



 OPTIVATE

Promotion Platforms

2022

Gamification Ground up

Request a Quote!

Description

- Engage your consumers in meaningful ways whether at retail or on-site activation.
- Reward consumers for engaging with your brand
- Optivate can build your custom game from the ground up in 4-6 weeks once Optivate has all the necessary assets.
- Collect valuable data to help build your Martech Stack and keep your consumers engaged and within you digital ecosystem.

Hoops Game

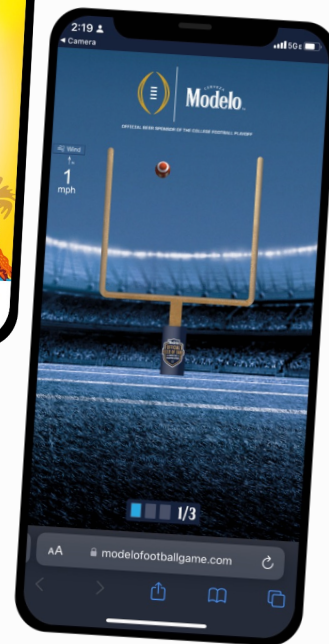


Modelo Football



Scan Here
To Test

Approved 



Mobile Scratcher Standard

\$3,198.00

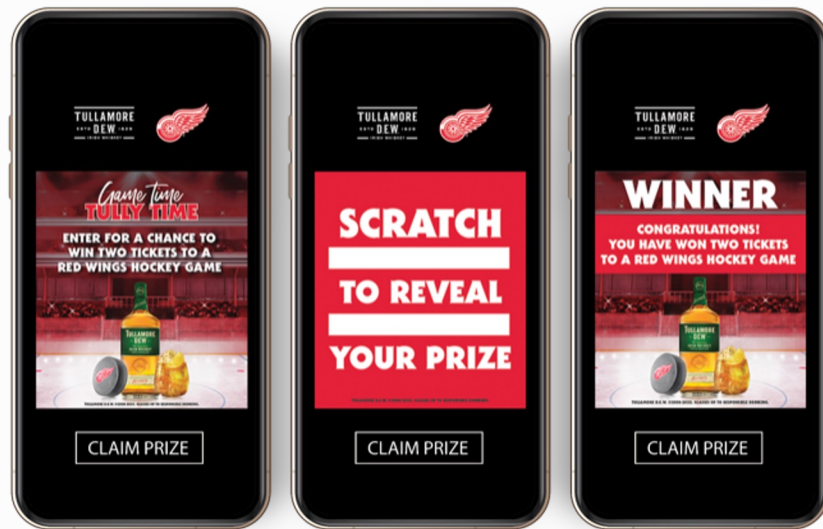
Description

Deliver Instant Gratification

- Provides Brand Awareness
- Gamification Vs. Standard Data Entry
- Consumers are instantly notified if they win (NJ does not allow instant-wins)
- Increased retail support
- Custom Data Collection
- On & Off-Premise Applications.
- Includes URL & C-Panel.

*Does not include design or fulfillment of sweepstakes.

Approved 



Delivery Date: 15 business days after Optivate has all assets required for development.

- **(2x)** Rush Fee if needed in 7-14 business days.
- **(3x)** Rush Fee if needed in 3-6 business days.

Custom Brand Filters

Request a Quote!

Description

- Give your CORE consumer a reason to engage and share your brand socially with friends!
- Optivate can build your Custom Filter from the ground up in 4-6 weeks once we have all necessary assets.
- Collect valuable data to help build your Martech Stack and keep your consumers engaged within your digital ecosystem.
- These tools are great for tradeshow and conferences to help leave an impression with buyers and retail partners.



Rebate Promotions

Request a Quote!

Description

- Develop a custom rebate promotion end to end with Optivate.
- Our team will design, develop, validate and fulfill your entire promotion all under one roof.
- Increase volume and velocity with offering strong incentives.
- Strengthen retail partnerships with elevated digital promotions.

Approved 

Microsite Lite

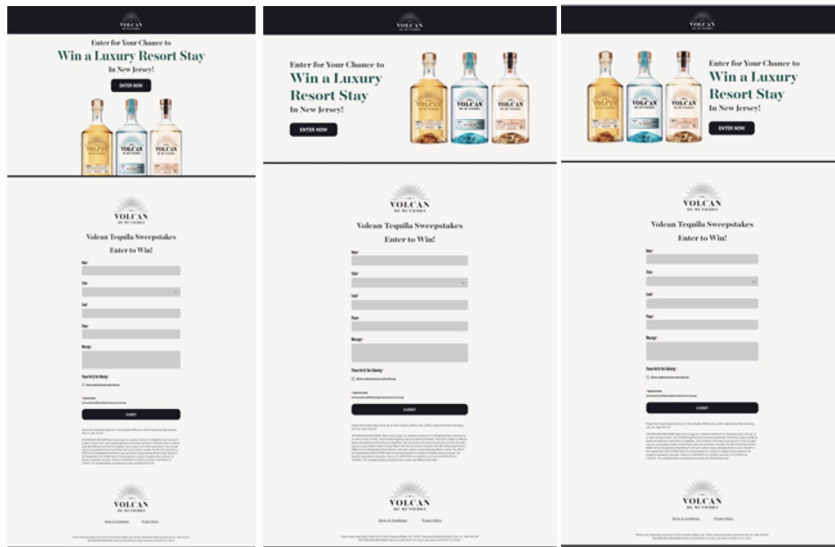
\$2,994.00



Approved 

Description

- SSL Certificate & Vanity URL
- Includes Age-gate, Entry Page, and Official Rules.
- 3 feature area layout options to choose from: A, B, or C.
- Background uses solid white, dark or other brand color, no designed or photographic background for “Lite” version.
- 1 product or lifestyle image of clients choice.
- Site uses branded fonts and colors.
- 2 Revisions of wireframes (up to V3) included in price, if revisions past V3 are needed or after site is coded, additional charges may apply.
- Analytics: Sessions, Visitors, Page Views, Avg. Time on Site, Bounce Rate, Page/Sessions, % New Sessions, New vs. Returning Visitors, Device Types, Browser/Op System/Mobile Stats.



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Microsite Basic

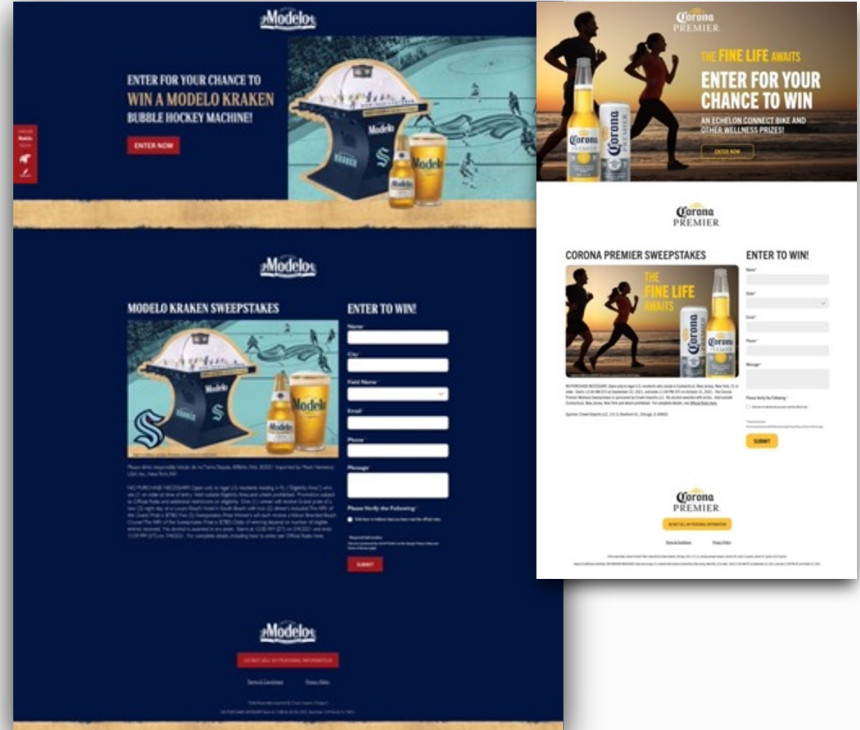
\$4,144.00



Description

- SSL Certificate & Vanity URL.
- Includes Age-gate, Entry Page, and Official Rules.
- Visuals developed using a combination of background, product & lifestyle images.
- Site uses branded fonts and colors.
- 2 Revisions of wireframes (up to V3) included in price, if revisions past V3 are needed or after site is coded, additional charges may apply.
- Analytics: Sessions, Visitors, Page Views, Avg. Time on Site, Bounce Rate, Page/Sessions, % New Sessions, New vs. Returning Visitors, Device Types, Browser/Op System/Mobile Stats.

Approved



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- **(3x)** Rush Fee if needed in 3-6 business days.

Microsite w/ Thank You

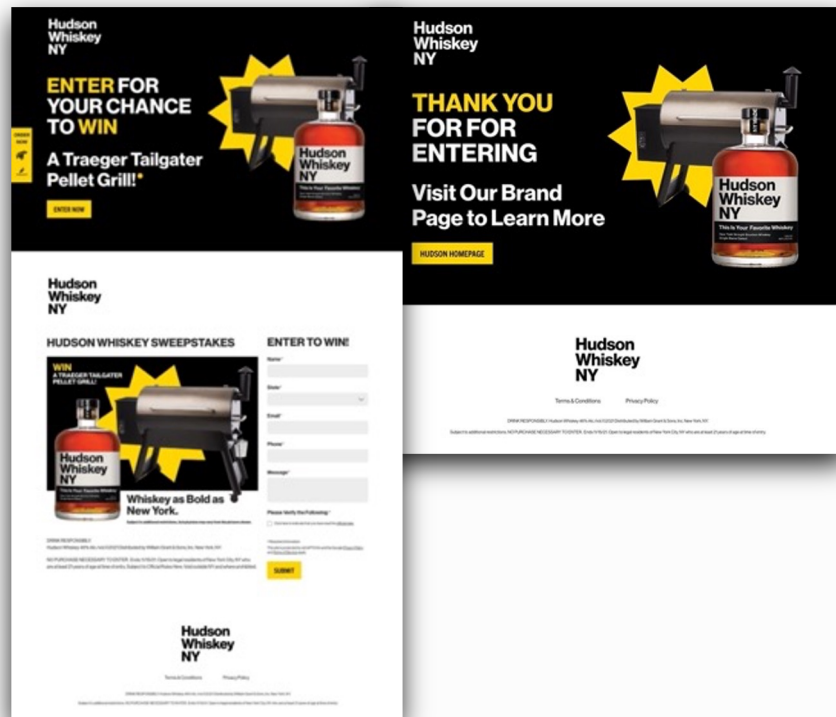


\$5,094.00

Description

- SSL Certificate & Vanity URL.
- Includes Age-gate, Entry Page, Official Rules
- Post entry page (thank you page) provides brands with an additional touch point to engage with their consumer before leaving the promotion. See below for examples:
 - Product locator
 - DIY cocktails
 - Brand education
- Visuals developed using a combination of background, product & lifestyle images.
- 2 Revisions of wireframes (up to V3) included in price, if revisions past V3 are needed or after site is coded, additional charges may apply.
- Analytics: Sessions, Visitors, Page Views, Avg. Time on Site, Bounce Rate, Page/Sessions, % New Sessions, New vs. Returning Visitors, Device Types, Browser/Op System/Mobile Stats.

Approved



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- **(2x)** Rush Fee if needed in 7-14 business days.
- **(3x)** Rush Fee if needed in 3-6 business days.

Microsite Custom

Starting at \$5,994.00



Description

- SSL Certificate & Vanity URL.
- Includes Age-gate, Entry Page, and Official Rules and Thank You Page .
- Visuals developed using a combination of background, product & lifestyle images. Site may include recipes, various functionality and/or other customized needs (i.e quiz, or rewards like the Rewards Fuel for Incredio Sugar).
- Site uses branded fonts and colors.
- 2 Revisions of wireframes (up to V3) included in price, if revisions past V3 are needed or after site is coded, additional charges may apply.
- Analytics: Sessions, Visitors, Page Views, Avg. Time on Site, Bounce Rate, Page/Sessions, % New Sessions, New vs. Returning Visitors, Device Types, Browser/Op System/Mobile Stats.

Approved



Delivery Date: 20 business days after Optivate has all assets required for development.

- **(2x)** Rush Fee if needed in 12-19 business days.
- **(3x)** Rush Fee if needed in 5-11 business days.

Product Locator



Starting at \$4,950.00 – up to 500 Locations

Description

- SSL Certificate & Vanity URL.
- Includes Age-gate, Entry Page, Official Rules and Locations Page and/or Single Locations Page.
- Visuals developed using a combination of background, product & lifestyle images.
- Site uses branded fonts and colors.
- 2 Revisions of wireframes (up to V3) included in price, if revisions past V3 are needed or after site is coded, additional charges may apply.
- Analytics: Sessions, Visitors, Page Views, Avg. Time on Site, Bounce Rate, Page/Sessions, % New Sessions, New vs. Returning Visitors, Device Types, Browser/Op System/Mobile Stats.

Approved



Delivery Date: 20 business days after Optivate has all assets required for development.

- **(2x)** Rush Fee if needed in 12-19 business days.
- **(3x)** Rush Fee if needed in 5-11 business days.

0-500 = \$4950

501-1000 = \$5775

1001-1500 = \$6600

1501-2000 = \$7425

2001-2500 = \$8250

***Pricing discounts will start to apply with locations above 2500**

An additional charge will be determined and applied on a case-by-case basis for CSV file/location creation, preparation, and/or file cleanup for import

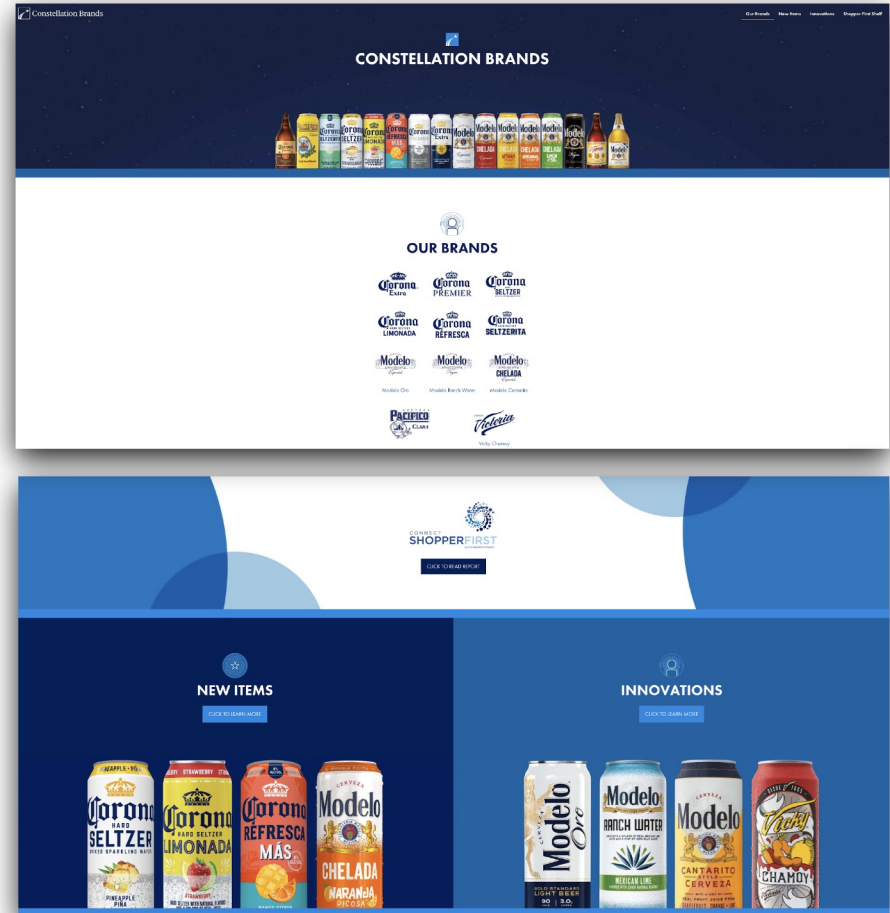
Tradeshaw Digital Tools

Request a Quote!

Description

- Build a custom digital showcase of your existing and innovation brands
- 4 week build time from brief to launch once our team has all necessary assets.
- These educational sites provide an “easy button” approach for the brand & customers..

Approved 



Digital Coupon Programs

Request a Quote!

Description

- Elevate your shopper promotions with digital coupons on custom landing pages.
- Provide your customer with savings while while educating them about your innovative brand while driving traffic to your retail partners"
- Target your competitors and send custom digital messaging to their customers.
- Drive planner support, purchase intent and path-to-purchase with digital retail innovation.
- 4 Week turn time once Optivate has all necessary assets.

Approved 

