

### CASE STUDY

#### CHALLENGE

Yummy Art is an online B2B and B2C edible Ink company - you can eat what you draw. They wanted to grow visibility and interaction with new and existing clients to drive traffic to their Website and online sales.

#### SOLUTION

Yummy Art used Wishponds Sweepstakes. By giving away a gift voucher for their online store they grew brand awareness and created a buzz and excitement. They posted their Sweepstakes on Facebook, promoted it on Twitter and sent out emails with a link to their Contest. With this multichannel approach they easily invited customers from all their channels to spread the word about their product.

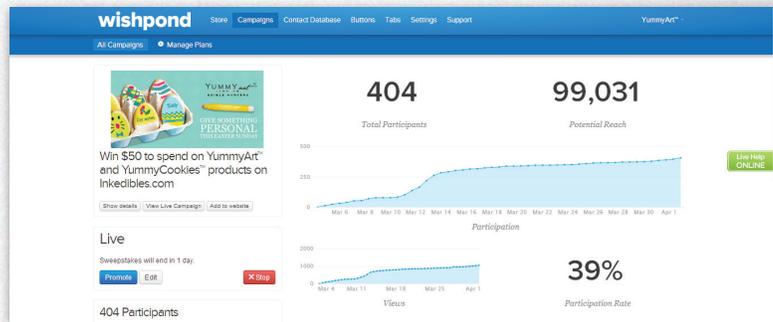
#### OUTCOME

In less than a month using Wishponds tools Yummy Art added:

- Over 430 participants
- A potential reach of over 106,000



#### Wishpond Sweepstakes Contest



#### Wishpond Contact Database Analytics

Yummy Art is proof that it is easy to grow your brand awareness and increase sales with synchronized multichannel promotion. Wishpond's tools made it easy.

By giving away a gift voucher to their online store they created a buzz and excitement amongst the entrants and got word of their product out there. With this interactive and fun environment Yummy Art was able to capture all analytics and emails about new and existing customers to contact them for further promotions.

Wishpond's tools, such as a Sweepstakes can increase the virality of your brand and make it easy to market your online products. Yummy Art's planning to run regular Sweepstakes - to keep excitement and increase Website referral traffic growing.

“The tools provided by Wishpond to create a campaign were intuitive and easy to use, and the insight gained from the campaign, such as the geography and likes of the participants, provided encouragement that the right audience was reached.”

Dr. Dimitris Constantinou - Inkedibles

