

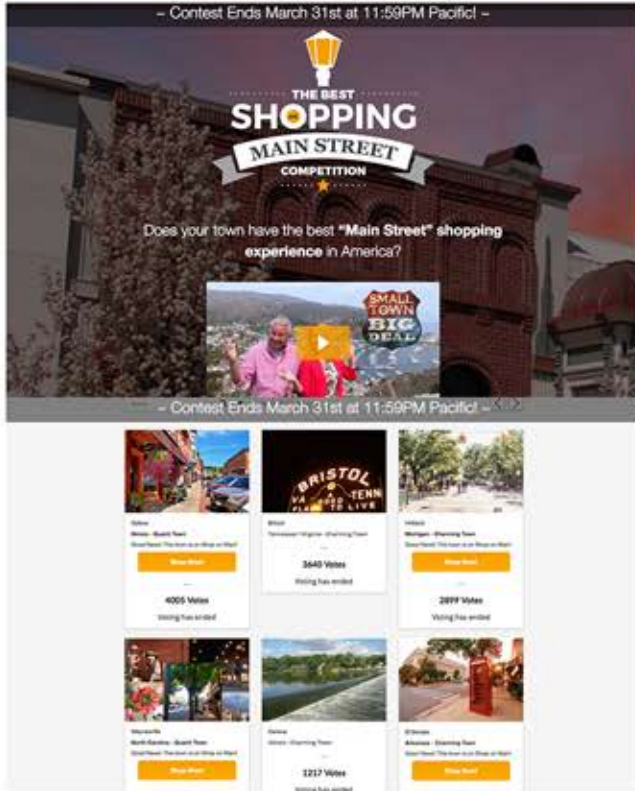


Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads

deviateLABS

Deviante Labs LLC Customer Success Story



15K+ NEW LEADS

20K+ IMPRESSIONS



Challenge

Deviante Labs is a marketing agency that had a client that wanted to run a vote contest for a hit tv show called "Small Town Big Deal". The client was in search for which town had the best "Main Street" shopping experience in America. They wanted to run a fun, relevant contest for brand awareness and lead generation.



Solution

Their client is an early-stage startup and needed the right traction and exposure to present during its second round of raising capital. They chose to run a vote contest and the winning neighborhood would be featured in an episode on the show, given the title as voted #1 Main Street and the shops/businesses would be spotlighted with their own section of ShopOnMain.com for more exposure.



Results

"Our client's campaign exceeded our expectations. Without any existing brand recognition, we set a low threshold for the competition. However our client received over 15K unique opt-ins and 20K+ impressions through the campaign. The customized landing page through Wishpond also allowed our client to put its best foot forward to press and potential business partners while simultaneously working on a website redesign in the background."



Why Wishpond?

"Wishpond stood out from the rest of the crowd due to the variety of features and the flexibility to customize to our client's design/branding."

"Wishpond was a key component to our campaign's success. It was a one stop shop that was intuitive, very easy to setup and reliable throughout the duration of our campaign."