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Increase your online sales up to 11x with the **New #1 Shopping Game**

- Grow your online store **70% faster**
- Enjoy **18x more traffic** & product views
- **11x higher sales** conversion
- **64x** more social media engagement



Want
an unfair
advantage
over the
competition?

<TRY IT NOW—FREE>

Sell your products now: pay zero fees & zero commissions for first 12 months

Is your online store struggling to drive sales? Looking for a way to boost profits, fast? Look no further

Zappta's new gamified shopping is the answer

Participation is easy as 1-2-3...

1. Upload your products to Zappta.com (It's free)
2. Post a *Spin 'Til You Win* competition (it takes just minutes)
3. We'll do the rest

Then watch your traffic, social shares, product views and conversions soar!

“Online businesses that hold contests grow 70% faster” Source: bitly.com

[Box with scrolling testimonials]

“This Spin 'Til You Win game pulls you in like a magnet. I couldn't tear myself away from it.”

— Bella Reese, Oakland CA

“An adrenalin-pumping rush like no other.”

— Peter Elsher, Seattle WA

“I took part in a focus group for Zappta.com. It’s a brilliant concept that is sure to change the way people shop.”

— Arthur Miller, Newark NJ

“It’s amazing. Select any of the items you want and add them to your shopping cart. You then compete to win all the items in your cart. It’s addicting.”

— Judith Mills, Aurora CO

“OMG. I played the Zappta Spin 'Til You Win game as a test participant before it was released. It was incredibly fun to select the products I wanted and even more thrilling to try and win them all.”

— Abigail Gatlin, Trenton NJ

"This game is so addicting. Thanks, Zappta!"

— Kathryn Ellis, Groveland MA

“This game is quite genius.”

— Olivia Huxley, Lansing MI

Conversions of up to 34%

Marketing research confirms the superior value of shopping gamification. It shows that online contests have a conversion rate of almost 34%. That's **11x higher** than ***any*** other kind of digital marketing and social content.

Dramatically improves sales

In fact, research shows the biggest advantage to running a contest is that it dramatically improves sales.

Other powerful benefits:

- **Grow your email list.** 1/3 of contest entrants sign up to receive email updates from brands that host a contest
- **Increase your followers** on social media by up to 23 times
- **Drive massive social engagement**
- **Skyrocket your store traffic**
- **Increase your product views** by 18 times or more
- **Increase revenues**

Expose thousands of motivated shoppers to your store.
Start creating raving fans and lasting brand loyalty.

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“Contests on social media get 64x more engagement than regular posts” Source: bitly.com

Supercharge the marketing of your online store – FREE

Getting your fair share of customers and sales can feel like an uphill struggle. Here's why:

There are now 24 million eCommerce sites globally
And more are being created every day.

Advertising costs in 2023 are soaring by as much as 45%
More businesses than ever are competing for attention. That's why merchants in the online retail sector are reporting significant hikes in ad costs across Facebook, Google, Amazon, and TikTok.

Zappta empowers you to zap or reduce paid ads
You'll also be able to reduce other kinds of costly digital marketing.

Stand out in the crowd and thrive—free
Grow your customer base and your sales with Zappta.

We connect your brand directly to your target audience
It's an exciting, new shopping game that offers your target market a unique, adrenalin-pumping experience.

Get ready for traffic on demand

Our platform utilizes powerful gaming tools to generate unprecedented traffic to your store, skyrocket your sales, and pump your ROI.

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ZAPPTA DELIVERS EVERYTHING YOUR ONLINE STORE NEEDS TO GROW FAST:

High-thrill Game

Spin 'Til You Win is an engaging and thrilling game that puts hundreds, even thousands of your target audience directly in the center of your store! Players must browse through many sections of your store, and select the products they crave most. Once they add these products to their shopping cart, they compete against other players for a shot at winning all the products in their cart — how cool is that?

High-thrill Shopping

Players go head-to-head in a race to achieve the highest score before the timer reaches 0:00 - whoever has the highest score at that point is crowned the winner! With *Spin 'Til You Win*, targeted customers get to explore your store and find items they crave or may not have previously known were available. It's an exciting game that provides customers with an extra incentive to shop with you, while giving them a thrilling and fun shopping experience.

Brand Awareness

We display your entire catalog of products, your brand and logo by embedding them in your *Spin 'Til You Win* competitions. So your brand — and products — will stay top of mind for everyone who interacts with your campaign.

Engagement

The interactive *Spin 'Til You Win* campaigns magnetically attract, challenge, and entertain your audience

Product Views & Promotion

Shoppers are rewarded to view your products and share them with friends and their social media followers. The more they interact with your products, the more Zappta coins they accumulate. These coins give them more spins on the wheel with bigger chances of winning your grand prize.

Purchases

Your store awards up to 25 Zappta coins for every dollar spent in your store. So shoppers are rewarded to purchase your products.

Customer Loyalty

Your *Spin 'Til You Win* competitions combine financial incentives with thrilling entertainment for your target audience. So they'll reward you with purchases, loyalty, and as your brand ambassadors.

Data Collection

Reward your customers for sharing their opinions. Get reviews, ratings, and ideas to develop products through customer satisfaction surveys, exclusive events for VIP customers, and other creative collaborations with your brand.

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Connect With Zappta's motivated Shoppers, and take your online store—and sales—up to a whole new level

Connect your brand directly to your target audience through
Zappta's unique gaming experience.

- ✓ Improve brand recognition
- ✓ Build your sales
- ✓ Grow your revenue and ROI
- ✓ Attract new customers
- ✓ Increase brand loyalty

Start growing your community with Zappta today

Be part of the way we're revolutionizing how people shop online.

Running a Zappta *Spin 'Til You Win* competition is a fantastic way
to show your target audience they're appreciated and to build
your online community.

Give it a spin and discover how easy, effective, and profitable it is!

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[PAGE 2—HOW IT WORKS]

HOW IT WORKS

Get ready for your online business to take off

Get ready, your online store is about to become the hottest ticket online, as hundreds, even thousands of targeted shoppers come flooding through your doors eager to score some free products by playing *Spin 'Til You Win*.

But wait, there's a catch; before they can play, each player must first browse your store to select the product or products they crave the most, carefully considering each item before adding it to their Spin to Win cart (*targeted marketing at its finest*). So you get the chance to expose them to all your amazing products!

Don't be fooled though: as loads of shoppers compete to win their pre-selected products—even though only one comes out victorious, there's still plenty temptation and incentives for them to purchase the items that caught their eyes – what better way could there ever be for so much exposure?

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Targeted marketing at its best

At Zappta, we understand the importance of targeted marketing, bringing the right type of motivated customers to engage with your store. That's why our *Spin 'Til You Win* feature enables users to browse your store and select the *exact* products they *want* to win before they can participate in the game. This means highly targeted marketing.

It's the ultimate way to showcase your products and get thousands of people to engage with your store.

Massive exposure

Get ready for some intense shopper competition right on your product pages. Our shopping game is designed to get your store—and your products—massive exposure!

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Ready, set, spin: Your online store is about to become popular in no time!

As soon as your store is published on Zappta.com...

loads of eager shoppers in your target audience will immediately notice it and start engaging with your store.

Here's why:

1. They'll be clamoring to take part in your *Spin 'Til You Win* competition! They can customize their experience by selecting the products they want a chance at winning and adding them to their cart—how cool is that?
2. Next, they need Zappta coins to increase their winning power! Zappta coins are the key to success in this game, and because of you, players can earn plenty of coins with a few simple steps:
 - Visiting your store – 10 coins
 - Viewing your products – up to 15 coins *per minute* spent in your store
 - Purchasing from your store – up to 25 coins per \$1 spent
 - Inviting friends to your *Spin 'Til You Win* competition – 5 coins per friend invite and 100 coins per accepted invite
 - Sharing your *Spin 'Til You Win* competition on social media – 5 coins per share
 - Watching a video — if you have one for them to watch
 - And even more ways to earn coins by engaging with your store.

So shoppers are incentivized to shop at your store and share it with friends – creating a cycle of continuous visits.

How to run a *Spin 'Til You Win* competition and start winning big business

It's easy – and takes less than 15 minutes!

- Upload your products to zappta.com
- Choose your giveaway value amount, select the actions you want Zappta's motivated shoppers to take, and click publish.
- We immediately incentivize Zappta users to view your products and purchase them, along with engaging their friends and followers with your store.

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[PAGE 3—CASE STUDIES]

Do Gamification Shopping Contests work? You be the judge...

Giveaway Contest Case Study #1: MyCatanBoards.com

Boosted sales by 300%

Desired outcome: Increase store traffic, email subscribers, social media followers, and sales revenue

Contest duration: 12 days

Contest results: 63% boost in email subscribers, 130% boost in Facebook fans, 300% increase in Twitter followers and 200 brand new Pinterest followers. All of that activity generated 300% growth in sales revenue for the month of December!

Giveaway Contest Case Study 2: BeardBrand.com

DOUBLED its email list and QUADRUPLED sales

Desired outcome: Increase customers

Contest duration: 7 days

Contest results: 1,500 more Facebook Likes, 400 more Twitter followers, 670 followers on Instagram, doubled the email subscribers to 1,000 and increased Tumblr followers by 123. All of those activities led to a 4x increase in sales for the contest launch date, which was the best sales day ever for BeardBrand!

Giveaway Contest Case Study 3: JewelScent.com

49% conversion rate

Desired outcome: Increase customers

Contest duration: 7 days

Contest results: 31,000+ visits to giveaway page and more than 15,600 entrants for an outstanding 49% conversion rate. Nearly 5,000 people shared their giveaway on Facebook and their giveaway posts gained more than 4,000 likes and 1,300 comments. JewelScent also gained 570 new Twitter followers, 1,100 Pinterest followers, nearly 500 Instagram followers, and 3,431 email subscribers.

Giveaway Contest Case Study 4: LostGolfBalls.com

Ran 6 contests and got more than 750 new customers

Desired outcome: Increase sales through new customer acquisition

Contest duration: 12 days

Contest results:

- **5 weeks:** 12,000 entries and \$28,000 in revenue
- **2 weeks:** 2,800 entries and \$5,500 in revenue
- **1 week:** 5,600 entries and \$2,500 in revenue
- **4 weeks:** 1,900 entries and \$4,200 in revenue
- **12 days:** 5,700 entries and \$6,700 in revenue
- **2 weeks:** 5,200 entries and \$6,400 in revenue

After collecting and cleaning the data for all six giveaway contests, LostGolfBalls had more than 33,000 total entries, more than 10,000 new sales opportunities, and 750+ new customers.

Giveaway Contest Case Study #5: VideoFruit.com

More than 2,200 email sign-ups in 7 days

Desired outcome: Increase email list subscribers

Contest duration: 7 days

Contest results: 2,239 email sign-ups

Giveaway Contest Case Study #6: WetShavingClub.com

13,000 entries in 30 days

Desired outcome: Increase brand awareness

Contest duration: 30 days

Contest results: 13,000 entries in 30 days. More than 25 tweets per minute during the contest (wow!)

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[PAGE 4—WHY FREE?]

WHY FREE?

Are you ready to make a big splash in the online marketplace?

- **Get 12 months of FREE unlimited campaigns**
- **A \$2,388 value—plus a free store on Zappta**
- **Join our beta-launch today for explosive growth**

Are you ready to take your brand to the next level? We are giving you an incredible opportunity with the Zappta beta-launch program! Join us today and get 12 months of free unlimited campaigns, worth up to \$2,388.

Plus, we'll set up a free store for you on our platform — at no cost. Not only that, but **you won't have to worry about transaction fees for a full year**, so all profits are yours alone. There's only 14 spots available, so don't hesitate; claim your store and become part of a supportive community where everyone is focused on helping each other succeed!

Our expert team is here to provide their guidance and support every step of the way — just jump in now for an exciting journey culminating in exponential growth for your brand.

< START NOW >

Eligible store categories

If your online store offers products in any one of these categories, your store may qualify – and we'd love to hear from you:

- Clothing
- Shoes
- Consumer electronics
- Cosmetics & body care
- Books, movies, music & games (excluding downloads)
- Bags & accessories
- Household appliances
- Food & drinks
- Furniture & household goods
- Sports & outdoor
- Toys & baby products
- Stationary & hobby supplies
- DIY, garden & pets
- Vacations & travel

**Your chance to dominate the Zappta gamification platform,
free—and take part in a revolutionary new way to shop!**

Seize the chance to get your business off to a flying start – be one of our first fourteen stores to be included in our beta-launch and receive 12 months' full access – free of any charges, and 0% commission on sales.

< START NOW >