

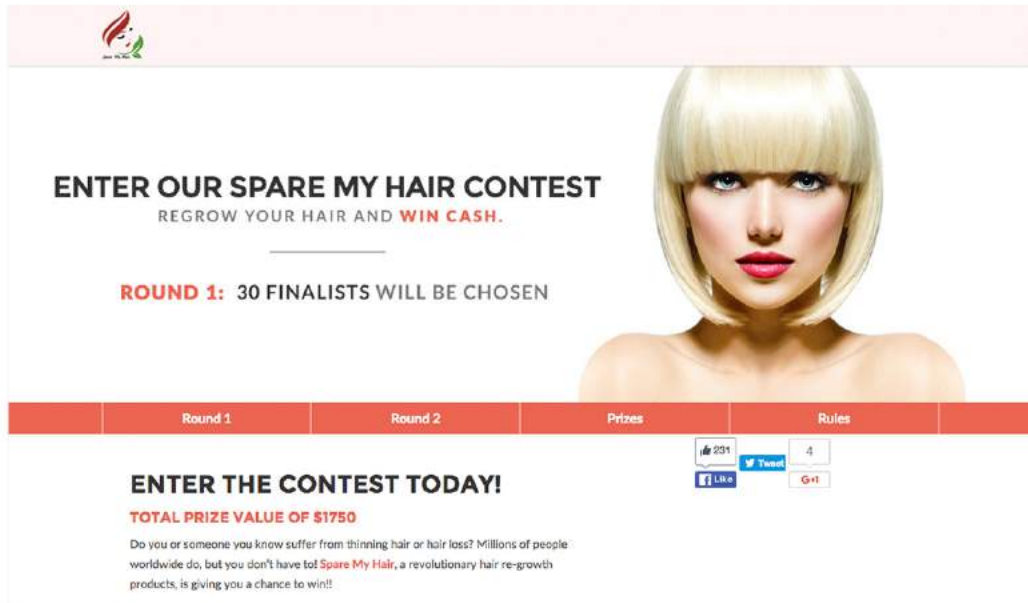


# Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads



## Spare My Hair Customer Success Story



### Challenge

Spare My Hair wanted to increase sales, website traffic, fan engagement and leads for their business.



### Solution

Spare My Hair ran a nationwide contest called "Enter Our Spare My Hair Contest! Regrow Your Hair And Win Cash." It consisted of two rounds using Wishpond's Photo Contest App.

For Round 1, they asked participants to submit a photo showing their concern of the thinning scalp hair. All the photos were hidden from the public (so that participants felt comfortable submitting their photos). They picked 15 men and 15 women to receive a three month supply of Spare My Hair line of products, which included daily vitamins, scalp treatment, shampoo, conditioner and a laser scalp stimulation brush. This was a great way to generate qualified leads, since the chosen participants would be interested in using their products.

For Round 2, participants submitted their "after" photos after using the products for 3 months and one lucky person was selected for a grand prize of \$1000. The 2nd and 3rd place winners also received a cash prize.



### Results

"Excellent." Spare My Hair increased sales, website traffic, fan engagement and leads.



### Why Wishpond?

"Organized, better support and technology"

"I liked their plugins and their tactics"

"I highly recommend Wishpond"

- Spare My Hair