

# 2020 SPRING

## CUSTOMER SUCCESS REPORT



## CONTEST MANAGEMENT CATEGORY





# CONTEST MANAGEMENT OVERVIEW

Contest management software is used by companies to sponsor or develop a contest platform. It enables them to conduct innovation competitions that help to create new services or products. In addition, by conducting interesting and rewarding contests, organizations can connect more closely with their target consumers, especially young adults and youth. This demographic is typically motivated and creative in establishing relationships with their preferred brands.

Another benefit of contest management software is they help your brands to gain exposure to a wide audience. Participants raise awareness about your enterprise and brand by talking about the contest with their colleagues, friends, and family. Thus, as more people talk about your company's competitions and products, you can engage with them in a relevant manner to exponentially boost your reach into the target segment.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

## Customer Success Report Award Levels



### Market Leader

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### Top Performer

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### Rising Star

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



# 2020 Customer Success Awards

Check out this list of the highest rated Contest Management software based on the FeaturedCustomers Customer Success Report.



 **SHORTSTACK**

**skild**

Submittable 

 **votigo**

wizehive



 **easypromos**

 OpenWater

 Rafflecopter

 reviewr



 **Gleam**

Judgify 

 VIRALSWEEP®

 **VYPER**

# OVERALL BEST

OF CONTEST MANAGEMENT



# Submittable



# Submittable

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## ABOUT SUBMITTABLE

Upgrade your submission or application process with cloud-based software from Submittable. Their all-in-one submissions solution makes it simple to collect, collaborate, review, and report on any kind of digital content. Perfect for grantmakers, universities, brand managers, scholarship coordinators, publishers, and more, Submittable is effortlessly customizable to suit and streamline your workflow—it's also scalable for institution-wide processes, from HR to events and conferences.

# 95

Customer references from  
happy Submittable users

[VIEW ALL REFERENCES](#)



"Submittable was the perfect contest platform. From accepting videos and business plans, to communicating with students and teachers, to managing judges and conducting a public vote, the software was easy to learn and the staff were wonderfully supportive and always available."

Youth Entrepreneurs



"Submittable really helped streamline our awards. We're not hunting down as much information and we get entry fees right away. It's great for all user levels and I'm excited to see what else we could do with it in the future."

Dana J. Long

Marketing & Communications Manager, National Council of Structural Engineers Associations (NCSEA)



"It's been so helpful having a centralized platform where I can manage all of our award nominations. Submittable makes it easy for us to collect, analyze, and make use of data and it's easy for our end users to access and utilize."

Ingrid M. Robinson  
President, HMSDC



"The Submittable application itself is really great for conducting a contest, judging it, sorting submissions, and bulk emailing submitters. Plus, we're probably only using 10% of what Submittable is capable of."

Tom Strellich  
Contest Organizer and Judge, Owl Canyon Press



# 2020 MARKET LEADERS







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## ABOUT SHORTSTACK

ShortStack is a SaaS and is the most powerful contest platform for Instagram and Facebook contests, and for building lead-generating landing pages and marketing campaigns. Their team of in-house pros also design and build custom campaigns for small businesses and Fortune 100 corporations.

# 60

Customer references from  
happy ShortStack users

[VIEW ALL REFERENCES](#)

"I was able to spin up a clean, mobile friendly landing page in less than a few hours. The UI is simple, easy to use, and robust. I'll be sure to recommend your solution to other marketers."

Mike Keating  
Modrn Man

"Just a quick note to say how happy I am with how things are running on ShortStack. In addition to the sweepstakes running flawlessly (impressive considering the featured cruise changes every day and we are pulling entries from 3 different places), I also am so happy that I have access to edit our Campaigns."

Sarah Todd-Evans  
Social Media and Digital Content Manager, CLIA

"Shortstack is very user friendly, while also allowing you to change the CSS to fully customize your app to your brand."

Austen Huth  
Social Media Analyst, Tootsie Roll Industries

"After 4+ years as a loyal customer and with dozens of promotions deployed, count me as a Shortstack fan! I appreciate Shortstack's reliability and consistent platform innovation but most of all value the absolute commitment to customer and technical support and truly outstanding level of care consistently provided."

Ben Smith  
Director of Social and Emerging Media, Callahan Creek



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## ABOUT SKILD

Skild is an adaptable software service for professional challenge organizers. They originally built a competition management system to help run their own challenges, and in the process learned that other organizations had the same need. They built an easy to use online management tool and now anyone can develop and run competitions, awards, prizes and contest promotions from start to finish. Skild has run hundreds of challenges and other programs that have awarded over \$40 million in prizes over the past 12 years. They use their experience to guide and share knowledge each step of the way.

10

Customer references from  
happy Skild users

[VIEW ALL REFERENCES](#)

"Skild allows me to manage the Cade Museum Prize with ease- the customization tools are extremely intuitive and data analytics are flawless. After having experienced several other competition platforms, never before have I been able to pull such a personalized set of statistics and data."

Alexandra Rhoton  
Cade Museum Prize for Innovation

"The Skild platform enabled us to run a contest where customers submitted entries that were judged by a panel of employees. The back end was user-friendly and easy to maintain, while the front end was very professional looking and easy for customers to use. The Skild support team was helpful in getting us up and running on a tight deadline."

Deana Martin  
New England Biolabs

"My business is being a speaker at events. I knew nothing about planning my own awards conference. Skild was easy to set up and execute. The best part was that their support was outstanding and help us with all our questions as soon as they came up. I never want to do an event without them!"

Barry Moltz  
Co-Founder, The Rule Breaker Awards

"Skild's competition platform is incredibly flexible and user friendly. The support is also responsive and really streamlines running a competition."

Teddy Luong  
ACIDO



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## ABOUT VOTIGO

Votigo is a leading social media marketing & promotions company with a SaaS platform and full-service solutions. Founded in 2006, Votigo's technology platform allows brands, agencies, and enterprises to acquire, engage, and manage their customers through their full social marketing suite that includes promotions, social apps, publisher, conversation management, and analytics.

# 35

Customer references from  
happy Votigo users

[VIEW ALL REFERENCES](#)

"The application turned out to be everything we envisioned. I would highly recommend your company to anyone who wants to do a contest on Facebook in the best possible manner. We look forward to working with your team again in the future."

Shannon S. Porter  
VI Marketing and Branding

"I have been more than pleased with Votigo and the service you and your team have provided. Our Installation Showcase had a record number of entries this year. I believe that is thanks to the simplified entry process, option to upload multiple photos and the dependability of the platform."

Amanda McAfee  
Marketing Representative, Lochinvar

"Brooks looked at a lot of photo applications and ultimately picked Votigo because they made it easy to launch a Facebook photo promotion. Our fans love the contest and we have a simple interface for moderating submissions."

Joel Balleza  
Brooks Running Shoes

"Votigo's solution allowed us to easily create a compelling online contest to promote our new 27-second stock pitch. The contest is a great way for us to get our users excited and actively participating in the creation of the new stock pitches."

John Keeling  
SVP, Community Intelligence, The Motley Fool



# wizehive

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BILL & MELINDA  
GATES foundation



## ABOUT WIZEHIVE

Discover a better way to manage the apply/review/manage/report lifecycle with WizeHive. Our cloud-based Zengine™ platform streamlines and improves the grant management processes of more than 750 satisfied clients, including leading foundations, associations, corporations, and universities like the Bill & Melinda Gates Foundation, Coca-Cola Scholars Foundation, BlackBoard, and Echoing Green. Create approachable, stepped, engaging applications. Give your reviewers personalized portals where they can easily view their assigned applications and complete judging with a helpful side-by-side view and customizable scoring rubric. Harness all the data you collect to manage your full process, keep in touch with constituents, track impact, and continually improve your program.

# 68

Customer references from  
happy WizeHive users

[VIEW ALL REFERENCES](#)

“Wizehive is versatile, customizable, has incredible depth, functionality and great customer service!”

Laura Waniuk  
Event Liaison Specialist, Town of Vail

“It has helped us most in the scoring of our competitions. We no longer have to manually tally all of the results. We can also quickly run a report to see who placed in the top 10 to recognize onsite at our events.”

Robyn Mintier  
Database and Events Manager, PDK International

“Wizehive is a perfect solution for the capturing, storing, and review of multiple data points and content supplied by applicants. Love the review options; that we can provide full or part access, to specific level reviewers as needed. Where I lacked in knowledge for setup and execution, Wizehive’s Josh Thorne jumped in as needed to provide top notch...”

Cameron Tapley  
International CIO Leadership Association

“After reviewing several potential vendors, we chose Zengine from WizeHive due to its intuitive and adaptable user interface for administrators and applicants, its exceptional customer service, and its creative approaches to integrating custom plug-ins for our unique needs.”

J. Mark Davis  
President, Coca-Cola Scholars Foundation





# 2020 TOP PERFORMERS





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### ABOUT AWARD FORCE

Award Force is an industry-leading cloud software for awards organisers to manage awards program entry and judging online. Designed for performance and function, it's fast, secure, and delivers a great experience for entrants, judges, and awards managers. Seasoned awards organisers know there's a lot to manage during an awards program. Accepting entries, taking payments, validating eligibility, matching judges to entries, collating scores across multiple rounds of judging, shortlist & winner selection - there's so much involved. Award Force was designed from the ground up to deliver a robust online solution for awards that's a joy to use.

# 17

Customer references from  
happy Award Force users

[VIEW ALL REFERENCES](#)

"I would advise anyone running an awards program, especially those using a paper-based system, to consider an online system like Award Force. It is more cost-effective and eases the judges' workload."

June Graham  
Awards Manager, Victorian School Design Awards

"Our reputation and credibility with our clients is critical for us and that means we need to ensure that their award entrants and judges have the best user experience possible."

Jessica Havard  
Business Director, Two de Force

"One never likes to bet an entire awards on whether a system works or not, but the reality is that you have to. With Award Force I am confident we have a fail-safe system. Our member stakeholders deserve no less. We have noted increasing entries, far fewer queries and issues because of the system."

Mark Hollands  
CEO, The Newspaper Works

"Award Force has dramatically improved our service to both applicants and judges. It can be a real challenge to recruit judges because of the time commitment required in order to do a good job. But the feedback I got from them is they all enjoyed the experience of judging and they felt it was a rewarding experience. For applicants, we had a greater number..."

Jeannette Beranger  
Microgrants Program, The Livestock Conservancy



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### ABOUT EASYPROMOS

EasyPromos is a global leader in digital promotions offering a self-service, easy-to-use platform to create and manage digital campaigns seamlessly across any social media network or device. EasyPromos offers one of the most complete digital marketing platforms on the market, empowering marketers with the best tools to engage with their audience, generate leads, attract an audience to a point of sale, gather feedback and reward customers for their loyalty. EasyPromos saves customers valuable time, simplifies moderation, affords robust problem-free functionality and has done so for more than 250,000 promotions globally. Applications include sweepstakes, contests, quizzes, surveys, loyalty programs, and the first promotion is free.

# 96

Customer references from  
happy EasyPromos users

[VIEW ALL REFERENCES](#)

"What I like about EasyPromos is its constant renewal. They work every day to continuously improve customer satisfaction and adapt quickly to changes in Facebook and all networks which they work with. In addition, they increasingly incorporate new features without increasing the cost of applications. They work really well and reply..."  
**Alexandra Dalmau**  
Accounts Manager, Artelier Comunicación

"EasyPromos made the whole thing very easy and straightforward. It is the perfect way to choose competition winners on a fair and random basis, and by providing the capability to select multiple posts to choose from, selecting winners is a very simple task. It also allows you to choose back-up winners should there be an issue with the original selection, as..."  
**K. Morris**  
Account Executive, HROC

"The EasyPromos Premium tool is very flexible, and adaptable to any type of contest or promotion. With the help of the EasyPromos customer service team, we were able to organize the contest using the platform, releasing us from the need to program it ourselves. This saved us a lot of time, work and money..."  
**Alejandro Casero**  
Partner, Houser & Houser

"The EasyPromos platform definitely lives up to its name! It's incredibly easy and straightforward to use, and makes giveaway management very simple. I love that we can exclude previous winners, select back-up winners, and have the ability to really customize the parameters of each giveaway campaign..."  
**Brittany Luiz**  
Media & Public Relations Manager, Tombow USA



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## ABOUT OPENWATER

OpenWater is more than a software vendor or technology provider. OpenWater create solutions that solve some of the most frustrating, costly, time intensive problems that organizations face and then customize and configure them to meet the exact needs of their clients. When you choose an OpenWater solution for online awards, abstract or conference management, you get more than an outstanding web based system, you get a team dedicated to making sure you are an expert in the platform and that the special nuances of your program are covered.

# 27

Customer references from  
happy OpenWater users

[VIEW ALL REFERENCES](#)

"We made the choice to go with OpenWater for our Fellowship designation because of the flexibility and simplicity that the platform has to offer. We're proud of the Fellowship nomination experience that we've been able to build for our members on the OpenWater platform."

Courtney Kaminski

The College of Family Physicians of Canada

"They were fantastic when it came to working with our ideas to improve site functionality. In fact I would say the overall quality of their service was unprecedented. They turned around everything that we asked of them in less than a week and I've never had to wait longer than 10 minutes for a reply to my questions. That's amazing."

Tyler Landry

Ragan Communications

"We have now transitioned from a labor-intensive pen and paper system to a sophisticated, intuitive, and auto-scored system that will allow our Fellows Group to quickly and efficiently review the applications. A huge thanks to the entire OpenWater team!"

Jeffrey Sventek

Executive Director, Aerospace Medical Association

"ASHA uses the OpenWater platform for awards programs, grant and scholarship applications, mentoring enrollment, course registration, volunteer applications and leadership programs. The flexibility of the OpenWater platform functionality is crucial to efficiently and successfully manage these various types of programs, each with unique..."

Jill Straniero

Digital Product Manager, American Speech-Language-Hearing Association



# Rafflecopter

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### ABOUT RAFFLECOPTER

Rafflecopter is the world's easiest way to run a giveaway online. Rafflecopter makes it “mega simple” to launch and manage a giveaway for any brand, on any website, as much as you want, with no I.T. help required. With a few clicks of your mouse and a copy/paste, you'll be off and collecting entries in no time.

# 20

Customer references from  
happy Rafflecopter users

[VIEW ALL REFERENCES](#)

"I tried Rafflecopter for the first time recently and I have never had a giveaway go so smoothly before! My first Rafflecopter giveaway ended up being the biggest of all time with well over 60,000 entries. Picking winners has never been easier, either. I only wish I had discovered Rafflecopter sooner but now that I know how easy they can make my...  
Christy Jordan  
Owner, Southern Plate

"I love the simplicity & ease of the Rafflecopter dashboard. Duplicating a successful giveaway from the past is one of my favorite features and streamlines the process for sweepstakes."  
Mike Rush  
Marketing & Gaming Project Manager, Webroot

"Rafflecopter is my favorite tool to host giveaways! I love the ease of creating and managing giveaways, the sleek style, and the powerful analytics. I recommend Rafflecopter to anyone who hosts giveaways. Not only will you get an amazing tool that will save you buckets of time, but you will also get amazing support. The team at Rafflecopter is unique, fun,...  
Owner  
Kate Tilton

"We LOVE Rafflecopter and use it in so many of our campaigns. It gives us the ability to engage consumers with a client's brand across social media, email marketing, and more. We are able to utilize these connections for follow on marketing activities and to strengthen the longevity of our campaigns."  
Christine Wilson  
Founder, MtoM Consulting





# reviewr

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## ABOUT REVIEWR

Reviewr is a web-based application used to collect, manage, and review online submissions. No more hard copy paperwork. No more spreadsheets. Just Reviewr. Use Reviewr to manage your entire submission collection process all on a single dashboard. Run competitions, contests, awards, grants, and call for entries. Their mission is simple to reduce the clutter of managing a submission intake process, saving their clients a ton of time and keeping their participants more engaged.

# 39

Customer references from  
happy Reviewr users

[VIEW ALL REFERENCES](#)

"Being able to randomly assign reviewers to applicants saved us so much time and headaches. I also loved that, after random assignments were made, I had the ability to easily move the assignments around."

Danielle  
University of Maryland

"Reviewr made reporting statistics on the event so much easier. The administrative interface was easy to maneuver; the information we needed was easily accessible and understandable."

Jacob Auchincloss  
Massachusetts Institute of Technology

"Applicants love the reviewer feedback aspect of the event, which your platform allows. Even if they don't advance in the competition, they can at least get some feedback."

John Surdyk  
Event Administrator, University of Wisconsin-Madison

"I was able to go in and look at EVERYTHING all at once and the approve/deny process was so easy. I loved the ease of being able to sort and download anything that I needed to see."

Noelle Duncel  
Indiana Small Business Development Center



# 2020 RISING STARS





# Gleam

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HubSpot

shopify

ADORE ME

fullscreen

PRINCE EDWARD ISLAND  
PRESERVE COMPANY  
EST. 1985

## ABOUT GLEAM

Gleam is a growth marketing platform that helps businesses focus on actions. An action can be whatever you want, an email subscriber, a Facebook like, a Twitter follower or someone mentioning your company via a hashtag. They are trusted by over 3000 paying customers & have 100,000+ active businesses using Gleam. Their campaigns are designed to work anywhere, on the web, mobile or even inside Facebook tabs.

# 49

Customer references from  
happy Gleam users

[VIEW ALL REFERENCES](#)

"I use Gleam to gain thousands of email subscribers each month. But that's just the beginning. It's my #1 tool for growing my current full-time gig."

Todd Doesnberry  
PaleoEpic

"We have run several Gleam giveaway campaigns now which have, overall, grown our email list to 10,000. That email list has been fundamental in growing sales. The main goal with the email list is to provide subscribers with value and build trust. It could be a special off, discount, promotion or a sneak peek at something we are working on. We have also..."

Chris Cage  
Founder, Greenbelly

"Using Gleam to run a giveaway makes the process a breeze. Lots of entry options, an easy to use widget, positive feedback from my readers and a responsive helpful support team, who understand bloggers, makes using Gleam the obvious choice for me."

Helen Best-Shaw  
Fuss Free Flavours

"Gleam competitions are exceptionally powerful. We can ask the entrant to engage with our social media, visit a specific page on our website, subscribe to our database, become a fan of our YouTube Channel and tell their friends about it all in one hit! I feel that people just asking entrants to "opt-in" to their newsletter or "like" their Instagram account are not..."

Lucy Cornes  
She Shopped



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## ABOUT JUDGIFY

Judgify is a cloud-based awards management platform that allows awards, contests and competitions to be organised online, anytime, anywhere. Judgify is a product of GlobalSign, the leading event management solutions provider specializing in providing tailored online software solutions in Asia for various private and public sectors such as government, corporate, event organizers, SMEs and Associations across diverse industry sectors.

# 11

Customer references from  
happy Judgify users

[VIEW ALL REFERENCES](#)

"There were 100-125 award sessions annually before the implementation of Judgify. The number of entries grew to 225 with Judgify. We simplified the process for entrants and judges, increased submission of awards."

Doreen Gosmire  
United Methodist Association of Communicators

"The contribution of Judgify to the smooth submission process and judging automation for AHMA 2017 gave us a good opportunity for growth. We intend to continue using the system and cooperating with the team for 2018 as well."

Rose Onilongo  
Conference Manager, Clarion Events

"When we first started working together, the Judgify support manager spent a great deal of time with us learning the process, the limitations, the industry 'lingo', and all the tiny particulars. The Judgify team then got to work building and customizing the Judgify product to our needs."

Carolyn Townsend  
Director of Public Relations and Communications, Support4Sport Awards

"I am extremely satisfied with the implementation team and support that I received throughout this event. The Judgify platform made my event a success!"

Catherine H. Dumont  
High Tech Marketing Manager, UPS





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PhotoWhoa

foundr



Coconut Bowls

## ABOUT VYPER

VYPER is a marketing tool that helps grow your business. Generate more traffic, leads and customers using contests and reward programs. Scale your business with viral campaigns from VYPER. A tool that helps you build viral contests, giveaways and reward programs.

22

Customer references from  
happy VYPER users

[VIEW ALL REFERENCES](#)

"Generated over 10k emails subs in 9 days using this giveaway + tool + growth hacking strategies."

Nathan Chan  
Chief Executive Officer, Foundr Magazine

"Love VYPER. Have been using for awhile and it's been super helpful for collecting more leads!"

Eric Siu  
Chief Executive Officer, Single Grain

"I'm a huge fan of VYPER and would recommend it to anyone who is interested at maximizing their email list."

Dannavir Sarria  
Founder, CopyMonk

"The VYPER bonus actions really helped expose our giveaway to more people."

Jake Mckeen  
Founder & Director, Coconut Bowls



## TRUSTED BY



### ABOUT VIRALSWEEP

ViralSweep is the sweepstakes platform for businesses. In just a few minutes you can build a sweepstakes and place it right on your website. Sweepstakes are one of the fastest ways to grow your email list, as well as expand your social reach.

# 32

Customer references from  
happy ViralSweep users

[VIEW ALL REFERENCES](#)

"ViralSweep is a user-friendly, all-in-one integrated platform for contests. Their best feature is the customization of the form and the email auto reply. The analytics are ready for preview and data is important to us. Giancarlo went above and beyond to make sure the contest flows well and we thank him for all his efforts."

Rochelle Chan

Digital Marketing Manager, CONNECT Asset Management

"ViralSweep has been a key tool in growing our social following and our email lists. We've seen ROI's of over 1000% from revenue generated directly from our ViralSweep managed giveaways. I wish all of our other marketing efforts were as successful!"

Derin Oyekan

Chief Marketing Officer, JewelScent

"ViralSweep can encourage engagement on social media and help to attract traffic to our website and social profiles. From there, potential customers can turn into real customers or we can get more shares to reach an even wider market."

Michael Sunarlim

E-Commerce Manager, Bluelounge

"ViralSweep is by far the best and most flexible sweepstakes app we have used! If you want great pricing, fantastic support and a great looking application that runs on multiple platforms (not just Facebook), try Viralsweep."

Immanuel Debeer

Online Marketing, Segafredo