



THE WOW EFFECT 2022



What's the best day to run a competition? Which contests are the most effective? What else should you be doing to achieve revenue-contributing KPIs? See how the results unfold in our latest study analyzing the WOW Effect.

13,000+ competitions. Analyzed.

Abstract

At the end of 2021, after analyzing 13,646 competitions, we observed that 64% of the competitions lead to an average **KPI increase of 41.1%**.

Methodology

For each result, we calculated the **Relative Change** of the KPI measured during the competition duration compared to the same KPI during the period of same duration preceding the competition start. Ranking our entire competition data set based on this relative change, we excluded competitions in the 1st to 5th and 95th to 100th percentile giving us a final clean data set.

For any segment, we represented the effect of SalesScreen competitions through two metrics:

Average Change/Avg. KPI % Increase:

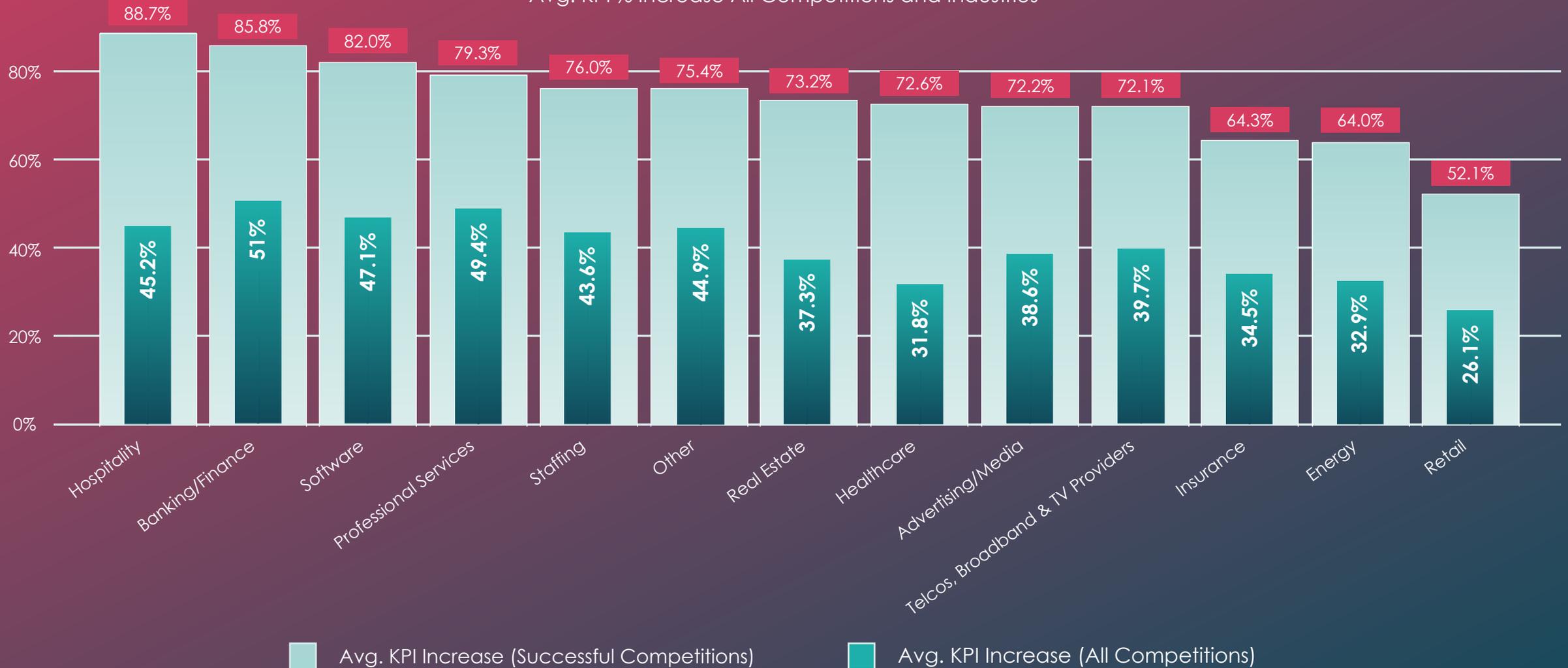
Average of relative changes of competitions in selected segment

Competition success rate:

Percentage of competitions in selected segment whose relative change is positive (i.e. competition lead to an increase of KPI measured)

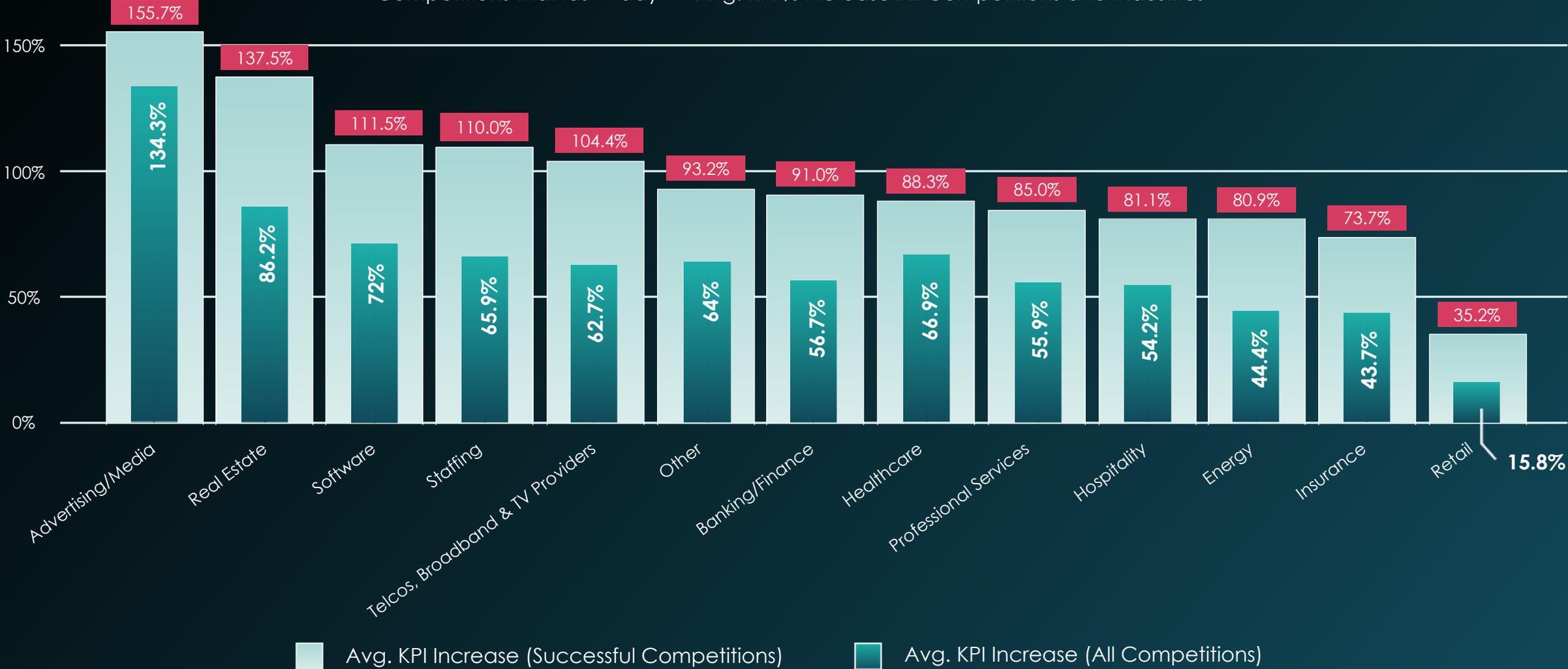
All Competitions

Avg. KPI % Increase All Competitions and Industries



One-day Blitzes

Competitions that last 1 day <> Avg. KPI % Increase All Competitions and Industries



Competitions Impact

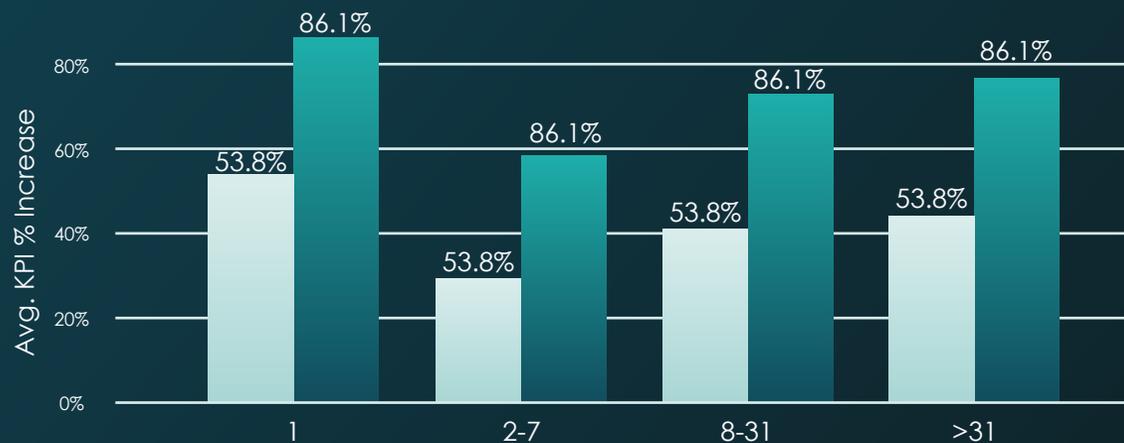
Industry	% of Competitions	Competitions	Avg. KPI % Increase	Competition Success Rate	Avg. KPI % Increase Successful Competitions	Blitz: Avg KPI % Increase	Blitz: Competition Success Rate	Blitz: Avg. KPI % Successful Competitions
Advertising/Media	2.4%	333	38.6%	63.7%	72.2%	134.3%	88.2%	155.7%
Banking/Finance	15.6%	2,123	51.0%	65.5%	85.8%	56.7%	67.2%	91%
Energy	2.5%	340	32.9%	59.7%	64.0%	44.4%	59.8%	80.9%
Healthcare	0.8%	113	31.8%	54.9%	72.6%	66.9%	77.8%	88.3%
Hospitality	0.8%	115	45.2%	58.3%	88.7%	54.2%	50%	81.1%
Insurance	33.1%	4,517	34.5%	63.2%	64.3%	43.7%	66.2%	73.7%
Other	9.1%	1,242	44.9%	66.7%	75.4%	64%	70.7%	93.2%
Professional Services	10.4%	1,422	49.4%	66.5%	79.3%	55.9%	68.2%	85%
Real Estate	5.1%	689	37.3%	61%	73.2%	86.2%	54.2%	137.5%
Retail	2.2%	300	26.1%	61%	52.1%	15.8%	60.9%	35.2%
Software	9.7%	1,325	47.1%	64.5%	82.0%	72%	69%	111.5%
Staffing	3.3%	451	43.6%	65%	76.0%	65.9%	63.6%	110%
Telcos, Broadband & TV Providers	5.0%	676	39.7%	63.2%	72.1%	62.7%	63.6%	110%
Total	100%	13,646	41.4%	64%	73.6%	53.8%	67%	86.1%

The Best Competition Length



Avg. KPI % Increase by Competition Length

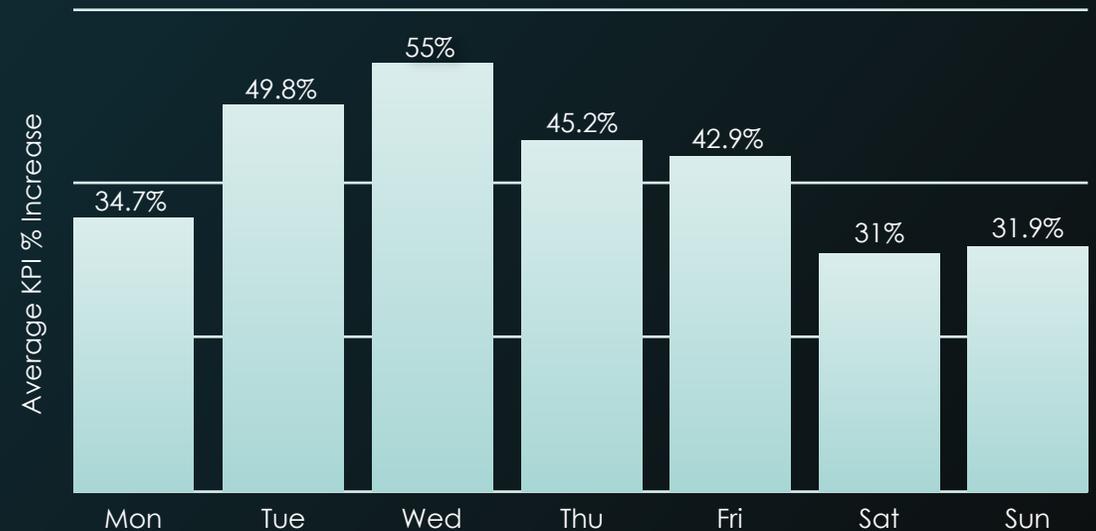
■ Avg. KPI % Increase (All Competitions) ■ Avg. KPI % Increase (Successful Competitions)



The Best Day to Run Competitions



Average KPI% Increase by DoW



Pro Tips



KEEP YOUR EYE ON THE PRIZE(S)

Contests that offer teams **2 prizes** instead of 1 were much more **successful and effective**.

HAD A GOOD VACAY?

It shows in your sales

January & August AKA "Back-at-work" competitions have **1.5x more activity** and are **73% more successful**.

Back in the office!



COINS, COINS AND MORE COINS!

SalesScreen users can win coins to redeem in your customized reward store. In fact, **competitions have better results** when coins were offered as prizes so salespeople can choose the reward they want.

MIDWEEK MAVEN

Compared to weekly averages, contests started on Wednesdays outperform by a **16% increase in activity**.



Overall Effect

Number of Competitions

14,000

Average KPI Increase

41.4%

Competition Success Rate

64%

Average KPI % Increase (successful competitions)

73.6%

Activities

Increase in Quantity

48.1%

Offers, Proposals, Quotes

Increase in Quantity

43.5%

Increase in Value

51.5%

Activity Type (By Avg. KPI % Increase)

■ Avg. KPI % Increase (All Competitions) ■ Avg. KPI % Increase (Successful Competitions)



Sales

Increase in Quantity

46.9%

Increase in Value

36.1%

In Summary

All Competitions

41% AVG KPI INCREASE

64% COMPETITION SUCCESS RATE

73% AVG KPI INCREASE
(Successful Competitions)

14K COMPETITIONS

One-day Blitzes

54% AVG KPI INCREASE

67% COMPETITION SUCCESS RATE

86% AVG KPI INCREASE
(Successful Competitions)

4822 COMPETITIONS





SalesScreen



Experience the **WOW**
effect with your sales
team in just one day.



salesscreen.com/demo