

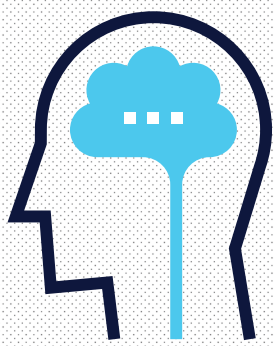
# PSYCHOLOGY OF REVEAL MARKETING

## What is Reveal Marketing?

Reveal marketing is an interactive marketing strategy that requires recipients of a message to perform an action to uncover a hidden message. As recipients interact with the message and reveal the hidden content, they spend more time engaging with the marketing message and give greater value to the hidden message.

When applied to digital marketing, reveal marketing has proven to massively increase brand engagement, click through rates, interactions, and redemptions.

According to a Forbes study, article titles that create curiosity got over **150%** more clicks than those that did not.



### Curiosity

Reveal Marketing invokes a strong curiosity, using psychological triggers to compel the end user to act. Satisfying a curiosity has been proven to increase memory.



### The Ikea Effect

The Ikea Effect is the worth that a product or service has in the mind of the consumer. Also known as the "Ikea Effect", which recognizes people's tendency to attribute a greater value to an outcome they put effort into acquiring.



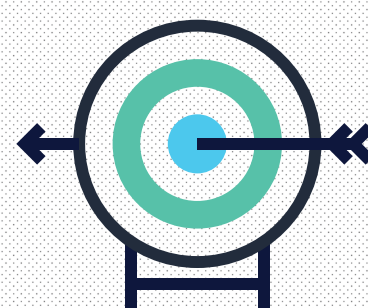
### Endowment Effect

The endowment effect explains our irrational tendency to overvalue something simply because we feel ownership and a sense of possession of that item.



### Operant Conditioning

Operant conditioning is a form of behavior modification. At its most basic level, operant conditioning states that if someone receives what is considered a reward after engaging in certain behavior, that behavior will be strengthened or occur more often.



### Near Miss Theory

An intriguing feature of near-miss outcomes is that while they are objectively losses, they motivate further play. The search for a neuro-physiological substrate reveals that near-misses recruit similar reward-orientated brain regions to those involved in wins.



### Fear of Missing Out

When people compete or are driven by what they think they could miss out on, they take action. FOMO can help build an emotional connection with a brand, and can also foster excitement around a product or service.

Marketing with psychology on your side is more effective. Get in their heads and get more bang for your buck with reveal marketing.