

URL Parameters - Instructions and Features. For Email and SMS Marketers using Priiize Scratch-Offs

Enabling companies using the Priiize platform to email or text message a scratch-off game to their email and SMS lists and, using URL parameters, pass the customer's email address, first name, last name, coupon ID code, and mobile phone number to the Priiize platform. Customers clicking the link will be brought directly to the scratch-off game "Play" screen without filling out an Opt-In form to play.

- **USE EMAIL OR MOBILE NUMBERS AS UNIQUE IDENTIFIERS** to make gameplay seamless and prevent fraud.
- **LIMIT GAMEPLAYS—Control the number of times a person can play a game at any time.** Limit scratch-off game plays using the player's email address or mobile number. This guarantees the number of times a person can play the scratch-off game over a designated period, utilizing the customer's email address and mobile number as the key identifier.
- **ADD TO CALENDAR—Allow players to save a date** on their calendar for when they can play your scratch-off game again.



This works with the Priiize Scratch & Win + Opt-In Template.

The process starts with setting up a URL parameter in your email or SMS dashboard, structured to pull your customer's information through and capture it by Priiize.

Replace the URL with your Priiize Live game URL, Email, First Name, Last Name, Phone Number, Code, and whatever parameters are needed to be passed through, starting from your Email or SMS. Provide a Dashboard through the Priiize scratch-off game.

Add your custom parameters with your **(A) PRIIIZE LIVE GAME URL, (B) Email, (C) First Name, (D) Last Name, (E) Phone Number, and (F) optional miscellaneous code for a Promo Code or an Opt-In Code.**

Data will be auto-populated if values are passed in the fields below:

Optin_Phone_No

Optin_Email

Optin_Last_Name

Optin_First_Name

Optin_Code

Promo_Code

+ Additional fields joined with an underscore will be auto-populated.

EXAMPLE—PRIIIZE SCRATCH-OFF GAME URL PARAMETER: Replace the Priiize Game URL with yours and your desired personalized parameters.

URL Parameter Correct Code example for a URL Parameter. It could slightly differ depending on the email or SMS platform you are using:

[https://win.priiize.com/game/campaign/abcdefghijkl123456789?&Optin_Email=\[email\]&Optin_First_Name=\[fname\]&Optin_Last_Name=\[lname\]&Optin_Phone_No=\[phone\]&Optin_Code=\[code\]](https://win.priiize.com/game/campaign/abcdefghijkl123456789?&Optin_Email=[email]&Optin_First_Name=[fname]&Optin_Last_Name=[lname]&Optin_Phone_No=[phone]&Optin_Code=[code])

Depending on how you set it up, it will pass through your player's name, email, phone number, and more through Priiize without needing an opt-in form.

https://win.priiize.com/game/campaign/abcdefghijkl123456789?&&Optin_Email=johnsmith@website.com&Optin_First_Name=John&Optin_Last_Name=Smith&Optin_Phone_No=2125555555&Optin_Code=123

Instructions for setting up URL Parameters for your Priiize Scratch-Off Game.

The following eliminates the need to display Opt-In and Prize Claim forms on your scratch-off game. The URL Parameters flow through Priiize, and the programming automatically records everything for a streamlined user experience.

Start your campaign using the **Priiize Scratch & Win + Opt-In Template**.

Set up your Basic Info in TAB 1, and then go to TAB 3 **PREVIEW** > Click the **OPT-IN** TAB.

The screenshot shows the 'Edit Campaign' interface for a 'Text Auto Submit - Dave Text' campaign. The interface is divided into five tabs: 1. Basic Info (selected), 2. Prize, 3. Preview, 4. Campaign Status, and 5. Campaign Result. The 'Opt-in' sub-tab is highlighted with a red box. The 'Before Text' section is visible, containing fields for Text, Text Size (12), Text Color (black), and Font Weight (Regular). A note states: 'Note: Play button will be hidden when email, mobile, opt-in code and additional fields are both not available.' Below this, there is a link: 'Email and SMS Providers - For URL Parameters integration with the Opt-In Form - click here for full instructions.' The right side of the interface shows a mobile preview of the game screen with the Priiize logo, 'Sign in with Email' section, input fields for Email and Phone Number (10 digits), a Play button, and 'Rules, Terms, and Conditions Scratch-Offs by Priiize.com' at the bottom. At the bottom of the editor, there are 'Reset' and 'Save' buttons.

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Based on your game's needs, you can activate any combination of the following:

- **Email Input** only
- **Mobile Input** Only
- **Email Input** and **Mobile Input**

This example activates both **Email Input** and **Mobile Input** parameter options. Follow the same procedure for a single Input by activating either the Email or Mobile Input.

(B)Activate **Email Input** and/or **Mobile Input** depending on your Parameters.

Email Input: TAB 3 PREVIEW > OPT-IN TAB > Email Input

The screenshot displays the 'Edit Campaign' interface for a game titled 'Test Auto Submit - Grave Test'. The interface is divided into five main sections: 1. Basic Info, 2. Prize, 3. Preview (highlighted in blue), 4. Campaign Status, and 5. Campaign Result. Under the 'Preview' section, there are tabs for 'Global', 'Opt-in' (highlighted in blue), 'Play', 'Loser', and 'Winner'. The 'Opt-in' tab is active, showing a sidebar with various options: 'Before Text', 'Facebook', 'Google', 'After Text', 'Form Spacing', 'Email Input' (highlighted with a red box), 'Mobile Input', 'Opt-in Code', 'Additional Fields', 'CAPTCHA', 'Auto Submit', and 'Play Button'. The 'Email Input' configuration area includes: 'Text Size *' (12), 'Email Input Enable' (checked, highlighted with a red box), 'Background Color *' (#ffff), 'Border Color *' (#000000), 'Border Radius *' (4), 'Height *' (32), and 'Email Placeholder *' (Email). At the bottom, there are 'Reset' and 'Save' buttons. On the right side, a mobile device preview shows the 'Sign In with Email' screen with an email input field, a phone number input field, a 'Play' button, and a link to 'Rules, Terms, and Conditions Scratch-Offs by Priiize.com'.

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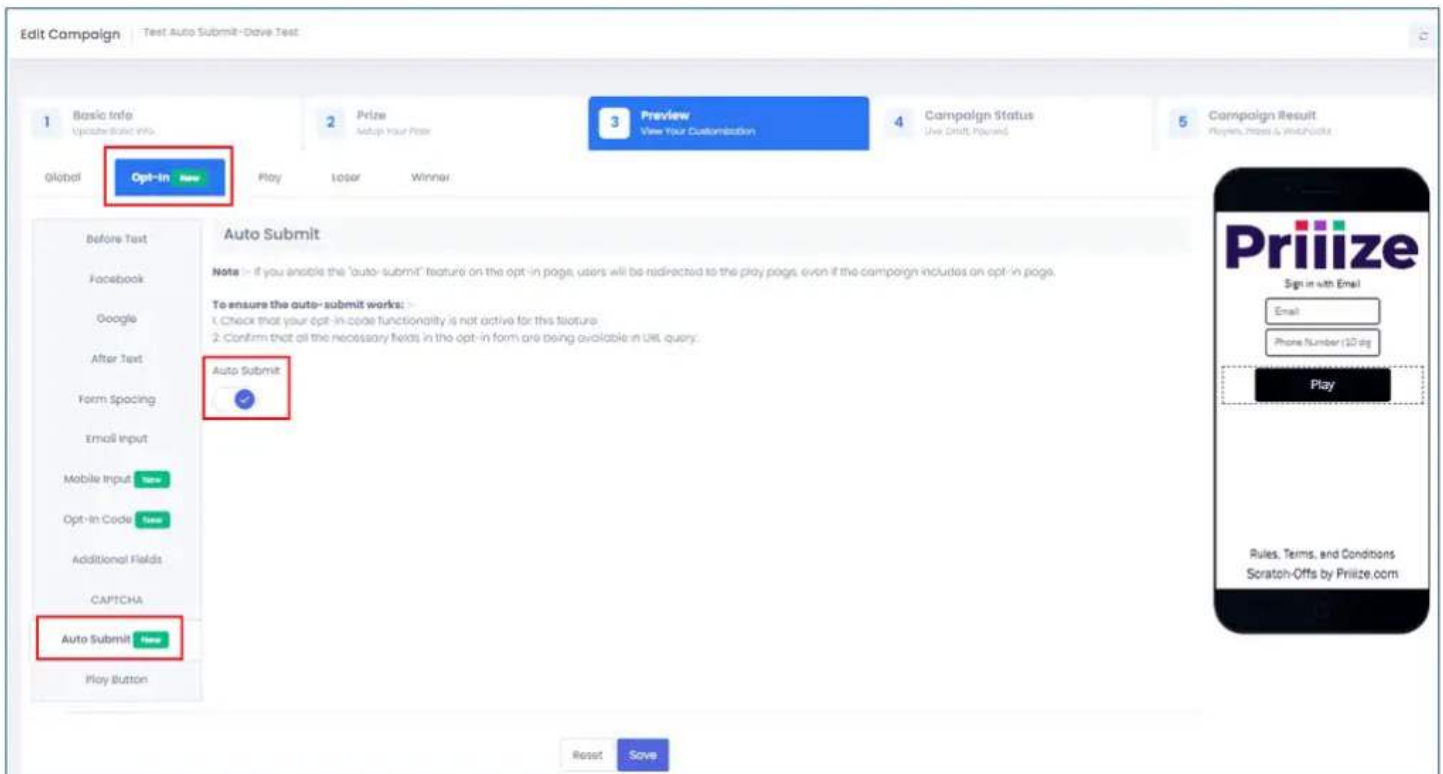
Mobile Input: TAB 3 PREVIEW > OPT-IN TAB > Mobile Input

The screenshot displays the 'Edit Campaign' interface for a 'Test Auto Submit-Dave Test' campaign. The interface is divided into five main tabs: 1. Basic Info, 2. Prize, 3. Preview (highlighted in blue), 4. Campaign Status, and 5. Campaign Result. Under the 'Preview' tab, there are sub-tabs for 'Global', 'Opt-in', 'Play', 'Loser', and 'Winner', with 'Opt-in' selected. A left-hand sidebar lists various configuration options: 'Before Text', 'Facebook', 'Google', 'After Text', 'Form Spacing', 'Email Input', 'Mobile Input' (highlighted with a red box), 'Opt-In Code', 'Additional Fields', 'CAPTCHA', 'Auto Submit', and 'Play Button'. The main content area is titled 'Mobile Input' and contains several settings: 'Text Size *' (set to 12), 'Mobile Input Enable' (a toggle switch highlighted with a red box), 'Background Color *' (set to #f1f1f1), 'Border Color *' (set to #000000), 'Border Radius *' (set to 4), 'Height *' (set to 32), and 'Mobile Placeholder *' (set to 'Phone Number (10 digits)'). At the bottom of the editor are 'Reset' and 'Save' buttons. On the right side, a mobile device preview shows the resulting interface with the Priiize logo, a 'Sign in with Email' section containing an 'Email' input field and a 'Phone Number (10 digits)' input field, a 'Play' button, and a link to 'Rules, Terms, and Conditions Scratch-Offs by Priiize.com'.

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Activate **Auto Submit** – this bypasses the Opt-In form from needing to be filled out by your players.

The **Auto-Submit** feature must be activated to integrate with URL Parameters. This hides the Opt-In Form from view. It will allow your players to play without needing to enter their name, email, or phone number on the Opt-In Form – they will go straight to playing your scratch-off game. The player's parameter data, the date played, and the prize(s) won will populate the **Opt-Ins to Play** and **Winners** lists on the **TAB 5 CAMPAIGN RESULT** page. You can download this data in Excel or CSV or use a Webhook to send the data to your CRM program.



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NEXT PLAY – Set Up

Go to TAB 3 PREVIEW > **PLAY TAB** > **Next Play**

Limiting scratch-off game plays using the player's email address. This guarantees the number of times a person can play the scratch-off game over a designated period, utilizing the customer's email address and mobile number as the key identifier.

You have six options to choose from:

1. **End of the day** – This is the default setting. Prizes must be redeemed the same day it was played.
2. **Immediate Replay** – Use this feature when you want players to be able to play repeatedly without any time delay.
3. **Custom Hours** – The "End of Day" field is the default setting. To set a specific number of hours for expiration, click the small X" and select the "Enter custom hours here" field in the dropdown menu. Enter the numbers of hours. To calculate "days," multiply the number of days x 24 (hours) and enter the total hours in the field. (Example: 7 days x 24 (hours) = 168 hours). The lowest number of hours you can enter is "1".
4. **Never Again** – They can play only one time.
5. **Week** – Starts on the first Sunday and ends on the following Saturday.
6. **Month – Calendar Month** – Starts on the first day of the calendar month.

Select one from the dropdown menu that fits your requirements.

1 Basic Info
2 Prize
3 **Preview**
4 Campaign Status
5 Campaign Result

Global Opt-In **Play** Error Win/lose

Scratch-Off Post
Next Play
Caption
Add to Calendar

Set time delay before customers can replay your game again. You have two options to choose from:
1. **End of the day** – This is the default setting. Prizes have to be redeemed same day it was played.
2. **Immediate Replay** – Use this feature when you want players to be able to play repeatedly without any time delay.
3. **Custom Hours** – "End of Day" field is the default setting. To set a specific number of hours for expiration, click the small "X" and select the "Enter custom hours here" field in the dropdown menu. Enter the numbers of hours. To calculate "days," multiply the number of days x 24 (hours) and enter the total hours in the field. (Example: 7 days x 24 (hours) = 168 hours). The lowest number of hours you can enter is "1".
4. **Never Again** – They can play only one time.
5. **Week** – Week – Starts on the first Sunday and ends on the following Saturday.
6. **Month – Calendar Month** – Starts on the first day of the calendar month.

Period of Time *
End of the day

Number of Plays Per Person
4

Limit exceeds action
 Error Navigate to last record

If a player tries to play again and exceeds the number of times they are allowed to play, there are two options you can select from for the player to see.
OPTION 1: End of the day – the error message "Maximum play limit reached" will display on their device. You may customize the text in the "Error Message" field in field.
OPTION 2: Immediate Replay – this will display the prize reveal message they were last on, and they won't be able to go to the scratch-off and play again. This shows their last result screen; they played what they won or did not win and can't play again.

Error Message
Maximum play limit reached.

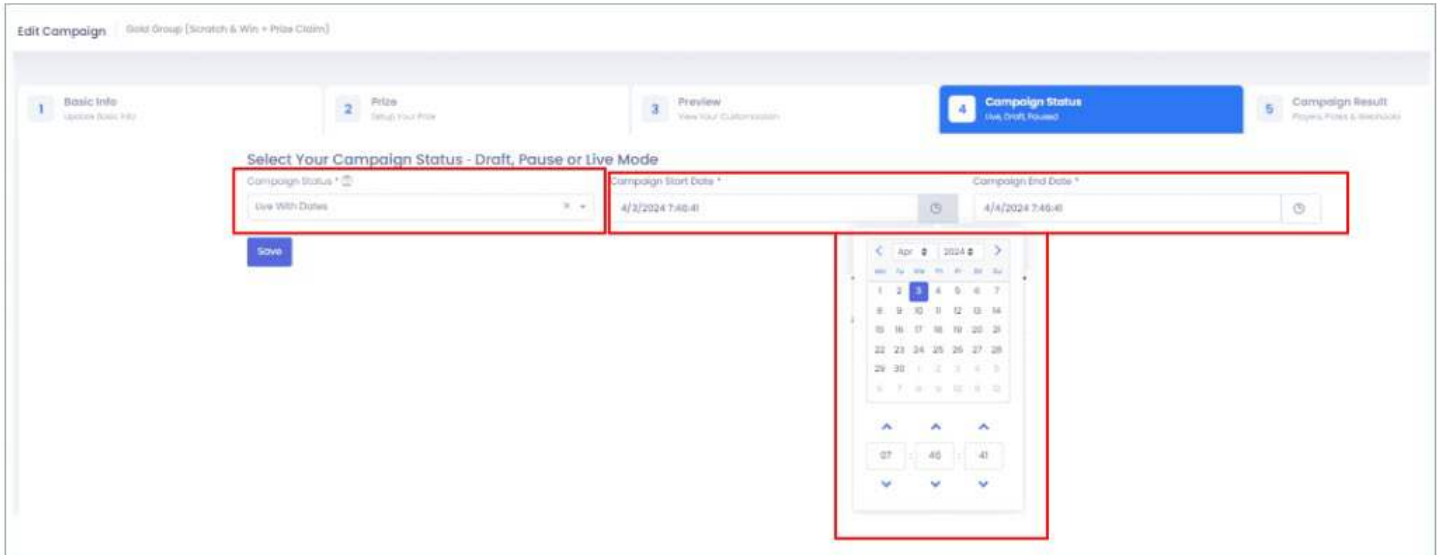
Next Play Auto Redirect
Activate toggle switch if you are allowing players to play multiple times (the number entered in "Number of Plays Per Person" per time period selected). This feature will auto redirect players back to the scratch-off screen of their game allowing them to play the game again and the Priiize System will remember the opt-in information that was originally entered or was passed through to the Priiize System via the Opt-In URL. It is like using the "Play Again" button but will work automatically when the period expires, and your player can play again seamlessly.

Reset Save

Priiize
SCRATCH-OFF GAME
SCRATCH
HERE
Play Now!
Rules, Terms, and Conditions
Scratch-Offs by Priiize.com

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NOTE: Depending on your game's **Next Play's** "Period of Time" and "Number of Plays Per Person," you may need to use the **"Live with Dates"** setting with a start and end date on the calendars instead of the **"Live"** setting under **"Select Your Campaign Status – Draft, Pause, or Live Mode"** (The screenshot is shown below)

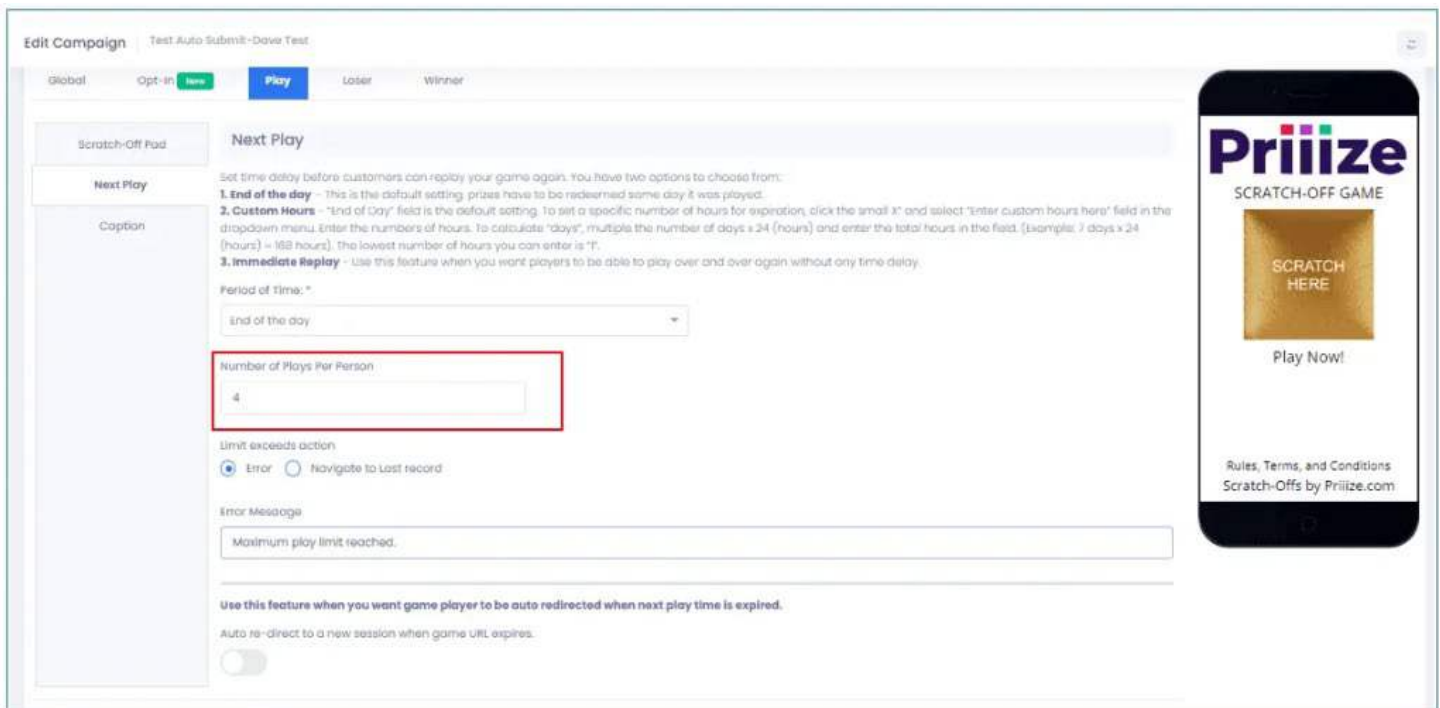


Number of Plays Per Person

Enter the maximum number of times a person can play during your selected time to play. – Set-Up

Go to **TAB 3 PREVIEW > Play TAB > Next Play > Number of Plays Per Person**

This is the maximum number of times a player can play within your selected period.



Limit Exceeds Action

If a player tries to play again and exceeds the number of times they are allowed to play, there are two options you can select from for the player to see.

OPTION 1: Error – the error message “*Maximum play limit reached*” will display on their device. You may customize the text in the “*Error Message*” fill-in field.

OPTION 2: Navigate to Last Record – this will display the prize reveal message they were last on, and they won’t be able to go to the scratch-off and play again. This shows their last result screen: they played what they won or did not win and can’t play again.

The screenshot displays the 'Edit Campaign' interface for a 'Test Auto Submit - Dave Test' campaign. The 'Next Play' section is active, showing settings for the time delay before a player can replay. The 'Limit exceeds action' section is highlighted with a red box, showing two radio button options: 'Error' (selected) and 'Navigate to Last record'. Below this, the 'Error Message' field contains the text 'Maximum play limit reached.' To the right, a mobile phone mockup shows the game interface with the Priiize logo, 'SCRATCH-OFF GAME', a 'SCRATCH HERE' area, and a 'Play Now!' button. At the bottom of the phone screen, it says 'Rules, Terms, and Conditions Scratch-Offs by Priiize.com'.

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Limit Exceeds Action

Navigate to the Last Record

Next Play Auto Redirect

Activate the toggle switch if you allow players to play multiple times (the number entered in “Number of Plays Per Person per period selected.” This feature will auto-redirect players to their scratch-off screen, allowing them to play the game again. The Priiize System will remember the opt-in information that was initially entered or passed through to the Priiize System via the Opt-In URL. It is like using the “Play Again” button, but it will work automatically when the period expires, and your player can play again seamlessly.

The screenshot shows the 'Edit Campaign' interface for a campaign named 'Test Auto Submit-Dave Test'. The interface is divided into five main sections: 1. Basic Info (Update Basic Info), 2. Prize (Setup Your Prize), 3. Preview (View Your Customization), 4. Campaign Status (Use QR Code Tracker), and 5. Campaign Result (Players, Plays & Rewards). Below these sections are tabs for 'Global', 'Opt-in' (with a 'New' button), 'Play', 'Loser', and 'Winner'. The 'Next Play' section is currently active, showing instructions and configuration options. The instructions state: 'Set time delay before customers can replay your game again. We have two options to choose from: 1. End of the day - This is the default setting. Prizes have to be redeemed some day it was played. 2. Custom Hours - End of day field is the default setting. To set a specific number of hours for expiration, click the small 'x' and select 'Enter custom hours here' field in the dropdown menu. Enter the number of hours. To calculate 'days', multiply the number of days x 24 (hours) and enter the total hours in the field. (example: 7 days x 24 (hours) = 168 hours). The lowest number of hours you can enter is 1. 3. Immediate Replay - Use this feature when you want players to be able to play over and over again without any time delay.' The configuration options include: 'Period of time:' with a dropdown menu set to 'End of the day'; 'Number of Plays Per Person' with a text input field containing '4'; 'Limit exceeds action' with radio buttons for 'Error' (selected) and 'Navigate to Last record'; and an 'Error Message' field containing 'Maximum play limit reached.' Below these is a note: 'Use this feature when you want game player to be auto redirected when next play time is expired.' and a toggle switch for 'Auto re-direct to a new session when game URL expires.' which is currently turned on. At the bottom of the form are 'Reset' and 'Save' buttons.

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NEW OPTION IF YOU WANT TO USE IT:

ADD TO CALENDAR INSTRUCTIONS.

Example text for the Name and Description copy:

(B). "Name" – Type the custom text to display as the event's name on your player's calendar. In the example below, the fill-in field has "Play My Scratch-Off Again."

(C). "Description" – Type in the custom text you want to display as the event's description. In this example, the game's Live URL was added to the text Description field to make playing your game the 'NEXT TIME' they are allowed from within their Calendar event more accessible and faster.

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(D). “Calendar Options” – Select any or all calendar providers that will display on your player’s device to choose from. The options are Apple, Google, iCal, Outlook.com, Microsoft 365, Microsoft Teams, and Yahoo calendars.

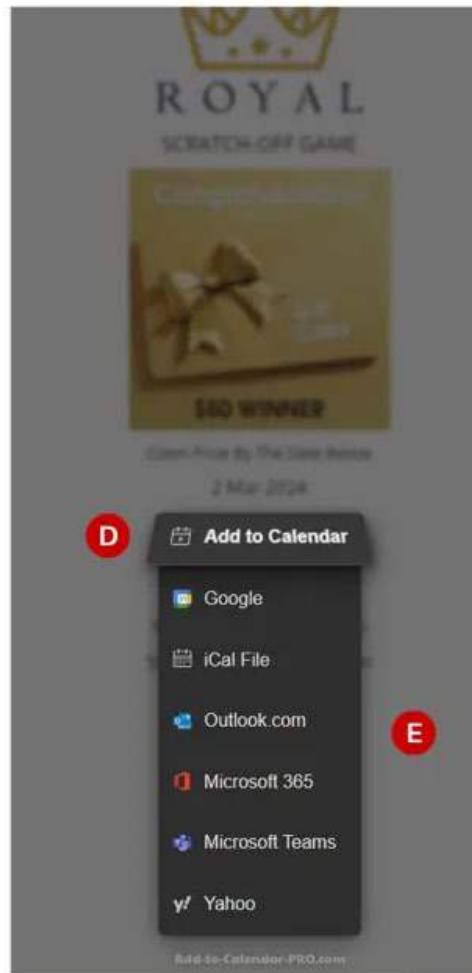
The screenshot shows the 'Add to Calendar' configuration page in the Priiize dashboard. The page is divided into several sections:

- Navigation:** 1 Basic Info, 2 Prize, 3 Preview (highlighted), 4 Campaign Status, 5 Campaign Result.
- Buttons:** Global, Opt-In, Play (highlighted), Loner, Winner.
- Left Sidebar:** Scratch-Off Pod, Next Play, Caption, Add to Calendar.
- Main Content:**
 - Add to Calendar:** A note states: "Enable the button only if the campaign's next play's Period of Time falls under 'End of the day,' 'Custom Hours,' 'Week,' and 'Month - Calendar Month' options. Otherwise, do not activate it."
 - Add to Calendar Enable?:** A toggle switch is turned on.
 - Name:** A text input field containing "[Reminder] Add to Calendar Button".
 - Description:** A text input field containing "Add to Calendar".
 - Calendar Options *:** A list of calendar providers: Google, Apple, Google (highlighted), iCal, Outlook.com, Microsoft 365, Microsoft Teams, and Yahoo. A red dashed box and a red circle with the letter 'D' highlight this list.
- Right Preview:** A mobile device mockup showing the game interface with the Priiize logo, "SCRATCH-OFF GAME", a "SCRATCH HERE" area, "Play Now!", and "Rules, Terms, and Conditions Scratch-Offs by Priiize.com".

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(A). The “Add to Calendar” button is displayed on your game (see below.) When the button is tapped or clicked, the (D) calendar providers you chose will display on the drop-down menu. Players will select one from the list if they choose to.

(E). If “Dark Mode” was selected in your setup, the background turned dark and blurred the game graphics under it. If **Dark Mode** is not selected, the background remains transparent.



These Instructions on the Priiize website:

<https://priiize.com/url-parameters-instructions/>

RELATED ARTICLE:

[The benefits of URL Parameters for Email and SMS Marketers using Scratch Off Games.](#)