

TC Bingo

Commercial advantage for brands

Turn prize-led gameplay into permissioned first-party user data, reward fulfilment and CRM-ready exports.



WinApp247

Executive proposition

TC Bingo gives brands a simple value exchange: users opt in because the game is fun and the reward is visible. Brands receive structured campaign data that can be exported and activated through their existing marketing stack.

From participation to usable audience records



Engagement

A prize-led game creates a stronger reason to participate than a static form or generic sign-up page.

Permission

Opt-in capture makes consent a clear part of the user journey rather than a hidden afterthought.

Reward data

Prize outcomes, win codes and campaign attribution can be connected to customer records.

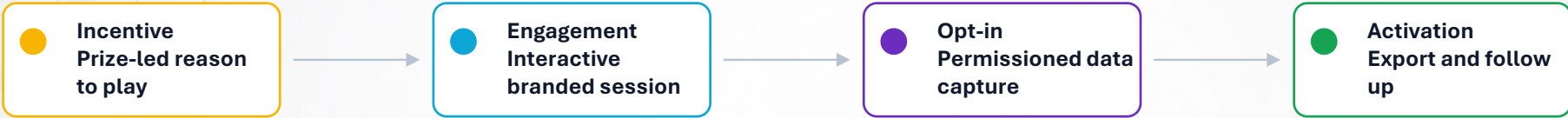
Activation

Export user data for CRM import, email follow-up, fulfilment, remarketing or sales qualification.



Why brands gain an advantage

The commercial edge is not the bingo card alone. It is the complete conversion loop: incentive, participation, consent, identifiable data, and post-game activation.



Better value exchange

Users understand what they receive; a chance to win and a branded entertainment experience.

More campaign context

Every record can be tied to the campaign, prize and gameplay outcome that generated it.

Faster operational use

Exports support fulfilment, audience segmentation, and CRM or ESP import workflows.



Opt-in data capture journey

A clear, brand-safe journey converts attention into usable records while keeping the prize mechanic central to the experience.



Example fields captured

Name / email / phone • opt-in status • campaign source • prize won • win code • timestamp • export batch



Prize creation and reward mechanics

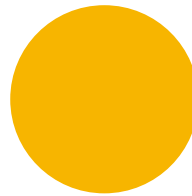
Prizes turn the brand interaction into an exchange users understand. TC Bingo supports campaign rewards that can be configured, showcased and fulfilled through win-state logic.

Campaign team can configure

- Prize title and description
- Optional prize image upload
- Prize visibility on play screen
- Win messaging and fulfilment code
- Campaign-specific reward inventory

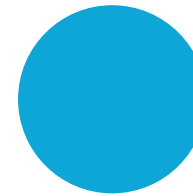
Prize-led value exchange

Visible reward + simple play = higher motivation to provide accurate, permissioned information.



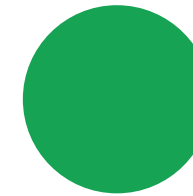
Grand prize

High-value reward



Instant win

Voucher or code

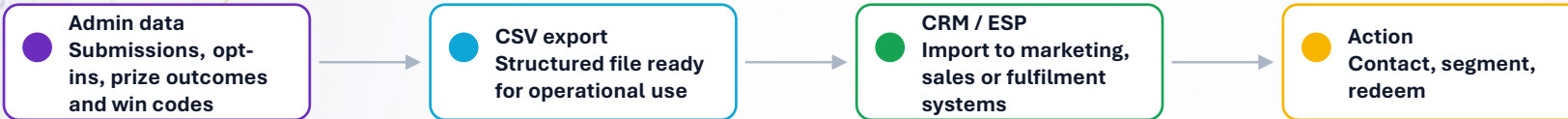


Participation

Coupon or offer

Data export and activation

TC Bingo is designed to move data out of the campaign and into commercial workflows. Exported records can support fulfilment, segmentation and follow-up marketing.



Export enables: lead nurturing • customer list growth • fulfilment reconciliation • campaign attribution • post-event remarketing

Consent, trust and brand control

TC Bingo helps brands make data capture explicit and understandable. The user receives a visible reward opportunity; the brand receives data tied to a known consent moment.

Clear opt-in moment

Marketing consent can be presented before gameplay or as part of the entry journey, reducing ambiguity around permission.

Transparent value exchange

Users see the prize opportunity and brand benefit before sharing their contact details.

Operational audit trail

Exported records can carry opt-in status, timestamp, campaign reference and win code for fulfilment support.

For regulated campaigns, consent wording and data-handling processes should be reviewed against the brand's legal and privacy requirements.

Commercial use cases

The same platform pattern can be applied across acquisition, engagement and retention programmes.

Events & venues

Capture attendees, reward participation and follow up after the event with segmented offers.

Retail activation

Drive footfall, collect customer records and connect prize outcomes to redemption behaviour.

Product sampling

Incentivise trial, collect opt-in purchasers and move winners to fulfilment workflows.

Sponsorship

Give sponsors measurable lead capture instead of passive logo placement.

Hospitality & leisure

Collect interest, engagement and booking databases around competitions, bookings and offers.

Community campaigns

Use simple prize mechanics to attract participation and grow local contact lists.

Measurement framework

A brand can evaluate TC Bingo like any acquisition channel: how much permissioned data was generated, how valuable it is, and what downstream revenue activity it supports.

01

Data capture rate
Users who submitted details

02

Opt-in rate
Users consenting to contact

03

Gameplay completion
Users reaching a result

04

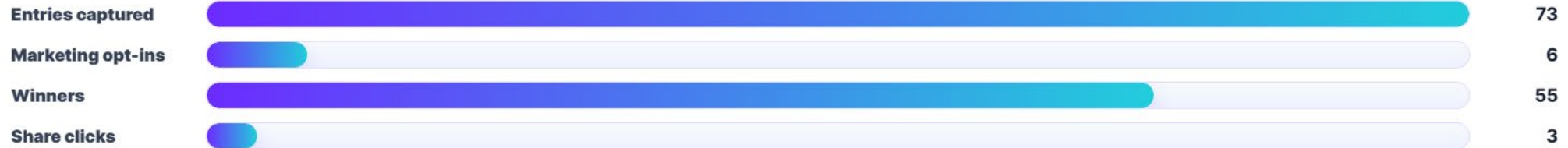
Prize redemption
Winners who redeem

05

ROI
Cost per usable lead

Campaign funnel

Quick visual of entry, opt-in, win, and share activity.



Withdrawals recorded: 0. Export CSV remains available in the Leads section.

Full control CMS

TC Bingo CMS
Campaign control centre

- Overview
- Analytics
- Campaign
- Pages
- Prizes
- Leads

Desktop analytics
Entries and game starts over the last 14 days.

Engagement
Rates based on captured entries.

- 8.2% Opt-in rate (6 of 73 players)
- 75.3% Win rate (55 wins / 18 losses)
- 4.1% Share rate (3 share clicks)
- 100% Completed (73 of 73 starts)

Prize outcomes
Winning sessions by prize.

- 10% Discount Code: 36
- VIP Bundle: 19

Prize inventory
Stock usage and live prize count.

- 3 Active prizes, 1937 Remaining stock, 3.2% Claimed
- VIP Bundle: 466/500 left
- 10% Discount Code: 471/500 left
- 50% Discount: 1000/1000 left

Campaign funnel
Quick visual of entry, opt-in, win, and share activity.

- Entries captured: 73
- Marketing opt-ins: 6
- Winners: 55
- Share clicks: 3

Demo Brand
Manage odds, lead capture, content copy, prize inventory, and exports from one place.

TC Bingo CMS
Campaign control centre

- Overview
- Analytics
- Campaign
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- Prizes
- Leads

Prize inventory
Update stock, active state, and relative odds weights without changing the campaign URL.

Prize name	Weight	Total	Remaining	Active
50% Discount	34	1000	1000	<input checked="" type="checkbox"/>
VIP Bundle	34	500	466	<input checked="" type="checkbox"/>
10% Discount Code	34	500	471	<input checked="" type="checkbox"/>

Leads
Showing 31-73 of 73 players, with consent status, prize result, and winner code.

DATE	NAME	EMAIL	MARKETING	RESULT	WIN CODE
[Table content obscured]					

Demo Brand
Manage odds, lead capture, content copy, prize inventory, and exports from one place.

TC Bingo CMS
Campaign control centre

- Overview
- Analytics
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LIVE CMS
Campaign dashboard

Your Bingo Card

Prize updated.

- Entries: 73 (Total captured players)
- Marketing opt-ins: 6 (8.2% opt-in rate)
- Winners: 55 (75.3% actual win rate)
- Share clicks: 3 (Tracked referral visits)

Desktop analytics
Entries and game starts over the last 14 days.

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Redemption Control

A full API is available to allow 'endpoint' verification:

```
{} json
{
  "ok": true,
  "valid": true,
  "redeemable": true,
  "status": "valid",
  "win_code": "ABC12345",
  "campaign": {"slug": "demo", "brand_name": "Demo Brand"},
  "player": {"name": "Jane Player", "email": "jane@example.com"},
  "prize": {"name": "VIP Bundle"},
  "redemption": {"redeemed": false, "redeemed_at": null}
}
```

Win Code Checker

Verify TC Bingo prize codes and optionally mark them as redeemed.

[Log out](#)

Win code **Campaign slug**
optional; blank searches all campaigns

Action **Redeemed by**
optional

Redemption note
optional

API endpoint:
https://winapp247.com/bingo/api/check_win_code.php
API key: 67xQ*****D8us

VALID

Win code is genuine and available to redeem.

HTTP	200
Win code	BINGO-62DC9BBF
Campaign	demo
Prize	VIP Bundle DEMO
Winner	Trevor Clark
Email	tclark@hostituk.com
Redeemed at	—
Redeemed by	—
Redeem URL	Open redeem link
▶ Raw API response	

23

67

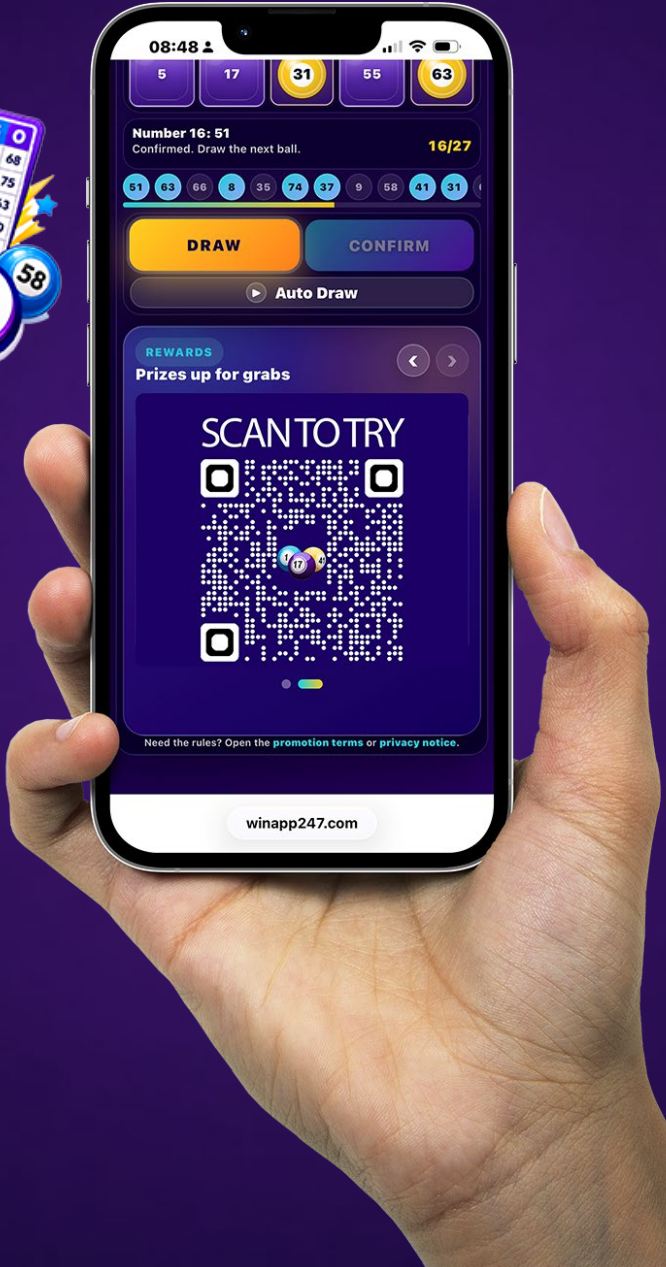
46

B	I	N	G	O
14	26	39	54	68
7	23	35	58	74
4	16	★	52	67
11	29	44	53	72
9	19	37	49	63

23



67



46

B	I	N	G	O
12	28	40	51	62
3	17	34	57	71
6	22	★	50	64
8	25	41	55	73
15	30	36	47	66



TC Bingo makes customer data worth earning.

A branded game creates the reason to participate. Opt-in capture makes permission explicit. Exports make the data useful.

