



Contest Management Software Category

SPRING 2026
Customer Success Report





Contest Management Software Category

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

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

MARKET PRESENCE SCORE

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

COMPANY SCORE

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

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.

2026 Customer Success Awards

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



 easypromos  OpenWater  SHORTSTACK

 skild  Submittable



 AWARD FORCE  reviewr  votigo



 BLITZ ROCKET  evalato  Gleam

 Judgify  Viralsweep

* Companies listed in alphabetical order



2026

**CONTEST
MANAGEMENT
SOFTWARE**

MARKET LEADER





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...

196

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“EasyPromos is very experienced & ambitious, flexible team – they are all familiar with the situations we would face (i.e from technical to marketing), and provided us instant support even we just communicated through emails, they give us confident that their app is well-fit into our business model. I have no doubt to recommend EasyPromos to any companies. They definitely helped us to acquire our KPIs.”

AMAS LI
MARKETING MANAGER, MACAU.COM

“We are an international online marketing agency, and it is the perfect tool to do contests, if in addition you put your imagination, it is unbeatable. We have been using it for more than 2 years, it is very easy to use.”

HÉCTOR MARTÍNEZ
CEO, MEDITERRANEA SERVICES

“EasyPromos is a great tool, and we feel we have only scratched the surface of its capabilities. I can not compliment the online support team enough! They have always gone above and beyond answering questions.”

MIKE RIDGE
CREATIVE MANAGER, THE EASTWOOD COMPANY

“The EasyPromos platform is easy to use, so very user-friendly. You can choose a broad variety of promotions, their support is excellent, and they have a good price/quality ratio.”

WILFRIED LIGTHART
CO-OWNER, PURIMPRESSION

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kettlewell





ABOUT OPENWATER



OpenWater is more than a software vendor or technology provider. OpenWater creates 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.

73

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“OpenWater has given us back valuable time and made our work so much more efficient. Automating tasks like application acknowledgments and approval letters with OpenWater has significantly reduced our workload.”

SENIOR MANAGER, GOVERNANCE AND COMMUNITY RELATIONS
IMA | INSTITUTE OF MANAGEMENT ACCOUNTANTS

“Before OpenWater, we were manually filling out information in spreadsheets for scholarship applications, and it was incredibly time-consuming. Now, the process is all online, and everyone on our team appreciates how much smoother it is.”

MARKETING AND WEBSITE COORDINATOR
FORGING INDUSTRY ASSOCIATION

“The time that OpenWater has saved has been amazing. Submissions are much more visible, and the process is far easier for the team to manage.”

BUSINESS SYSTEMS PROJECT MANAGER OF DIETITIANS AUSTRALIA
DIETITIANS AUSTRALIA

“OpenWater revolutionized our nominations and voting processes. It saved our team significant time and effort while delivering a vastly improved experience.”

SENIOR DIRECTOR, DIGITAL COMMUNICATIONS
THE TOY ASSOCIATION

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Dietitians Australia



DIRECT WOMEN
ACCELERATING BOARD OPPORTUNITIES FOR WOMEN





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.

102

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“HIGH” and that’s definitely accurate. According to the contest rules, the total value of the contest prizes was \$742.98. However, Rogue collected 22,541 email addresses to use for future marketing. That’s about \$0.03 per email address. Zessin said they were surprised by the results, We did not expect to get this many entries.”

AMANDA ZECCIN
COMMUNICATIONS DIRECTOR, ROGUE ALES & SPIRITS

“I am a huge fan of ShortStack! They have made creating online contests FUN with their easy to use platform! I had previously used another company called Wishpond and had a terrible experience with their product and customer service.”

DAVINA DIVINE
MWI OFFICE SUPPLY

“Her team uses ShortStack to gather social media sweepstakes entries, host photo contests, run hashtag contests, and collect form-based contest entries.”

SIERRA HAWKINS
DIGITAL MARKETING COORDINATOR, MINNESOTA LOTTERY

“This content provides us with a chance to really connect with listeners, while also providing our clients with an opportunity to associate their brand with a unique engagement and brand extension.”

KELLI FRIELER
EXECUTIVE DIRECTOR OF DIGITAL, 104-7 KCLD

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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...

14

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“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

“We launched the Cisco Global Problem Solver Challenge to jumpstart innovative ideas that benefit society, catalyze economic growth, and create jobs. Over the past [five] years, we’ve had the privilege to see tremendous innovation from every corner of the globe.”

TAE YOO
SENIOR VICE PRESIDENT, CISCO

“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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RELX Group™ Reed Elsevier



43NORTH ACIDO Association of Chartered Industrial Designers of Ontario



ABOUT SUBMITTABLE



Submittable powers you with tools to launch, measure, and grow your social impact programs, locally and globally. From grants and scholarships to awards and CSR programs, we partner with you so you can start making a difference, fast. The start-to-finish platform makes your workflow smarter and more efficient, leading to better decisions and bigger impact. Easily report on success, and learn for the future—Submittable is flexible and powerful enough to grow alongside your programs. Submittable provides a seamless, end-to-end...

293 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Really specify what you need and your end goal, and verbalize that. The sales representatives and implementation leads at WizeHive really listened to what we wanted, and they brought it to life. They were excellent to work with. It was a game changer in the way we rolled out our applications, and I can see it only getting better and better as each year passes. And to that end, always be learning - the second year improvements you can make over year one are tremendous. There are so many features - I'm still learning more on.”

JAYME JARVIS
SENIOR PROGRAMS COORDINATOR, CHALLENGED ATHLETES FOUNDATION

“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

“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 STRELICH
CONTEST ORGANIZER AND JUDGE, OWL CANYON PRESS

“The experience I've had over the past few months with my implementation specialist has been just beyond anything I've experienced over the past few decades.”

JASON KETTERICK
CHIEF EXECUTIVE OFFICER, LINDSEY VONN FOUNDATION





2026

**CONTEST
MANAGEMENT
SOFTWARE**

TOP PERFORMER





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...

38

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Using Award Force is like one-stop shopping. It's incredible that we are able to run our scholarship program from start to finish with hundreds of users — from applicants to administrators and reviewers — on a singular platform so efficiently and securely.”

SUE ERBECK
GENERAL MANAGER, ICELAND WRITERS RETREAT

“The customer service has been outstanding from the moment we started working together, Whenever I've had any issues or wasn't sure how to do something they have been easy to reach and help until I know what I am doing. Highly recommended!”

MARGOT RAGGETT
PHOTOGRAPHER, REMEMBERING WILDLIFE

“The driving factors for change were the need to elevate the experience whilst simplifying the process.”

RACHAEL FISHER
PROGRAM MANAGER, RCSA INDUSTRY AWARDS

“Our first year of using Award Force was like flying business class after a lifetime of economy.”

ELIZA REID
FOUNDING DIRECTOR, ICELAND WRITERS RETREAT

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ONE WORLD MEDIA
AWARDS

NUSGRIP
GRADUATE RESEARCH INNOVATION PROGRAMME

VICTORIAN
SCHOOL
DESIGN
AWARDS

Two de force
AWARDS

SIA SUMMIT
INTERNATIONAL
AWARDS



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.

64

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Reviewr has provided a platform that is easy to use and easy to share with scholarship applicants and judges alike. The support for building and re-designing has been wonderful! After discussing the benefits of various options, changes are made quickly and without complaint. Plus, information is stored from one year to the next, which makes the next year's efforts easier. Using Reviewr decreased the staff time for the scholarship program by 60%.”

SUSAN C.
KANSAS HOSPITAL ASSOCIATION

“Not only did the winners get a chance to build a relationship with a health care facility and work out the ‘bugs’ with the product; the success of the testing period could lead to the winner's first client in the health care industry. Imagine the possibilities from there.”

JASON BALL
LINCOLN CHAMBER OF COMMERCE, LINCOLN HEALTHCARE

“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

“Associations that focus on leveraging data, improving processes, and investing in new technologies, the hard work will likely pay off in more engaged and satisfied members.”

THE SOCIETY OF ASSOCIATION EXECUTIVES
STATE OF TECHNOLOGY

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**FAIRLEIGH
DICKINSON
UNIVERSITY**

FERRIS STATE UNIVERSITY





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.

47

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Sharpie is excited about our new social media contest powered by Votigo's technology. We recognize the value social media marketing brings to our brand and value Votigo as our partner in providing the technology platform for this compelling user-generated contest.”

RAUL RUIZ
GLOBAL BRAND MANAGER, SHARPIE

“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

“We've used a number of Facebook applications for our contests and sweepstakes in the past, but Votigo was by far the easiest to manage and the most cost effective for our needs.”

JON GERMAIN
WENGER

“We are very pleased with the outcome of the contest. Votigo's flexible platform combined with their strong service orientation helped make the overall campaign very successful.”

BOB SILVER
SVP, MWW GROUP

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2026

**CONTEST
MANAGEMENT
SOFTWARE**

RISING STAR





ABOUT BLITZ ROCKET



Blitz Rocket 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.

26

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“VYPER’s platform gamifies the contest unlike other contest builders where the user doesn’t feel engaged in the campaign.”

NEERNIDHI SAMTANI
ENTREPRENEUR-IN-RESIDENCE, TESTBOOK

“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

“Love VYPER. Have been using for awhile and it’s been super helpful for collecting more leads!”

ERIC SIU
CHIEF EXECUTIVE OFFICER, SINGLE GRAIN

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

JAKE MCKEON
FOUNDER & DIRECTOR, COCONUT BOWLS

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Coconut Bowls

BIRCH + FOG



foundr





ABOUT EVALATO



Evalato is the next-gen awards management software that helps you collect applications with ease, empower evaluation and pick the worthiest winners for your programs. It's the go-to solution for awards, prizes, nominations, competitions, powerlists and other programs. Evalato offers streamlined and intuitive processes for everyone involved: program managers, applicants and reviewers. The platform supports 40+ languages and all 160+ currencies out there and integrates with 3000+ apps and services on the web. Trusted by brands like UN, WWF, Red Cross, Reuters, Vodafone, Effie, University of Oxford and hundreds of other organizations, Evalato helps you...

43

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“This product is the best we could find on the market in both value and performance, there is nothing close to it.”

JOHN ADAMS
THE MOTIF COLLECTIVE

“Choosing Evalato was the best decision we made — it brought everything together in one seamless system.”

SONJA JAZIC
SENIOR PROJECT LEAD, SERVICE DESIGN NETWORK

“[Evalato] Reduced the time and errors associated with manual management.”

BEATRIZ GONÇALVES
ACCOUNT MANAGER, PRÉMIOS LUSÓFONOS DA CRIATIVIDADE

“With Evalato it was easy to create and implement the evaluation process we needed!”

MARY KIRILOVA
FOUNDER AND CEO, AMBER PRIZE

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Canon

DENTAL TRIBUNE



**AMBER
PRIZE**

BALTIC EVENT
AWARDS



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.

52

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Gleam has been pivotal in curating Protean's initial momentum. When we registered on the site, our email list was sitting at around 200, with even worse social media numbers. Through executing on Gleam's viral giveaway system, we've grown to over 7,000 email subscribers and over 6,000 followers across social media.”

ALEX DARLING
PROTEAN CASE

“The Shark X campaign showed us how a striking design coupled with a Gleam giveaway can capture attention worldwide. The next chapter of that story will be centered around FreeForm 2.0, our modular, customizable design philosophy, and we're planning future Gleam giveaways to bring that vision to life.”

KEVIN PIANGENTI
INFLUENCER MANAGER, COOLER MASTER

“Gleam didn't just provide us with a platform to organise fun competitions for our readers, it gave us the opportunity to leverage our readership to drive better performing sponsored editorials with higher returns.”

AIBEK ESENGULOV
MAKEUSEOF

“Gleam has helped us to engage and connect with our site's community on a deeper level. We love Gleam and the people behind it.”

MCKANE DAVIS
PRESIDENT, SCRAPBOOK.COM

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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

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“The software is great for award management and the admin console is clear when it comes to audit how all is going , a lot of option and edits are available. The overall experience is great , address our needs and what we wanted in a quick time.”

KHALED A.
SENIOR SPECIALIST - STRATEGIC PLANNING &
GOVERNANCE, MUBADALA

“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

“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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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.

35

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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 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 easy-to-use and the fastest, most cost-effective way to set up a full-service, compliant promotion. Giancarlo and the team are incredibly responsive and helpful when working through custom requests.”

COURTNEY HARWOOD
SVP, MARKETING, KEEP

“Viralsweep was a huge learning experience and resource for building momentum going into our Kickstarter campaign.”

ADRIANA MCLANE
FUELING GROWTH & EMPOWERING TEAMS, X STAND

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