

Everyone Loves The Chance To Win Big Money!

Use TrafficDriver's big prize offers of \$10,000, \$100,000, \$1 million or more to drive traffic and build your database.

When someone wins the grand prize we pay the big prize and you get the glory!

Here's how it works: Just promote the big chance to win and drive traffic to your store. Then, distribute your custom "prize code" via game cards, customer receipts or anything. Your prospects and customers visit your custom TrafficDriver web site for their chance to win. **It's that easy!**

- ★ Creates "buzz" and **repeat visits**
- ★ **Build your database** and track your marketing efforts
- ★ Fits into any budget, just pennies per play
- ★ **Simple to implement**
- ★ Nothing to install. Software is all online
- ★ Ready-to-use themes
- ★ Access detailed reports through on-line login
- ★ Include secondary prizes so **everyone is a winner**

**TrafficDriver is now packaged
with Repeat Returns.**

**Contact your Repeat Returns
representative for more information.**



Attention-Grabbing Big Prize Promotions for Pennies Per Play

TrafficDriver is a turnkey system that makes easy to use big prizes in your marketing campaigns. Big prize offers are proven to grab attention and generate action. People love the chance to win big prizes, but the cost of design and setup has been prohibitive.

TrafficDriver makes it easy by providing everything you need to include a big prize offer in your advertising, direct mail or in-store promotion efforts.

Here's How It Works:

1. TrafficDriver sets up your account and assigns a unique "prize code" to your business.
2. You promote your big prize offer and drive traffic to your store. (Come In For Your Chance at \$10,000!, Win A Shopping Spree!, etc.)
3. Place your Prize Code directly on receipts, flyers or printed game cards available through TrafficDriver.
4. Your prospects and customers go online to your custom TrafficDriver web page and enter your Prize Code. They see your custom message and enter additional information you request zip code, visit frequency or other survey questions. They click submit and see what they won.
5. Regardless of what they won, a custom email message is sent as a confirmation of their prize, and instructions on how to redeem it.
6. You get an email notification with contact information included.

Build Your Database

The contact information is also stored on the TrafficDriver web site, which you can access at any time through your administrative login. As people play, your database continues to grow. You can download your database at any time.

Rich Marketing Data To Grow Your Business

As you collect prospect information in TrafficDriver such as zip code, you can use this data to plot out where you prospects are coming from, and better target future marketing efforts.



The Repeat Returns TrafficDriver Program

How would you like to receive pre-formatted, ready-to-use promotions each quarter? Stay supplied with chances to win up to \$10,000 that you can use any time to drive more traffic. Use them for fund raisers, special events, direct mail promotions, you name it.

Each quarter you'll receive a shipment of 2000 TrafficDriver prize cards, similar to the one below. Each card includes your prize code, and a chance at the



grand prize, valued at up to \$10,000. With every quarterly promotion, you also receive:

1. Prize coverage for 1500 chances at \$10,000.
2. A full-color ready-to-print marketing kit.
3. Custom themed instant-win web site
5. Online Promotion Manager where you can track contest activity and survey responses from any computer.

Promotional Themes

As a Repeat Returns customer, you'll receive a quarterly email with a new promotional theme. Each theme includes 1500 plays.