

## **Marketing/Advertising Sector with an emphasis on Sweepstakes**

The marketing and advertising sector of e-commerce is changing everyday. The use of a sweepstakes model has proven to be popular this past year and is evident in the business models of the companies discussed below. In analyzing the sector, twenty sites were "graded" on their technical content and then the top five on their business plans.

### **Technical Evaluations**

Technical evaluations were based on the following types of questions: Was there a clear indication of the types of information available on the site? Was there a clear indication of the prizes that could be won? Were the rules clearly defined? How easy was it to enter and navigate around the site? Was there any animation on the site or was it very static? Was there an effective use of color? Was the layout consistent? How was the Internet used within the design? Below are the individual technical evaluations and the individual rankings are on the last page of this report.

### **Winfreestuff.com**

The winfreestuff.com website demonstrates superior detail and professionalism in content, use of ColdFusion for WWW capabilities, and ease of use. Colorful and easy to understand images provide simple navigation throughout the site. All feedback is detailed and easy to understand. The services offered easily attract users providing the necessary "Stickiness" for success. The site also provides the ability to request no email notifications be sent and actually have that be true, unlike other sites in the sector.

### **Esweeps.com**

Esweeps did an excellent job in presenting an attractive presence for the reader. The site can be easily navigated and included wonderful graphics and pictures. The use of dynamic content technology, ASP (Active Server Pages from Microsoft), shows their professional use of WWW technology.

Esweeps.com was lacking in content compared to the rest of the sector, with only 5-8 pages representing the majority of the company's web presence. This lack of content is

insufficient to keep the users interested for a great length of time. The majority of the site can be examined in about a minute.

### **Webstakes.com**

Webstakes, an easy and simple site, presents a clear position for relevance within the sector. They do an excellent job by showing prize pictures on the homepage. The site has navigation bars both at the top and bottom of the pages that make it very easy to use. The site does however lack any content other than the registration form. The only WWW use was found in the free offers and games pages, which sent you directly to other websites, and a few banner ads.

### **Freeshop.com**

Freeshop.com is sufficiently using web technology through ASP (Active Server Pages by Microsoft). Downfalls include improper design and layout of text and categories that confuse users during navigation. The site lacks professional standards of web design that can cause users to focus on the errors rather than meaning. Content on the site includes links to companies who offer catalogs, free offers, and newsletters. The site does not have WWW worked into the design other than through advertising links.

### **Ezsweeps.com**

Ezsweeps.com is relevant to other sites within our category, although it lacks the incentive to drive users to the site. Content on the site is minimal, only a few contests to enter and a shopping page. The lack of technology restricted the site to static HTML content. Design and layout also reflect beginning to amateur web designing. Lack of the professional look and feel compromised its position and credibility. The only WWW capability was found on the shopping page where users could link to other websites through banners.

### **Contestjunction.com**

Contestjunction.com is a useful site. The information about joining and advertising were easy to find and not confusing. The text, graphics, and animation were easy to view and

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didn't clog up the downloading time. The navigation between pages was easy, although it wasn't really needed unless you were already registered.

The site had a good design. They have featured partners of the day and those companies had special offers and prizes. Below that, were more companies who were offering prizes and specials. The companies ranged from major (MCI WorldCom) to small companies. The look of the page was easy on the eyes with good use of color and it wasn't too cluttered. Links were in place to view material about the company and its policies. If you registered, you were allowed to cruise the site more.

The site was also sticky. They use a system of daily entries you can make per company so it keeps users coming back. This also raises the probability that you will win. They offer a wide range of prizes, such as \$100000000 to pantyhose.

### **Speedyclick.com**

Speedyclick.com has a wide range of topics of information. There are great graphics on this site. It is set up so it looks like a game board. The information about the site, as well as the company, is easy to find with tabs and links set up at the top and bottom of the page. The game board and graphics are fun. The colors and general layout on the page are easy to go over and you can easily find what you are looking for. Although it is simple, it is also entertaining.

The main graphic is in the center of the page and in columns on each side are contests and games. There are tabs on the top to switch from home, shopping, entertainment, business center, and domain registration. The site also has links to store builder, barter, top 10, wireless, greeting cards, games, travel, and about us.

The site is sticky. The games are fun and you can also use WWW links to go to other gaming sites. It is fun looking and it pulls you in. The variety of stuff to do on the page will keep a person entertained and the use of speedybucks, a form of money that can be used for prizes, will keep users coming back.

### **Luckysurf.com**

This site doesn't offer much for anyone looking to play games or have fun on a website. The site is easy to use because it was very plain. It is very easy for users to find what they are looking for. The design is pretty plain and it has a fairly good use of color. The layout of the site is very vertical. Luckysurf.com utilizes the WWW with links for most of the items on the site. Although the site is easy to use, it is not sticky and there are not very many reasons why a user would come back.

### **Eprize.com**

Eprize.com is very business oriented. It is geared more toward business to business rather than business to consumer like the other sites in this sector. The site is very professional looking and easy to navigate and find information. The information is located through tabs and links. The site is nicely laid out.

### **lwin.com**

lwin.com is another useful site. A great consumer website, it has links to find out about the games, prizes, and about the company to name a few. It is very easy to find what you are looking for on the site.

The website has a good design, the text, graphics, and animation are put together well so they aren't in the way of the information users would look for. The colors are wonderful and draw users in right away. The layout is nice and makes it look clean. The animations are small so it didn't take a long time to download the site.

The site is sticky with games and prizes that pull users in from the start. Generally, there is a lot to do on the site that will keep someone there.

### **Easywinning.com**

Easywinning.com is a fairly straightforward website. Prizes are clearly categorized, rules are clearly listed, winners are provided online, and company information is easy to find. However, the different games don't distinctly stand out and it isn't clear how many games can be played on the site.

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The site makes it very easy to enter various lotteries and register. There are menus for navigation, but they are inconsistent from page to page. Information on the site is difficult to read due to varying fonts, blurred text, and bright colors. Animated images attract attention to the million-dollar lottery. However, too many pop-up windows and animated advertisements make this site confusing.

The site doesn't use good design techniques. The background used while images load is extremely hard on the eyes. Color scheme does not enhance the web site. The top of page is very cluttered and subdues the web site menu. Prize listings are spaced well and easy to read. Also there is no clear way of returning to the home page. The site is a hodgepodge of different things.

Easywinning.com does make good use of metadata and keywords. It also contains a search engine and easy bookmark option. This is about the end of the good use of the WWW.

**Sweepsadvantage.com**

Sweepsadvantage.com provides an excellent directory for many different sweepstakes offerings. It categorizes sweepstakes according to prize giveaway. It is easy to find company information. It includes links to many various sweepstake offerings. Web site name effectively represents the business.

The design of the site is fairly simple. There is a basic color scheme and a good use of white space. The layout is consistent throughout the site. The conservative and simple layout reflects the website's purpose to provide tools for including a sweepstakes in a web site and to provide a directory listing for sweepstakes. The site has a menu for navigation. The information is clearly viewable and easy to read. Although the site contains a lot of information there is nothing that will keep a user coming back time and time again.

In their use of the Internet, the site could include more keywords in the web page meta data. It does provide email service, homepage setting, and tools and code anyone can use for including a sweepstakes in their web site. Also includes a search tool.

**Fastfreefun.com**

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Fastfreefun.com clearly describes the type of site a user is about to enter. It provides users information on the type of prizes that can be won and the categories of the prizes. The rules are explained in an interesting and easy to understand format. A list of winners is also provided as well as company information.

Fastfreefun.com makes entering a lottery simple. Registering on the site is easy and menus are provided to help with navigation. The information provided is clear and easy to read. Animation effectively draws the users attention to various features and descriptive simple images are used to represent various games.

The color scheme and images give a casino type feel to the web site. White space on the site is used extremely well. Pages use a consistent layout format. Design is similar to those used on slot machines in casinos. The site is appealing and familiar to gambling type personalities. The Internet is not used very much on the site, but it did not take away from the lottery design of the page.

### **TropoLotto.com**

TropoLotto.com clearly indicates the type of website it is and the types of lotteries available on the site. There is also a clear indication of the prizes that can be won. Rules are clearly defined and a winners list can easily be found.

The site is simple to use. Lotto numbers can be auto picked by the site and after a simple registration they are ready to play. A menu on the bottom of the page allows for easy navigation. Information is clear and easy to read. The users can select from three languages.

The design of the site makes effective use of color, theme, and white space. There is a consistent layout. Design is not traditional but fits well with the business being conducted. The site makes excellent use of keywords. It also incorporates sponsors advertisements into the lottery process, as a user must click on a sponsor to continue with the lottery sequence.

### **Youwinit.com**

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Youwinit.com gives a clear indication of the types of lotteries available on site and the prizes that can be won. Like most of the other sites, the rules are clearly defined. In this case, the site name does not necessarily give away the site type.

Lotto numbers are easy to select and the registration page pops-up but then automatically minimized for easy entry. There is a menu provided on the bottom of the page for navigation. Information is clear and easy to read and there is a scrolling marquee and blinking animation draw attention to the game.

The design is fairly simple and makes good use of color. White space is effectively used throughout as well as a consistent layout. The design is not traditional but fits well with the business being conducted. The site also makes excellent use of keywords. In addition, the lottery portion of this site is very limited and seemed like a last minute add-on. Didn't have much appeal for sweepstakes users.

#### **Winvite.com**

Winvite.com is a technically sound website. Looking at content, there is not very much other than a single \$4500 contest. The site loads quickly and is fairly easy to navigate with the use of a menu bar at the top of the page. Overall the site is not too flashy. There is a good use of color and the text is easy to read.

The site makes use of the Internet providing links to search engines and allowing users to email their friends and invite them to play. Other than this, the site is fairly static other than 3 dynamic games. A pop-up window on exit of the site may upset some users and cause them to not visit the site again.

#### **Grouplotto.com**

The name of this website does match the type of site a user will be visiting. However, to play the lotto a user is forced into receiving email from an advertiser. This could lead to users feeling that they have been spammed.

The pages of the site load quickly and navigation bars make it easy for the user to find what they need. The design is not too flashy and explains step-by-step what to do. The

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registration page is very long and forces a user to check at least 10 boxes to either receive or not receive email from sponsors. It makes the page look very cluttered.

Grouplotto makes use of the WWW by allowing users to email friends. It also has wireless capabilities and chat rooms that help with stickiness and keep users coming back.

**Freelotto.com**

This is another site that allows users to play lotto and other games. In order to play the games the user has to click on an advertisers link, usually a banner of some sort. The site is easy to use and navigate with a menu at the top of the page. The site loads quickly, has good colors, and is easy to read. However, in order to view all of the pages you must register.

The site makes use of the WWW with hyperlinks to advertisers websites and email that can be sent to friends to invite them to play. The chance to win keeps users coming back and makes Freelotto.com a top 500 site according to Media Metrix.

**lwon.com**

This site has great content. It includes news, entertainment, shopping, stocks, and various other categories. It also includes games from Pogo.com, chances to win prizes from retailers, and daily and monthly cash prizes.

The site loads a little slow due to the number of links and graphics. It is very easy to navigate the site with menus on both the top and bottom of pages, but if you want to get to something specific you may have to click a few times. The website is very clean with a white background and easy to read text.

There is use of the Internet throughout the whole site. There are numerous hyperlinks to other sites for news, shopping, weather, stock information, and various other things. All of the information on the site makes it sticky and keeps thousands of users coming back daily.

**Prizecrazy.com**

The last site evaluated was Prizecrazy.com. The only content on this site are a few games, but in order to play them the user is forced to join a mailing list. The user also must

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register in order to play and go through a list of check boxes to either choose to subscribe or not subscribe to other mailing lists.

The pages on the site load quickly and navigation bars allow you to move from page to page. The site is a little confusing at first due to an animation that draws attention away from the game process. The site looks like a child's site at first with lots of animation. It just looks busy overall. The only Internet use is found on the shop page where there are links to the advertisers on the site.

### **Business Evaluations**

Based upon the technical evaluations, the following companies were selected for business evaluations: winfreestuff.com, iwon.com, iwin.com, esweeps.com, and fastfreefun.com. The business evaluation looks at the potential benefits of the company, web strategies, and security issues of the website.

#### **Winfreestuff.com**

Winfreestuff.com attracts users with a sweepstakes incentive. For example, users may enter to win a Mercedes SLK or \$30,000 cash. The site has over forty separate contests that may be entered on a daily basis, links to other free offers, and the opportunity to shop at the advertising merchants websites. The company also sends a weekly email to its users drawing them back to the website with the use of a lucky number contest, trivia questions, and a funny graphic of some sort. All of these areas add to the "stickiness" of the website and leads to an increase in the length of the user session and the number of monthly page views for the site.

Winfreestuff.com is a new web-based business. Launched in July 1999, it is making use of the marketing opportunities that are available online. The company has several revenue streams that are pushing them toward profitability. These strategies include building databases for third-party companies for a set fee, renting space within their weekly newsletters, and banner space and text link advertising on the Winfreestuff website. The information collected based upon user trends help the company market to its users and give them offers they may be interested in making it an effective marketing tool. Winfreestuff.com

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does not sell anything directly to its users. The website has numerous hyperlinks to various online retailers for the sale of their products. All of these sites have their own secure servers for transactions online.

The main security issue for winfreestuff is the collection and storing of user information. However, the site doesn't say exactly what type of measures it uses to ensure that data is secure. This site can probably be trusted though because they have a Better Business Bureau sign on their homepage and a page with their privacy policy information.

Winfreestuff.com ranks within the top 500 websites online according to Media Metrix online rankings (<http://www.mediametrix.com>). In this sector there was not another site that does exactly what this company does with building databases for the other merchants. The business model seems to be strong and has proven itself at least in a small way since the company is still around after the recent dot-com fallout.

#### **iwon.com**

Iwon.com has a little different of a strategy as compared to the other sites in this sector. It is trying to become a portal using the sweepstakes model as a way to drive traffic and increase user sessions. The site gives users points for clicking on certain areas of the site, allows users to enter sweepstakes for various prizes, play games, read jokes, and various other entertainment things which make the site very "sticky". The site is supposed to be adding a store where users can "spend" their points to get merchandise. This will also help ensure that the users return to the site.

Backed by CBS, iwon.com gives away large monthly prizes of \$1,000,000 and daily prizes in smaller amounts. This sweepstakes drives millions of users to the site and in doing so allows iwon.com to serve up millions of banner impressions on a daily basis. This is just one of the sites revenue streams. Some additional revenue streams include the sale of user information to third parties when users opt-in to receive more information and the sale of banner space in the sites shopping section. Some of the sites advertising in this area include ebay.com and amazon.com.

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The privacy policy is clearly stated for all users to read. It explains exactly how user information is collected, used, and how it can be distributed. Iwon.com is a licensee of the TRUSTe Privacy Program.

Overall, the iwon.com model seems like a good one. They are listed in the top 500 sites on Media Metrix and in the top 50 websites according to PC Data Online. They are providing the users what they want in terms of news, entertainment, a chance to win stuff, a centralized shopping portal, and a place to play games. As long as they are able to keep the traffic coming back they should be on their way to profitability in no time.

#### **Iwin.com**

Iwin.com is a division of the Uproar network, which is comprised of several different game and entertainment sites. According to Uproar's corporate site, <http://corporate.uproar.com/advertising/index.asp>, the Uproar network reaches one out of eight people on the net. This is a huge range and covers a lot of demographics.

One of iwin.com's strategies is based on the fact that they are part of such a large network. They are a *new intermediary* type of web business. Consumers use them to find the products. In turn, the consumer has fun and wins prizes, and gets to see all the banners. Plus the consumers can win prizes from the companies that advertise.

Uproar is a confirmed licensee of the TRUSTe Privacy Program. TRUSTe is a non-profit organization that reviews company's privacy policies and practices. They basically make sure that the company following privacy practices the promised. A symbol on the web site tells the consumer that that site is committed to privacy. This also entices customers to join the site.

Iwin.com is a sticky site. They have 72 games and 1300 prizes and the whole layout makes people stay with this site. The site is funny and offers a lot of different things, such as horoscopes and quizzes to entertain you.

#### **Esweeps.com**

The strategy for esweeps.com is similar to other sites in the sector, users elect to provide information for a chance to play games and win various prizes. Esweeps.com has

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“stickiness” by attracting users to play sweepstakes games for real cash prizes without the need of providing private information over the Internet. Esweeps informs users of the option to provide an email address, which doesn't affect the direct odds of winning. Some prizes include \$ 25,000 cash, \$ 500 /monthly giveaway, palm pilots, and calling cards of numerous dominations.

Esweeps.com is also a new web-based business and it is taking advantage of the great amounts of information that can be collected on users from a simple sweepstakes model.

Revenue is acquired from the sale of user information, which was collected during play, to third-party businesses. Banner advertisements and other means of information distribution comprise the rest of the company's revenue and profit strategies.

Esweeps is unique because the customer is easily attracted to the business without an information overload. The site has a simple and professional layout where users aren't overwhelmed with information or clutter. The site includes an appropriate use of color, text, and image arrangement.

Although payments are not a part of the Esweeps model, the site uses Active Server Page (ASP) technology over a privately secure HTTPS connection. With the use of this technology, the audience is reassured every measure has been taken to secure private information over the Internet. Privacy is also addressed by allowing users the option to receive advertisements and third-party email.

### **FastFreeFun.com**

Like many giveaway websites, FastFunFree.com incorporates ads into the giveaway registration process. Unlike other sites, FastFreeFun.com does not force users to click on a sponsor during the registration process. Instead, a “Quick Links” option, containing a sponsor ad, offers express registration for a particular prize. While this method offers only limited ad exposure, the site stood out among its peers for several other reasons.

FastFunFree.com uses a casino-like theme to make its site appealing. This concept seems very intuitive given the targeted group of consumers giveaway sites try to attract - risk takers such as gamblers. The site offers a familiar inviting setting for such a group. Website

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sponsors benefit not only from exposure to their ads but exposure to this impulsive market segment. Even if a site visitor does not fall within this group, the bright colors and theme make this site alluring.

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Web site	Content	Ease of Use	Design and Layout	Use of Internet Capabilities	Other Criteria	Total
lwin.com	5	5	5	5	5	25
iwon.com	5	5	5	5	5	25
fastfreefun.com	5	5	5	4	5	24
winfreestuff.com	5	5	4	5	5	24
esweeps.com	3	5	5	5	5	23
troppolotto.com	5	5	4	4	4	22
Speedyclick.com	5	4	5	4	4	22
sweepsadvantage.com	5	5	4	5	2	21
Contestjunction.com	3	3	4	3	5	18
winvite.com	2	5	4	5	2	18
easywinning.com	5	4	3	5	2	17
grouplotto.com	3	5	3	3	3	17
freelotto.com	3	4	2	4	4	17
youwinit.com	3	3	3	3	2	14
prizecrazy.com	2	4	3	4	1	14
Luckysurf.com	2	3	3	3	2	13
webstakes.com	1	3	2	2	3	11
Eprize.com	2	2	2	2	2	10
freeshop.com	1	2	0	5	2	10
ezsweeps.com	0	2	1	0	5	8

Based on a ranking of 0 to 5, with 5 being the best content, fastest loading, best design, best use of the Internet, and other design areas.