WHAT IS REVEAL MARKETING?

Reveal marketing is a proven method for raising engagement by requiring the recipients of a message to perform an interaction action in order to reveal the contents of the message. Examples:

HOW DOES IT DRIVE ENGAGEMENT?

1. Hiding a message triggers curiosity which increases engagement.
2. Possibility of winning heightens intrigue and increases engagement.
3. The more effort we put into an activity, the more we value it. (— Harvard Business School Paper titled The Ikea Effect)
4. Interactivity increases the time spent with a brand by up to 500%.

WHY IS IT NEEDED?

The average human attention span is 8 SECONDS.

75% of people can't name the brand or product of the last display ad they saw.

BY USING REVEAL MARKETING

- Raise engagement by 5x
- Make messages stand out
- Drive clicks in a creative way
- Use interactivity to convert leads

Interested in learning new ways to add Reveal Marketing to your messaging? Contact a Zembula Representative.

SO HOW DOES ONE...

8 SECONDS

The average human attention span is

That’s lower than a goldfish.

EMAIL 2%

not good.

BANNERS 13%

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