

The background is a vibrant blue and purple gradient. It features a collage of soccer-related images: a player in the foreground celebrating with a trophy, other players in action, and a roulette wheel at the bottom. The roulette wheel has a 'SPIN!' button and a '£50' chip. The overall theme is sports and gaming.

Swingate

Marketing and Design

GoTo

Case study

The Challenge

GoTo, a leading SaaS company that offers remote work technology, IT support software and unified communications-as-a-service (UCaaS), sought to drive engagement among their new partners. The company wanted to incentivise sign-ups from partners who had joined within the past six months. They needed an **engaging, impactful** campaign that would motivate these partners to take action while leveraging a popular and timely theme to maximise participation.



**The UEFA Euros
campaign
proved to be an
overwhelming
success, driving
high engagement
and sign-ups!**



The Solution

Swingate developed a dynamic **“Spin to win” incentive campaign** that capitalised on the excitement surrounding the UEFA Euros. Partners who had signed up to GoTo within the past six months received a personalised email with a unique code, granting them access to a virtual prize wheel. Every spin was guaranteed to win one of several high-value prizes, including UEFA Euro tickets, a 65” 4K television, or £50 Amazon gift vouchers.

To drive awareness and participation, the campaign was supported by a range of promotional assets. The email campaign was designed to excite and incentivise partners to sign up for GoTo, while the spin to win mechanism ensured that every participant walked away with a prize.

- ✓ **Social media banners**
- ✓ **Targeted announcement emails**
- ✓ **Winner notification emails**
- ✓ **Personalised website banners**





The Solution

Following the success of the UEFA-themed campaign, Swingate collaborated with GoTo on additional campaigns, including a rugby-themed campaign centered around the Autumn Nations Series, and a Wimbledon campaign, which continued the spin to win model but with new prizes aligned with each event's theme.



Key components of the campaign: Social Media Promotion

Branded social media banners were created to promote and build excitement for the campaign, promising that every participant would walk away with a prize aligned with the current event's theme.



Key components of the campaign:

Targeted emails

The email campaign was designed to excite and incentivise partners to sign up for GoTo.

Partners who had signed up to GoTo within the past six months received a personalised email with a unique code, granting them access to a virtual prize wheel.

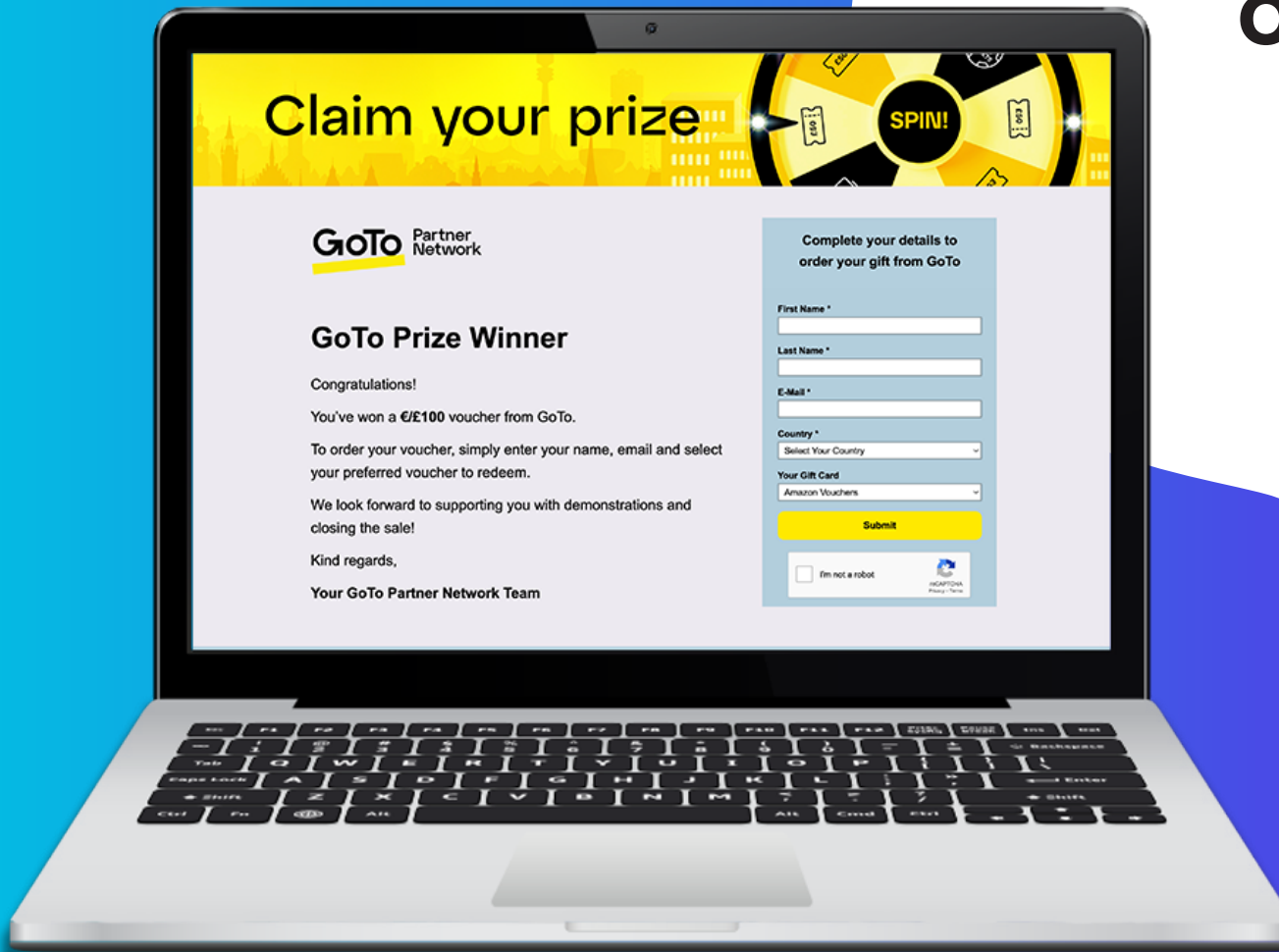


Key components of the campaign:

Website banners

A custom “Claim your prize” website banner was designed to drive awareness and participation for the campaign.

With the promise of high-value prizes, the campaign proved to be successful in driving high engagement and sign-ups from partners.



565%

Closed Deals ROI

6279%

Pipeline Driven ROI



The Results

The UEFA Euros campaign proved to be an overwhelming success, driving high engagement and sign-ups. The results were so impactful that GoTo returned to Swingate for additional campaigns, including the rugby-themed and Wimbledon campaigns. The Wimbledon campaign, in particular, delivered exceptional results.

These impressive figures reflect the campaign's ability to not only engage new partners but also generate significant business opportunities. The success of these campaigns has set the stage for future initiatives, with GoTo planning a Christmas-themed incentive campaign to further capitalise on the model's proven effectiveness.



// Working with Swingate on the UEFA Euros campaign was a game-changer for us. The results were exceptional, with high engagement and a significant number of sign-ups that exceeded our expectations. The success of this campaign was so impactful that we didn't hesitate in engaging Swingate for additional projects, including rugby and Wimbledon-themed campaigns.

The Wimbledon campaign, in particular delivered outstanding results, showcasing their ability to create tailored, engaging content that resonated with our partners and drove real business outcomes. The impressive performance of these campaigns not only increased our partner engagement but also generated increased revenue and set the stage for future growth. //



Nicci McKenzie
Director Partner Marketing, EMEA
GoTo

Other brands utilising Swingate's digital marketing solutions are:



Let us show you what we can do!

hello@swingatedesign.co.uk

swingatedesign.co.uk

01256 436213

Linked in

Swingate
Marketing and Design

Swingate Design Ltd
The Square
Arena Business Centres
Basing View
Basingstoke
RG21 4EB