

GIVIWAYS

Advanced Analytics Report

EXAMPLE DATA - NOT A REAL CREATOR ACCOUNT

2026-05-01 to 2026-07-31

Showcase Creator

@showcasecreator

MASTER PLAN

Executive Summary

Key numbers for 2026-05-01 to 2026-07-31

9 GIVEAWAYS RUN	105,392 TOTAL ENTRIES	21,400 UNIQUE ENTRANTS
76,507 TOTAL PAGE VIEWS	137.8% ENTRIES PER 100 VIEWS	\$3,820 TOTAL PRIZE VALUE GIVEN AWAY

WHAT ENTRIES VS. ENTRANTS MEANS

"Entries" counts every ticket, including bonus entries from verified actions - one person can generate more than one entry. "Entrants" counts unique participants. That is why total entries can be higher than unique entrants.

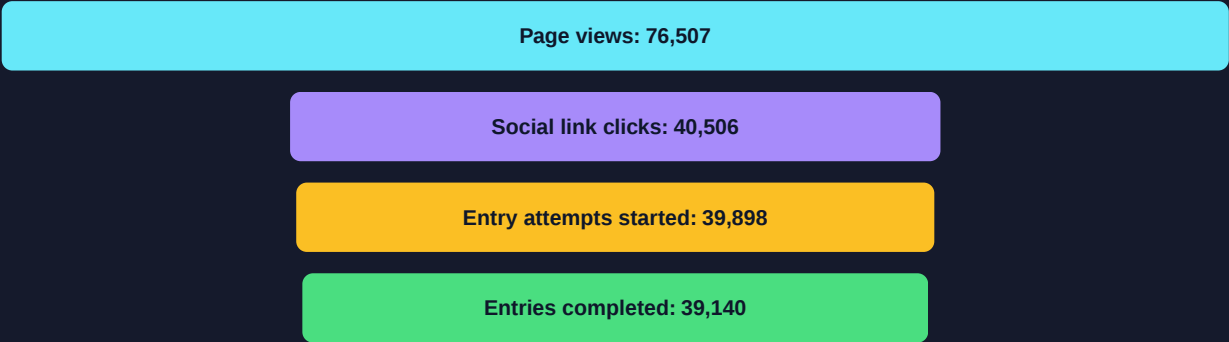
HIGHLIGHTS

- Best-performing giveaway: Summer PC Build Giveaway (46,938 entries)
- Highest-converting platform: twitch (93% unique entrant conversion)
- Strongest window for your audience: Friday around 19:00 UTC
- 29% of your entrants joined more than one giveaway this period.
- Most successful prize: Gaming PC Build

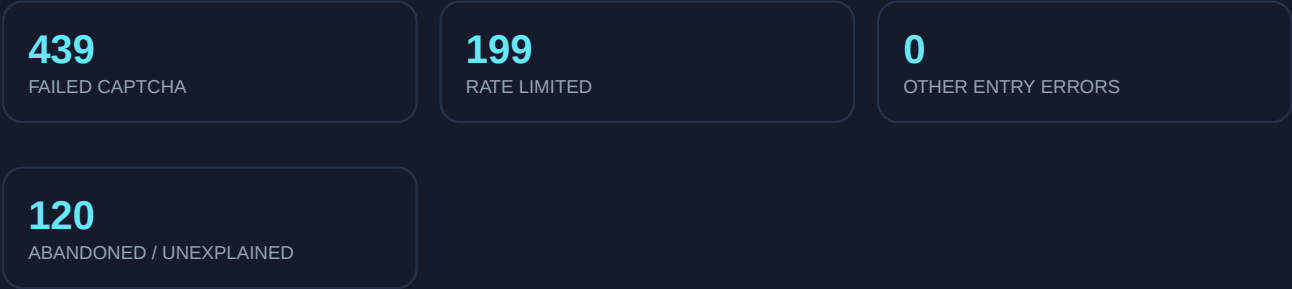
Entry Funnel

Where viewers drop off before completing an entry

FUNNEL OVERVIEW



DROP-OFF REASONS (OF ATTEMPTS STARTED)



Giveaway Leaderboard

Top 8 of 9 giveaways this period, ranked by entries

EFFICIENCY

961.9

AVG ENTRIES PER DAY (DURATION-NORMALIZED)

2,759

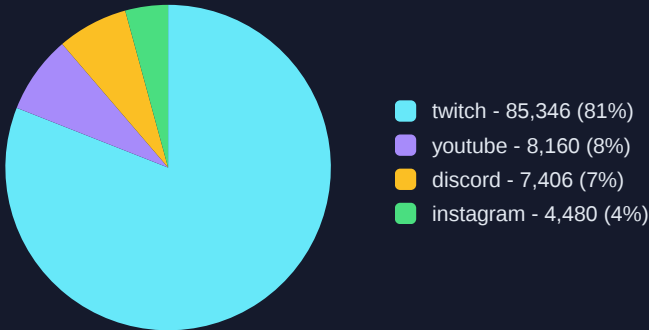
ENTRIES PER \$100 OF PRIZE VALUE

GIVEAWAY	ENTRIES	ENTRIES/DAY	ENTRIES/100 VIEWS	FILL RATE	BOOSTED
Summer PC Build Giveaway	46,938	2,235.1	166%	78.2%	Yes
Headset Giveaway - Sub Milest...	22,308	1,593.4	132%	89.2%	No
Keyboard & Mouse Combo Giveaw...	14,700	1,470	132%	81.7%	Yes
Game Key Bundle Drop	5,760	576	100%	72%	No
Community 10K Giveaway	5,716	408.3	128%	76.2%	Yes
Merch Pack Weekend Giveaway	4,480	1,493.3	100%	74.7%	No
Steam Wallet Giveaway	2,400	342.9	100%	68.6%	No
Discord Nitro Giveaway	1,690	338	100%	67.6%	No

Social Platform Effectiveness

Which platform your entrants come from

ENTRIES BY PLATFORM



PLATFORM PERFORMANCE

"Entries per visitor" can exceed 100% because one visitor may submit more than one entry (for example via bonus entries). "Unique entrant conversion" compares unique entrants to unique visitors and is a closer read on true conversion.

PLATFORM	CLICKS	UNIQUE VISITORS	ENTRIES PER VISITOR	UNIQUE ENTRANT CONVERSION
twitch	26,666	23,188	368.1%	93%
youtube	6,133	5,333	153%	90%
discord	4,208	3,659	202.4%	91%
instagram	3,499	3,043	147.2%	92%

Verified Action Bonus

How your optional per-day bonus entries are performing

4

GIVEAWAYS WITH A BONUS ACTION

28,885

BONUS ENTRIES GRANTED

32.2%

SHARE OF ENTRIES FROM THE BONUS

17%

AVG. BONUS COMPLETION RATE

HOW THIS WORKS

Each giveaway can offer an optional bonus (chosen by you when publishing) for completing one verified action - subscribing on YouTube, following on Twitch, or joining Discord. "Completion rate" is the share of that giveaway's entrants who completed the bonus action. A lower bonus tends to fill the entry cap more slowly with a higher completion rate; a higher bonus fills the cap faster but may see fewer entrants complete it.

GIVEAWAY	PLATFORM	ENTRIES/ACTION	COMPLETION RATE	BASE ENTRIES	BONUS ENTRIES
Summer PC Build Giveaway	Twitch	+3	22%	28,275	18,663
Headset Giveaway - Sub Mi...	Twitch	+2	16%	16,900	5,408
Keyboard & Mouse Combo Gi...	Twitch	+2	16%	11,136	3,564
Community 10K Giveaway	Discord	+2	14%	4,466	1,250

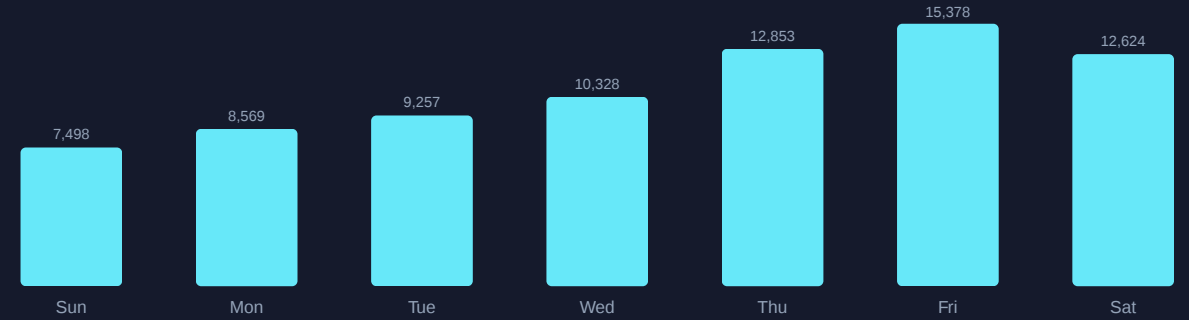
Best Time to Publish

When your entrants are most active (UTC)

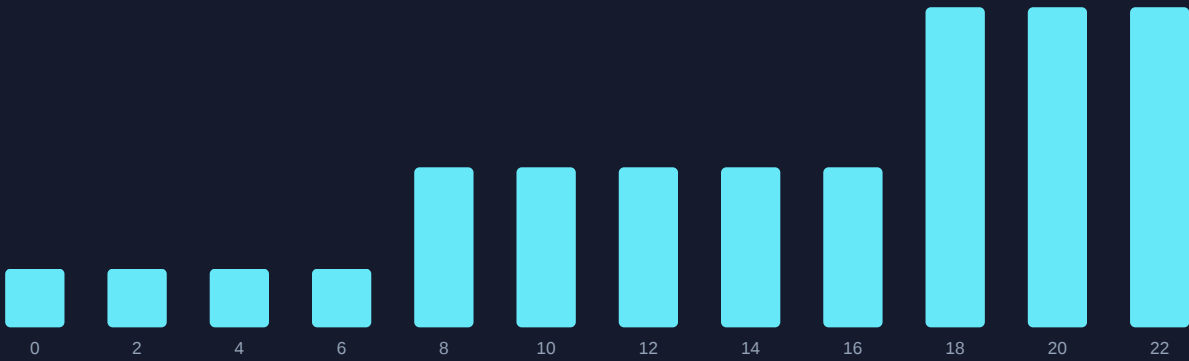
YOUR AUDIENCE

Your own strongest window this period was Friday around 19:00 UTC, based on 76,507 entries.

ENTRIES BY DAY OF WEEK



ENTRIES BY HOUR OF DAY



General Giviways benchmark (all creators, not personalized): Friday around 20:00 UTC.

Audience Growth

Follower and subscriber trend over the report period

TWITCH GROWTH



YOUTUBE GROWTH



Geographic Performance

Where your entrants are participating from

ENTRIES BY COUNTRY

Countries with very few entrants are grouped into "Other regions" to protect participant privacy.

COUNTRY	ENTRIES	UNIQUE ENTRANTS
United States	41,800	8,600
United Kingdom	12,600	2,650
Canada	10,900	2,300
Germany	9,200	1,950
Other regions	30,892	16,995

Audience Loyalty

How many giveaways your entrants come back for

ENTRANT BREAKDOWN



29% of your 21,400 unique entrants joined more than one of your giveaways this period.

Prize Fulfillment Health

How reliably prizes are being delivered

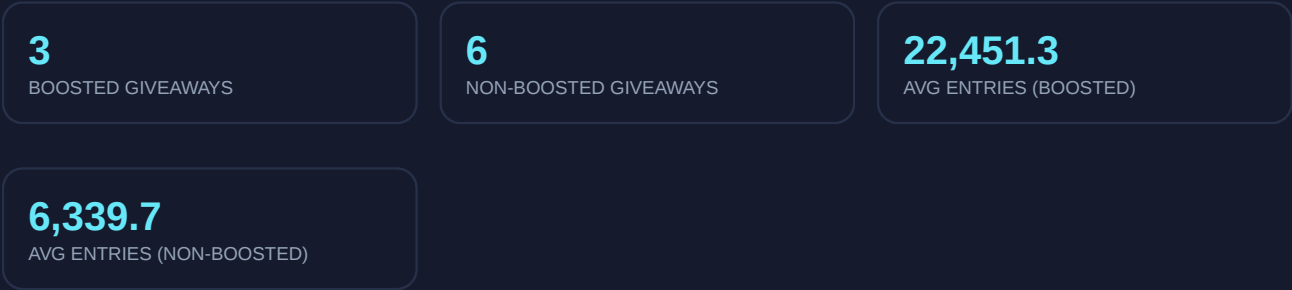


Reported delivery issues take an average of 2.5 day(s) to resolve. "Pending winner confirmation" means the winner has not yet confirmed receiving their prize - no action is required from you unless a delivery is overdue.

Promotion Performance

Boost and referral impact

BOOST PERFORMANCE



REFERRAL PERFORMANCE



This compares average entries between boosted and non-boosted giveaways. It is not a measure of return on investment - larger prizes or longer durations may also explain the difference, and we do not yet track impression-level exposure, so boost causality cannot be proven.

Methodology & Notes

How to read this report

- "Views" counts a page load of your giveaway's detail page, tracked once per visit.
- "Entries" counts completed, valid entry submissions within the report period; "entrants" counts unique participants.
- Platform effectiveness attributes a giveaway's clicks and entries to its dominant clicked social platform.
- The personalized best time to publish uses your own entry history; the general benchmark is aggregated and anonymized across all Giviways creators.
- Boost/referral comparisons are directional, not proof of causation.
- Verified action bonus completion rate is the share of a giveaway's entrants who completed its optional verified action, based on the per-giveaway bonus amount chosen at publish time.
- This report is generated for your account only and should not be shared publicly.

CONNECTED CHANNEL SNAPSHOT

Twitch

42,300 followers - avg 610 live viewers (last stream)

Youtube

18,900 subscribers - 340 videos - avg 8,400 recent upload views