

an intro to

REVEAL MARKETING

WHAT IS REVEAL MARKETING?

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



MOTION INTERACTIONS

Move, shake, tilt, blink, or jump to reveal



TOUCH INTERACTIONS

Scratch, tap, hold, or swipe to reveal



PLAY A GAME

Spin the wheel, draw a card, play bingo, etc.



PROBLEM SOLVE

Build a puzzle, do trivia, solve a riddle, etc.

In a popularly cited study done by Professor Howard, test subjects ranked identical gifts more valuable when wrapped.

HOW DOES IT DRIVE ENGAGEMENT?

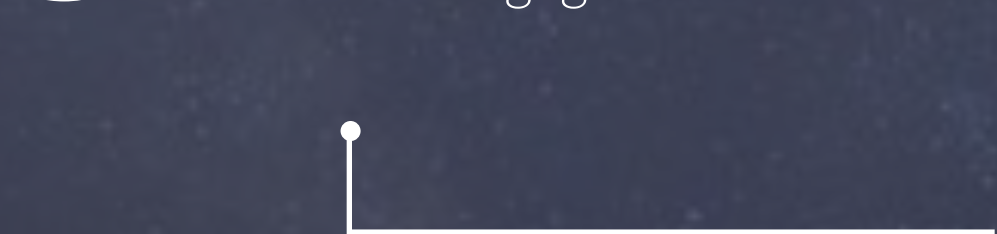
1 Hiding a message triggers **curiosity** which increases **engagement**.



2 Requiring the user to put forth **effort** adds **value** to the message.*



3 Possibility of **winning** heightens **intrigue** and increases engagement.



4 **Interactivity** increases the **time spent** with a brand by up to 500%.



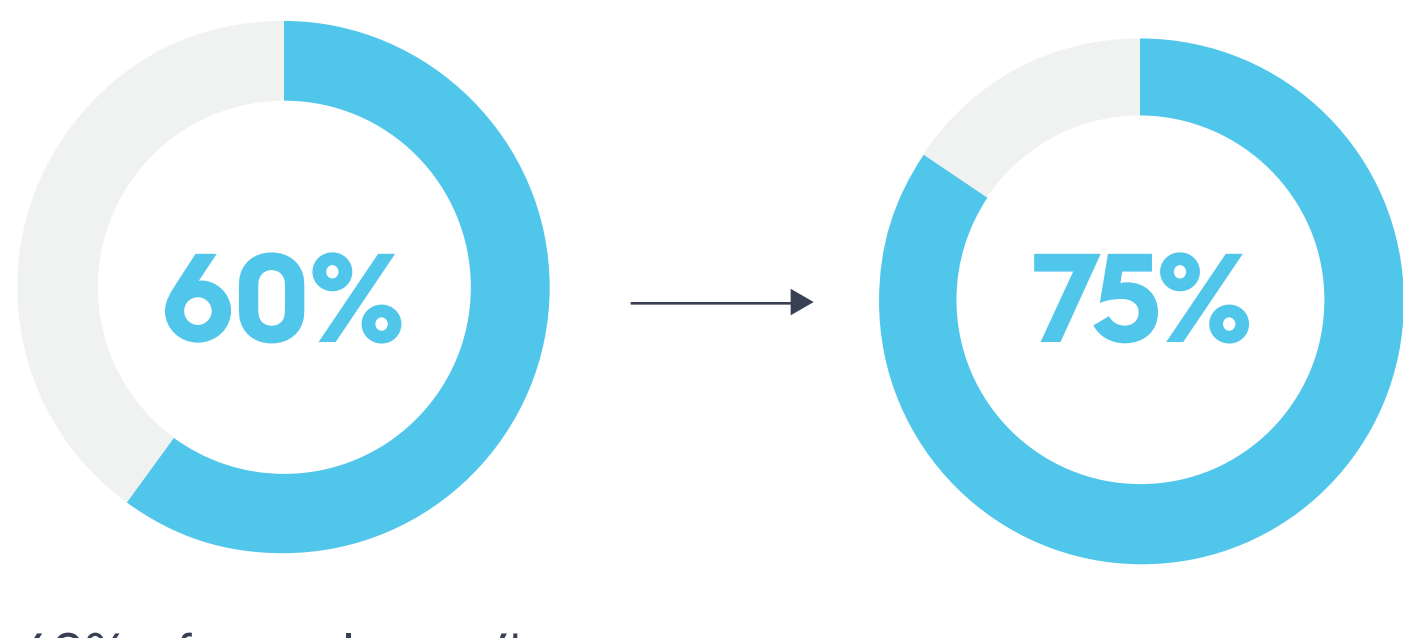
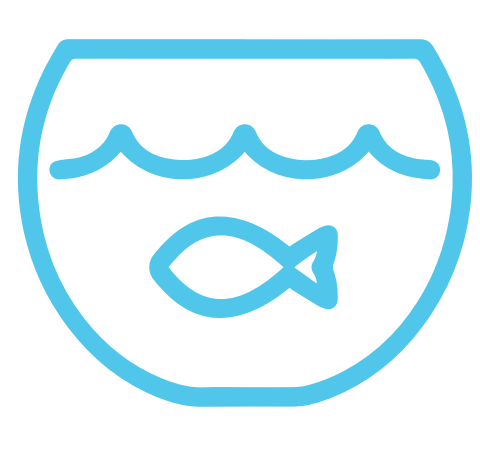
"The more effort we put into an activity, the more we value it."
 – Harvard Business School Paper titled *The Ikea Effect* *

WHY IS IT NEEDED?

The average human attention span is

8 SECONDS

That's lower than a **goldfish**.



60% of people can't remember the last display ad they saw.

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

Average Click Through Rates are Dropping



SO HOW DOES ONE...

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

BY USING REVEAL MARKETING

These guys did:



Interested in learning new ways to add Reveal Marketing to your messaging?

[Contact a Zembula Representative](#)