Priiize Name Caption™

Website Instructions & Setup | Customer-facing guide

What is the Name Caption feature?

Personalize the text beneath a player's winning or non-winning result image using information they enter in the Opt-In form, such as first name, last name, or job title. The same caption is included in supported winner and non-winner notification emails.

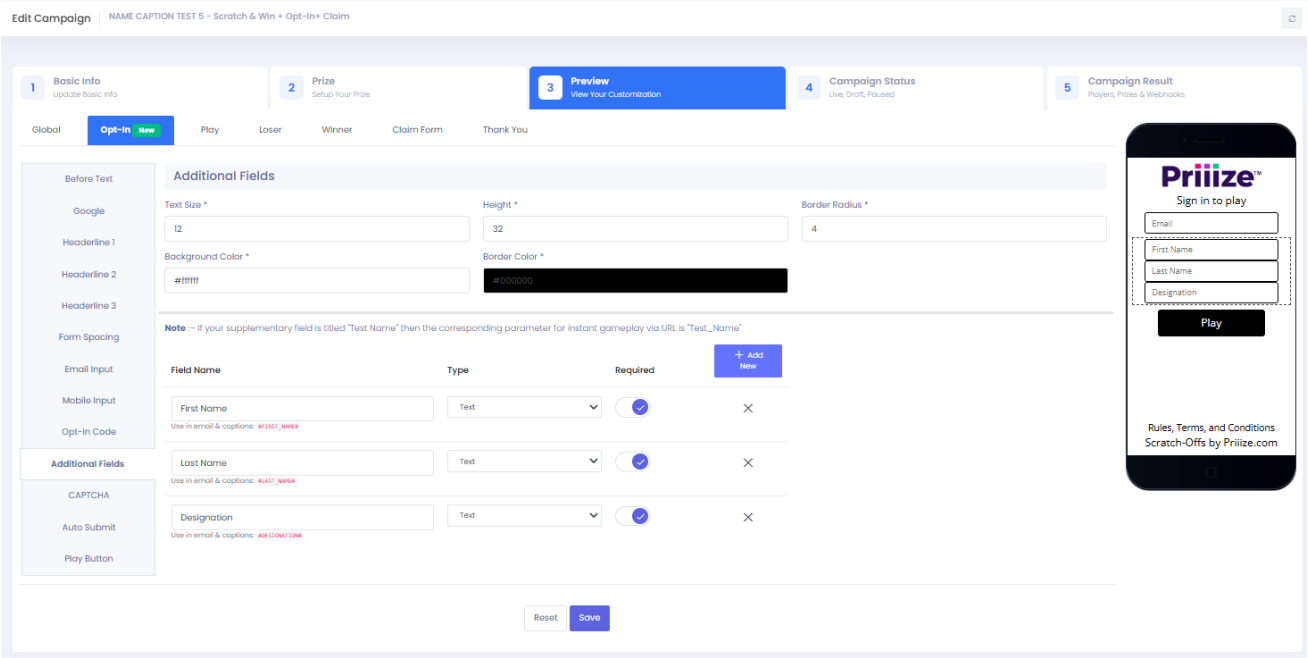
1. Add fields to your Opt-In form

Open Edit Campaign → Step 3 Preview → Opt-In → Additional Fields. Select + Add New, enter a field name, and choose its type. The system generates a tag automatically. Save your changes.

Example fields: First Name → #FIRST_NAME#; Last Name → #LAST_NAME#; Designation → #DESIGNATION#. Each tag refers to a field, not an arbitrary word between hashtags.

01 OPT-IN → ADDITIONAL FIELDS

Place URL parameter explanation above the field list. Keep each automatically generated Field Tag directly beneath its corresponding field.



2. Set the Winner caption

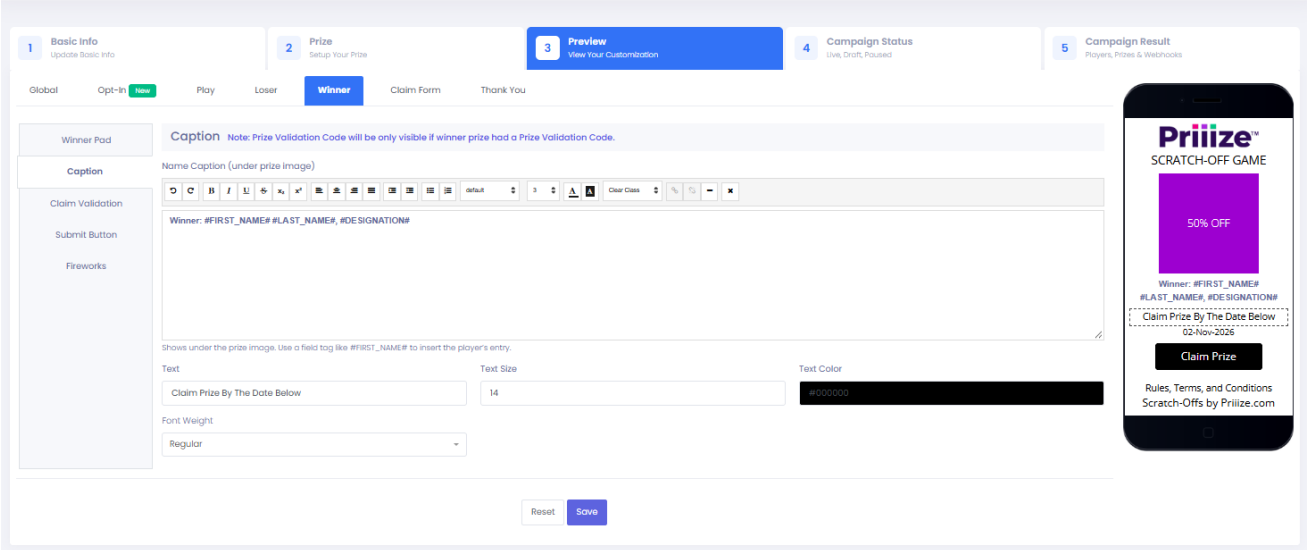
Open Preview → Winner → Caption. In Name Caption (under prize image), enter:

Winner: #FIRST_NAME# #LAST_NAME#, #DESIGNATION#

If the player entered Pat, Johnson, and Procurement Director, the resulting caption is: Winner: Pat Johnson, Procurement Director. Save your changes.

03 WINNER → CAPTION

Place instructions ABOVE the editor. Use comma-separated example, with no parentheses.

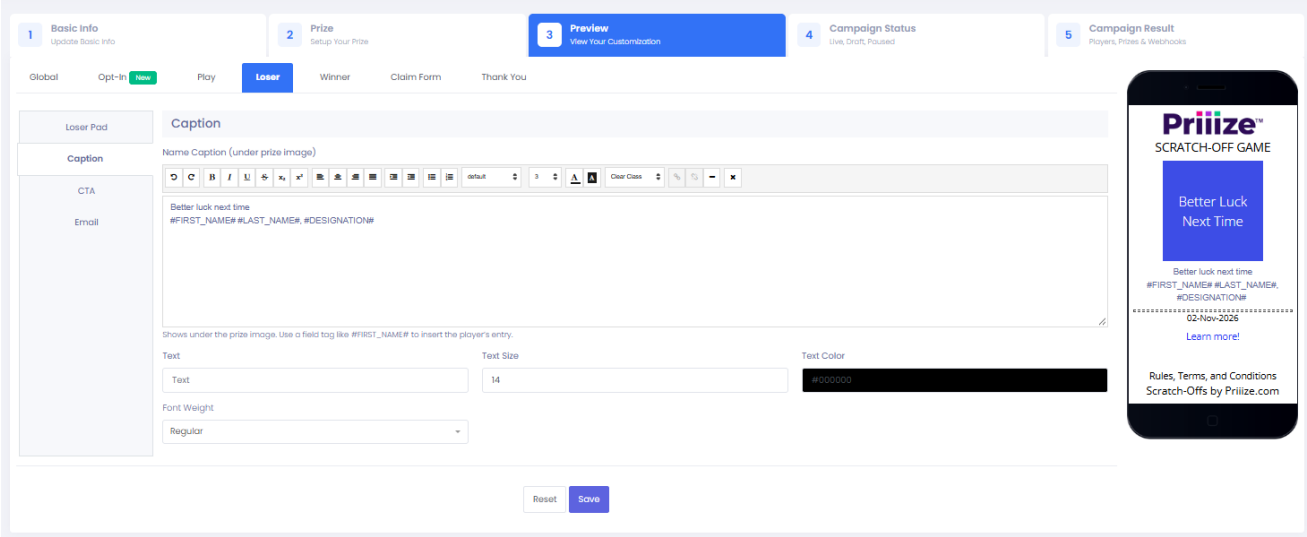


3. Set the Loser caption

Open Preview → Loser → Caption. For example, enter “Better luck next time, #FIRST_NAME# #LAST_NAME#!” and save. This displays “Better luck next time, Pat Johnson!” when those values are available.

02 LOSER → CAPTION

Move the How to Use instruction ABOVE the rich-text toolbar/editor. Remove old helper text below the editor.



4. Understand the dashboard preview

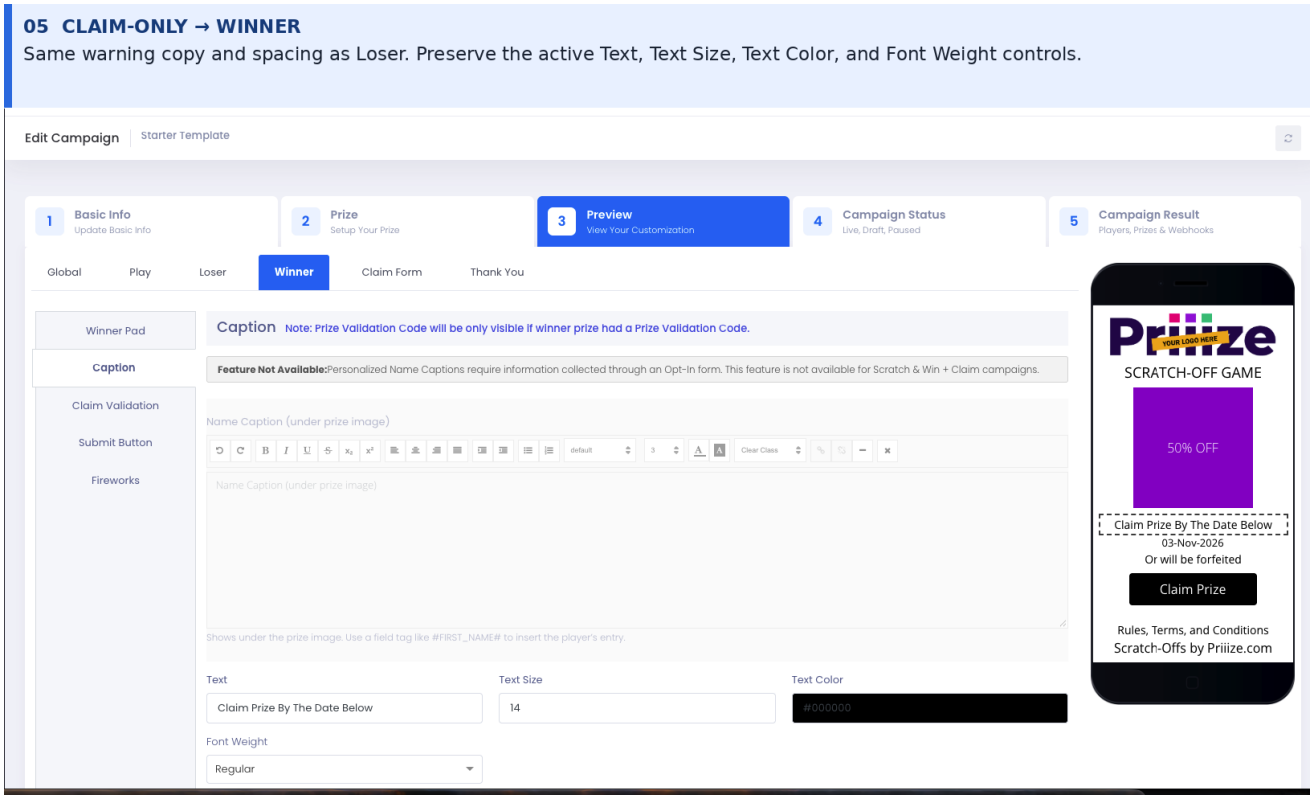
The editor’s phone preview may show tags literally, such as #FIRST_NAME#. Test the actual player experience to verify that the values are substituted.

5. Email notifications

For supported winner/loser notification emails, the configured Name Caption is automatically inserted into the email template. The developer guide identifies #WINNER_NAME_BLOCK# as the template placeholder. Approval and rejection email support has not been verified and should not be assumed.

6. Scratch & Win + Claim without Opt-In

Personalized Name Captions are unavailable in Scratch & Win + Claim campaigns without Opt-In. The Winner and Loser Name Caption editors are disabled. Other separate result-screen Text and formatting controls remain available.



7. Quick tips

Use exact tags shown beneath the Additional Fields inputs. Separate multiple tags with spaces and punctuation outside the #TAG# delimiters. For example, place the comma after #LAST_NAME#, not inside the tag. URL parameters for Instant Gameplay are different from caption tags.

Prize Claim form note

The developer guide describes claim-form fields using the same #FIELD_NAME# format and says claim values take precedence if tags overlap with Opt-In fields. However, availability and timing in specific Prize Claim notification types should be verified in a live test before relying on them.

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