2019 SPRING CUSTOMER SUCCESS REPORT

CONTEST MANAGEMENT SOFTWARE CATEGORY
Contest management software is used by companies to sponsor or develop a contest platform. It enables them to conduct innovation competitions that help to create new services or products. In addition, by conducting interesting and rewarding contests, organizations can connect more closely with their target consumers, especially young adults and youth. This demographic is typically motivated and creative in establishing relationships with their preferred brands.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2019 Customer Success Awards
Check out this list of the highest rated Contest Management Software software based on the FeaturedCustomers Customer Success Report.

- Submittable
- Rafflecopter
- reviewr
- SHORTSTACK
- Gleam
- Judgify
- Skild
ABOUT GLEAM

Gleam is a growth marketing platform that helps businesses focus on actions. An action can be whatever you want, an email subscriber, a Facebook like, a Twitter follower or someone mentioning your company via a hashtag. They are trusted by over 3000 paying customers & have 100,000+ active businesses using Gleam. Their campaigns are designed to work anywhere, on the web, mobile or even inside Facebook tabs.

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Customer references from happy Gleam users

“Gleam didn’t just provide us with a platform to organise fun competitions for our readers, it gave us the opportunity to leverage our readership to drive better performing sponsored editorials with higher returns.”

Aibek Esengulov
MakeUseOf

“Gleam competitions are exceptionally powerful. We can ask the entrant to engage with our social media, visit a specific page on our website, subscribe to our database, become a fan of our YouTube Channel and tell their friends about it all in one hit! I feel that people just asking entrants to “opt-in” to their newsletter or “like” their Instagram account are not…

Lucy Cornes
She Shopped

“Gleam has been pivotal in curating Protean’s initial momentum. When we registered on the site, our email list was sitting at around 200, with even worse social media numbers. Through executing on Gleam’s viral giveaway system, we’ve grown to over 7,000 email subscribers and over 6,000 followers across social media.”

Alex Darling
Protean Case

“Gleam has helped us reach people all around the world, that would have been impossible otherwise! Gleam helps us build our email and social subscribers, so we can grow.”

Adam Jacobson
Emergence Boardgame
ABOUT JUDGFIFY

Judgify is a cloud-based awards management platform that allows awards, contests and competitions to be organised online, anytime, anywhere. Judgify is a product of GlobalSign. In, the leading event management solutions provider specializing in providing tailored online software solutions in Asia for various private and public sectors such as government, corporate, event organizers, SMEs and Associations across diverse industry sectors.

10 Customer references from happy Judgify users

"When we first started working together, the Judgify support manager spent a great deal of time with us learning the process, the limitations, the industry "lingo", and all the tiny particulars. The Judgify team then got to work building and customizing the Judgify product to our needs."
Carolyn Townsend
Director of Public Relations and Communications, Support4Sport Awards

"I am extremely satisfied with the implementation team and support that I received throughout this event. The Judgify platform made my event a success!"
Catherine H. Dumont
High Tech Marketing Manager, UPS

"The contribution of Judgify to the smooth submission process and judging automation for AHMA 2017 gave us a good opportunity for growth. We intend to continue using the system and cooperating with the team for 2018 as well."
Rose Onilongo
Conference Manager, Clarion Events

"There were 100-125 award sessions annually before the implementation of Judgify. The number of entries grew to 225 with Judgify. We simplified the process for entrants and judges, increased submission of awards."
Doreen Gosmire
United Methodist Association of Communicators
ABOUT RAFFLECOPTER

Rafflecopter is the world’s easiest way to run a giveaway online. Rafflecopter makes it “mega simple” to launch and manage a giveaway for any brand, on any website, as much as you want, with no I.T. help required. With a few clicks of your mouse and a copy/paste, you’ll be off and collecting entries in no time.

"I love the simplicity & ease of the Rafflecopter dashboard. Duplicating a successful giveaway from the past is one of my favorite features and streamlines the process for sweepstakes."  
— Mike Rush  
Marketing & Gaming Project Manager, Webroot

"Rafflecopter is the easiest way out there to host a giveaway. Businesses are always happy with the results and I’m thrilled with the ease of it. I’ll never run a giveaway another way again!"  
— Jill Smokler  
Owner, Scary Mommy

"Due to its simplicity of use, and the myriad of uses, Rafflecopter is now part of the plan for every client of fifty6 Ltd."  
— Jason Dilworth  
Managing Director, Fifty6

"Rafflecopter is a self-explanatory tool for me to set up a sweepstakes and self-explanatory for the influencers I work with. My clients love being able to see growth within their communities tied directly to Rafflecopter results."  
— Keely Nolan  
Marketing, Tapinfluence
ABOUT REVIEWR

Reviewr is a web-based application used to collect, manage, and review online submissions. No more hard copy paperwork. No more spreadsheets. Just Reviewr. Use Reviewr to manage your entire submission collection process all on a single dashboard. Run competitions, contests, awards, grants, and call for entries. Their mission is simple to reduce the clutter of managing a submission intake process, saving their clients a ton of time and keeping their participants more engaged.

“Reviewr has helped us by providing peace of mind, and virtually eliminating the margin of error. With 700 applications, over 1,000 high school students, and dozens of schools competing this year, there really was little to no room for error. As we were celebrating our 10th anniversary of the competition, we wanted to not only continue an excellent program...”

Gabrielle Zuccaro
Fairleigh Dickinson University

“We had a great experience with the platform, as well as the Reviewr team. Any time we had questions over anything, they were always quick to respond and their advice was very helpful.”

Ansley Whipple
Design Ignites Change

“Reviewr offered exactly what we needed with minimal modifications and was priced well. The client services staff was always extremely patient and friendly. It was a pleasure to receive an email from them. They really put my mind at ease.”

Zella Jackson Hunnam
Ferris State University

“The Reviewr tool was great for the recipe contest. I found the website was easy to maneuver an was able to mold the reports to display exactly what was needed.”

Jim Agree
Tabitha Health Care Services
ABOUT SHORTSTACK

ShortStack is a SaaS and is the most powerful contest platform for Instagram and Facebook contests, and for building lead-generating landing pages and marketing campaigns. Their team of in-house pros also design and build custom campaigns for small businesses and Fortune 100 corporations.

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Customer references from happy ShortStack users

“I am a huge fan of ShortStack! They have made creating online contests FUN with their easy to use platform! I had previously used another company called Wishpond and had a terrible experience with their product and customer service.”

Davina Divine
MWI Office Supply

“I only recommend a product if I use and love it. And I use and love ShortStack. It’s made my life easier and has helped me create campaigns that look much better than anything I could have created (and have previously created) from scratch or another tool.”

Jon Loomer
Jon Loomer Digital

“Shortstack is very user friendly, while also allowing you to change the CSS to fully customize your app to your brand.”

Austen Huth
Social Media Analyst, Tootsie Roll Industries

“Just a quick note to say how happy I am with how things are running on ShortStack. In addition to the sweepstakes running flawlessly (impressive considering the featured cruise changes every day and we are pulling entries from 3 different places), I also am so happy that I have access to edit our Campaigns.”

Sarah Todd-Evans
Social Media and Digital Content Manager, CLIA
ABOUT SKILD

Skild is an adaptable software service for professional challenge organizers. They originally built a competition management system to help run their own challenges, and in the process learned that other organizations had the same need. They built an easy to use online management tool and now anyone can develop and run competitions, awards, prizes and contest promotions from start to finish. Skild has run hundreds of challenges and other programs that have awarded over $40 million in prizes over the past 12 years. They use their experience to guide and share knowledge each step of the way.

"Skild's competition platform is incredibly flexible and user friendly. The support is also responsive and really streamlines running a competition."

Teddy Luong
ACIDO

"My business is being a speaker at events. I knew nothing about planning my own awards conference. Skild was easy to set up and execute. The best part was that their support was outstanding and help us with all our questions as soon as they came up. I never want to do an event without them!"

Barry Moltz
CoFounder, The Rule Breaker Awards

"The Skild platform enabled us to run a contest where customers submitted entries that were judged by a panel of employees. The back end was user-friendly and easy to maintain, while the front end was very professional looking and easy for customers to use. The Skild support team was helpful in getting us up and running on a tight deadline."

Deana Martin
New England Biolabs

"Skild allows me to manage the Cade Museum Prize with ease- the customization tools are extremely intuitive and data analytics are flawless. After having experienced several other competition platforms, never before have I been able to pull such a personalized set of statistics and data."

Alexandra Rhoton
Cade Museum Prize for Innovation
ABOUT SUBMITTABLE

Submittable makes it easy to collect and review any content online. Whether you’re collecting job applications, grants, contest entries, content to publish, HR or fundraising materials, Submittable’s easy-to-use platform helps your team find the best submission faster. Quickly create digital forms to gather exactly the information you need, and then review submissions with your team—all from one platform, no downloads or emails required. As the industry-leading submission management software, Submittable helps thousands of organizations, from nonprofits to corporations, streamline and simplify their process. With the time and money saved, you can focus on what’s most important: Furthering your organization’s mission.

"Submittable’s understanding about competitions and challenges was really helpful—it took certain work off of our plate so we could focus on other aspects of the Challenge.”
Karol Collymore
Senior Manager, Nike

"The Submittable application itself is really great for conducting a contest, judging it, sorting submissions, and bulk emailing submitters. Plus, we’re probably only using 10% of what Submittable is capable of.”
Tom Strelch
Contest Organizer and Judge, Owl Canyon Press

"There were a number of other similar or related activities that [Submittable] has worked with that reached our target audience.”
Dave Okamoto
Senior Marketing Manager, AT&T

"If we’re putting something new up … I’ll have it done within an hour. Before [Submittable] it would have taken a couple days’ worth of planning.”
Kit Shah
Co-Founder, London Photo Festival