



Competitions / Prize Draws

Description:

These can be run using either 09xx Premium Rate Numbers or SMS. A typical competition generally requires entrants to answer a multiple choice question followed by their contact details.

Using SMS the entrant would send in a keyword followed by their answer to a short code, the entrant would then receive a chargeable message back. The service will now have the entrant's mobile number and will be able to advise them if successful, using this number. Phonenumbers4u provide the customer with a web based interface in order for them to manage their own competitions and see results instantly, thereby measuring the effectiveness of the campaign.

Using a Premium Rate Number for the competition the entrant would call a PR number and answer the question as well as leaving any other required data. Periodic competitions and prize draws could be run during key events and involve business partners and suppliers. (I.e. *The prize is bought to you by Phonenumbers4u, key sponsors of the event*).

Benefits of choosing Phonenumbers4u's Competition Service...

1. Generates an additional revenue stream.
2. Promotes product and business awareness.
3. Customer interaction and qualified data collection.
4. Provides incentive for entrant to leave data or even make a brochure enquiry.
5. Competitions could potentially be run as free to entrant, i.e. on non geographic numbers or no-reply to entrant on SMS. The client may wish to use this solution in order to gather data or promote a service or themselves without charging the entrant. In this case Phonenumbers4u would expect a "sponsored by Phonenumbers4u" message on all advertising and there may be monthly running costs payable by the client.
6. Run competition after competition with NO additional charges for doing so.

Your Customers benefits:

1. A chance to win a prize.
2. A means to interact with the supplier.
3. No forms to fill in or tickets to buy.
4. Entrants will receive a message direct to their mobile informing them of the result.
5. Simple easy and fun for both parties.

Costs & Revenue			
Available Tariffs	Between 10p - £1.50 per minute or per call. SMS: 25p, 35p, 50p, £1.00, £1.50 or £5.00	Your Revenue	See Revenue Share Card.
Number Setup Costs	Single* data collection £99.99 for up to five 09xx PR numbers. Multiple* data collection £99.99 up to five 09xx premium rate numbers	SMS Setup Cost	£79.99 per system with a single keyword. Please contact us for multiple keywords or dedicated code pricing for high traffic volumes.
Ongoing Costs	None	Lead Time	3-5 days

*Refers to the data collection from the caller, I.e. the caller's telephone number or name etc. Any D.T.M.F. (Telephone keypad) input will be classed as multiple data collection.

Contact Phonenumbers4u today to make the difference to your business!

Call us free on **0800 634 85 85** or e-mail info@phonenumbers4u.com

Alternatively find out more online at www.Phonenumbers4u.co.uk