

## Setting Up Odds for Open & Close-Ended Scratch-Off Campaigns



### Setting Up Odds for Winners and Losers in Open & Close-Ended Scratch-Off Campaigns

Planning Prize Allocations for Open & Close-Ended Scratch-Off Campaigns.

#### **THE SIMPLE ANSWER for a closed-end campaign**

If your game is a closed-end campaign like a group Zoom call with 100 attendees or an employee program with 100 employees, you know the exact number of players. You will set 80% of the prizes for the \$10 prize and 20% of the awards with the \$50 prize. For example, if there were 100 people at the Zoom meeting, 80 people would win a \$10 prize, and 20 people will win a \$50 prize.

(1) 80 people x \$10 prize = \$800

(2) 20 people x \$50 prize = \$1000

Total Prize Budget = \$1800

So, you are setting the odds 80%/20% with two prizes for 100 people.

#### **THE MORE COMPLICATED ANSWER for an open-end campaign.**

An open-end campaign where you don't know how many people will play needs more consideration to think through, plan, and monitor winners and losers while the game is live.

For example, a mall promotion or a game promoted on social networks, you have no idea how many people will play. You can use the same principle and let the software deal out the prizes based on 80%/20%. If you have an unlimited budget, set the rewards at a very high number, and let it ride. Set them high, more than needed, like (8000) \$10 prizes and (2000) \$50 prizes. The software will deal prizes out in the 80%/20% ratio at random.

However, if you have a closed-end budget and an open-end campaign, that has a different impact. It requires more administration to monitor the game. You must add Losers to the equation and monitor the prizes closely. If you don't add losers, the campaign will stop when it runs out of awards, and no one will be able to play. If you still want people to play your game, you must add Loser reveals. The question is, how many losers? Only you can answer that, or you will have to make an educated guess and then tweak it as you watch the daily number of winners. You will need to adjust the number of losers up or down daily depending on how many people play.

For example, you have 100 prizes, and the campaign runs for ten days. You would award ten prizes a day x 10 days = 100 prizes awarded in the 80/20 ratio. However, if 100 people play daily, you will need 90 losers – 10 winners + 90 losers = 100 prize reveals.

Example: Closed-end budget of \$1800

**Open-end number of players:** How many people do you think will play, 1000? 10,000, 100,000?

Closed-end budget of \$2600 for a 10-day campaign with 100 people playing daily/1000 total players

(1) 80 people x \$10 prize = \$800 total

(2) 20 people x \$50 prize = \$1000 total

(3) (900) Loser's total

If you promote the game as the first 100 people to play are winners, and then the game is over, then you can treat it like a closed-end program.

Questions? Contact Dennis Romano at 732-922-8800 or by contact form.

The logo for Priiize features the word "Priiize" in a bold, dark blue font. Above the 'i' characters, there are three small colored squares: a pink one on the left, a purple one in the middle, and a green one on the right.

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