

# Designer Guide – Wheel of Fortune

## Design 3 pieces for the wheel

### 1) Wheel outside border (optional)

Create a 600x600 (or more as long as it is 1:1 ratio ) image that features the outer part of the wheel. Anything that remains **inside** the wheel will be covered up by the sectors and can remain blank. You can later adjust how much of the background image is shown from behind the sectors.

### 2) Center image (optional)

The Center image is placed in the middle of the wheel as the center spot. This can be of any size. Usually it's used as the company logo or something that matches the border.

### 3) Arrow (optional)

The arrow signifies the winning sector. Again feel free to use any size and orientation of the image.

### Everything is Optional?

Yes but then your wheel would just consist of different colored sectors and it would not be very effective.

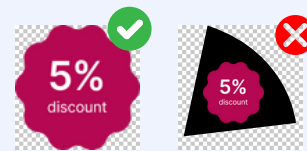
**NB:** All Images can be scaled down inside Adact so exact measurements are not important as long as the background and center image are 1:1 ratio

## Adding prize Sectors

### Option #1 – Easiest

**Icons** If you wish to use Icons on the sectors, only upload the icons themselves. You can assign individual sector colors from Adact.

**Texts** When using texts, you do not need to design anything. Texts can be added from Adact.



### Option #2 – More Creative and customizable but you are locked to the number of sectors

The **Wheel Center Image** can be used to design the entire wheel including the Sectors and Prizes if you cover the background with the wheel center image. The 4th example on the right shows this approach.

## Spin Button

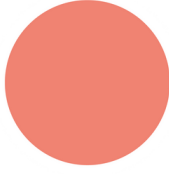



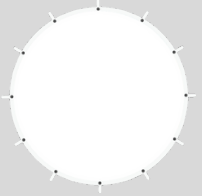



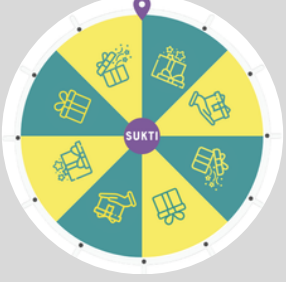



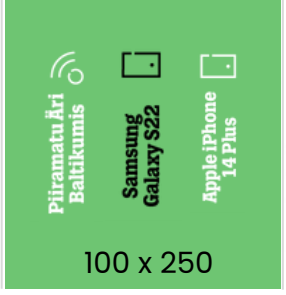

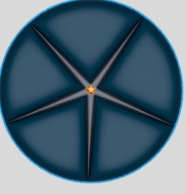




### Include a button to press to start spinning ( optional )

You can design the button (E.g “Click here to spin”) in Adact from **Wheel Visuals** and **toggle** on “**Spin wheel on button click**”

## View Examples

[adact.me/campaign-games/wheel-of-fortune/](https://adact.me/campaign-games/wheel-of-fortune/)



Background	Center	Arrow	Prizes	Result
 945 x 945	 85 x 85	 91 x 107	<b>Text</b>	
 757 x 757	 .svg	 .svg	 120 x 120	
 1000 x 1000	 -	 255 x 112	 100 x 250	
 1000 x 1000	 900x900	 90 x 75	 -	

# Game Setup Tips – Lottery games

## What should be the probability to win a rare prize?

- How many of this specific prize will you give out? **Example: 5**
- Then take a guess – How many people would spin the wheel? **Example: 10 000**
- Probability to win this prize should be:  $\frac{5}{10\,000} \times 100 = 0,05\%$

NB: This **does not guarantee** that exactly 5 people out of 10 000 will win.

## How can I guarantee that all of the prizes are given out?

With Adact you can **change probabilities even when the game is live**.  
If the campaign is drawing to an end and no prize is given out then increase the prize winning probabilities of the prize you wish to give out.

## Use the Registration form before the game!

Validating the player's identity before they spin ensures a secure and controlled campaign. If validation occurs only after a prize is won, players might manipulate the outcome, such as by using a virtual machine to repeatedly spin until they get a desirable prize. Pre-game validation integrates security features that prevent such manipulation, making the process more secure.

## Careful with too expensive prizes!

With too expensive prizes you are attracting hackers like a playground attracts children. We have security measures to prevent all kinds of malicious attempts but it is still extra work to deal with it.

**But I really really really want to have a Tesla Model S on my lottery!**

In that case have the prize be a ticket into a raffle for Tesla Model S.

## How to increase Lead quality?

If you offer an iPhone among other prizes, people might only participate for the iPhone.

To manage this, use Adact's **Single Opt-In** and **Double Opt-In** features:

- **Single Opt-In:** Winners receive the prize immediately.
- **Double Opt-In:** Winners must confirm they want the prize by pressing "Yes I want this prize," preventing uninterested participants from cluttering your CRM.

## Lottery Games do not only have to be about prizes

There are lots of creative ways to use lottery campaigns. Here are a few examples:

- "Which movie should I watch tonight?"
- "Which recipe should I cook for dinner?"
- For team-building events, include a Wheel of Fortune where participants spin to find out which famous person they should imitate while introducing themselves!

## Ask Additional information after the game

You can include several registration forms in your campaign.  
The first one before the game can be used to ask e-mail / phone number for validation.

The second one can be used after participants win a prize – for example  
"Which post office would you like to redeem the prize from?"

## Should everyone get the same discount code or unique?

### Use Shared Codes for prizes you have unlimited to give out

A "10% off" prize works well when shared, as it boosts the number of people using the discount, achieving your goal of increased participation!  
After all 10% discount is not 10% loss but 90% win!

### Unique code should be used for prizes you only have limited amount!

Only campaign participants should be eligible to redeem prizes with limited availability.

# Game Integration Guide

## Publish the game on Adact domain

### Great job! This is already done!

All of your campaigns are accessible from your branded domain at **yourName.adact.me/campaignName**

You can change "campaignName" from Settings - Slug

Just direct people to this link via Social Media, Newsletters, Paid Ads or QR codes.

## Redirect all of your games to your website

You can create a custom domain (example: **games.yourcompany.com**) that hosts all of your games!

To do so go to **Integrations - "Show the campaign on your own custom domain prefix using CNAME"**

And forward the instructions to your website administrator.

## Embed the game to your website with a Script

Go to your campaign editor and **Integrations - Embed the campaign to your website**

**Step 1:** Copy the script you see and paste it to your website between `<head>` `</head>` tags

**Step 2:** Copy the code from Step 2 and paste it to where you want the campaign to appear.

Use **Script** when planning to have multiple different campaigns on your domains.

### Script

- + Will be more responsive
- + Works better with tracking softwares like Google Analytics
- + Easier to change campaigns to different ones
- May need help from website admins

## Add the game to your website via iFrame

Go to your campaign editor and **Integrations - Embed the campaign to your site or banners using an iframe**

**Step 1:** Copy paste your code.

**Step 2:** Find a place you can add a HTML section to your site. This may also be called "Inline Frame" or "HTML". Just copy paste the code to the section.

Use **iFrame** when the campaign would be embedded to "www.yourbrand.com/Campaign and the entire landing page is Adact campaign.

### iFrame

- + Simple to add initially
- + Your website developers will allow it more likely.
- May have responsive issues when added in the middle of website content

## Embed the game as a widget

Go to your campaign editor and **Integrations - Widget**

**Step 1:** Design your widget from the view as you see fit.

**Step 2:** Copy the code from **Settings** and paste it to your website between `<head>` `</head>` tags

Tip: Adding a widget serves as an additional engagement channel and is often very beneficial!

### Widget

- + Great addition to the website
- + Creates constant engagement
- + Doesn't require additional marketing
- None