Shares:** 308
- **Tweets:** 200
- **Facebook Likes:** 306
- 1,450 people saw the promotion in 48 hours, 1,312 entered.
 - That is a conversion rate of 90%

ABOUT SCOTTEVEST

Scottyvest was created by Scott Jordan in 2000 and it has evolved into the world's most innovative travel clothing company. Their apparel allows you to carry and organize all of your electronic and essential gadgets and gear.



CASE STUDY: DEEZTEEZ



deezteez



5 lucky winners will win

Any Two Tees from



ENTER TO WIN

OBJECTIVES AND GOALS

In December 2011, DeezTeez hired AnyLuckyDay to run a promotion featuring their line of funny, offensive, clever and witty shirts.

Utilizing a new AnyLuckyDay landing page for this promotion, our goal was to expose our audience to the DeezTeez line of shirts, as well as drive up social media interaction.

PROMOTION RESULTS

Results based on a 24-hour promotion

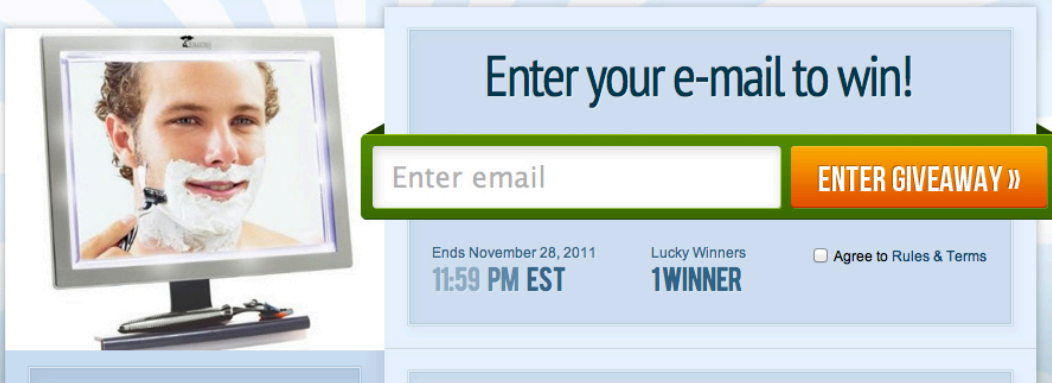
- **Entries:** 971
- **Facebook Shares:** 237
- **Tweets:** 143
- **Facebook Likes:** 178
- 1051 people saw the promotion in 24 hours, 971 entered.
 - That is a conversion rate of 92%

ABOUT DEEZTEEZ

Established in 2004, DeezTeez has been keeping it real with their funny, offensive, cool, witty, and clever shirts.



CASE STUDY: TOILETTREE PRODUCTS



OBJECTIVES AND GOALS

In November 2011, ToiletTree Products hired AnyLuckyDay to run a promotion featuring their new Deluxe LED Fogless Shower Mirror. AnyLuckyDay previously featured their Original Fogless Shower Mirror in 2010.

Utilizing a new AnyLuckyDay landing page for this promotion, our goal was to increase the number of entries, shares, and visitors compared to the 2010 promotion.

PROMOTION RESULTS

Results based on a 24-hour promotion

- **Entries:** 627 (only 270 entered in 2010, a 132% increase)
- **Facebook Shares:** 130
- **Tweets:** 84
- 723 people saw the promotion in 24 hours, 627 entered.
 - That is a conversion rate of 87%

ABOUT TOILETTREE PRODUCTS

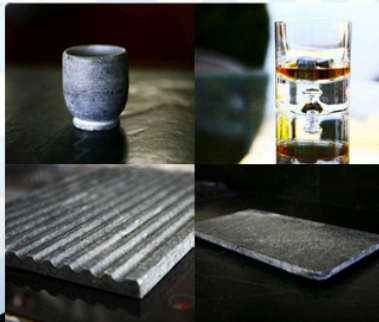
ToiletTree Products is a company located in Upper Nyack, NY. Their main focus is on bathroom products. They launched their first product, the Fogless Mirror, in June of 2010. Their latest product, the Deluxe LED Fogless Shower Mirror, was released in early 2011.



CASE STUDY: SPARQ STONE



SPARQ
radiant innovations



4 lucky winners will win
Sparq Stone Kitchenware



ENTER TO WIN
SPARQ Soapstone Kitchenware

OBJECTIVES AND GOALS

In November 2011, SPARQ Stone hired AnyLuckyDay to run two promotions featuring their soapstone products which included: soapstone ice rocks, soapstone griddle, thermal appetizer plate and soapstone shot glasses.

Utilizing a new AnyLuckyDay landing page for this promotion, our goal was to provide a great deal of exposure to SPARQ's unique product selection.

PROMOTION RESULTS

Results based on a 48-hour promotion

- **Entries:** 1,209
- **Facebook Shares:** 312
- **Tweets:** 183
- **Facebook Likes:** 163
- 1,310 people saw the promotion in 48 hours, 1,209 entered.
 - That is a conversion rate of 92%

ABOUT SPARQ STONE

Sparq was born out of a soapstone import and fabrication business, Dorado soapstone. Founders Steve Chavez and Justin English became frustrated with the mass of scrap soapstone leftover from their kitchen countertop business that was ending up in a landfill and decided to craft other uses for it.

