

Spin-the-Wheel Campaign Guide

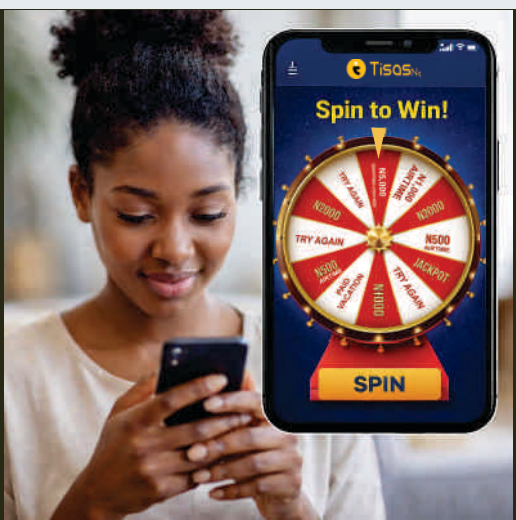


Gamify Engagement. Drive Instant Rewards. Increase Participation.

What is Spin-the-Wheel?

TisasNG Spin-the-Wheel is a gamified reward system that enables brands to engage customers through interactive, chance-based reward experiences.

From guaranteed instant cashback plus other prize-based rewards, Spin-the-Wheel transforms customer actions into exciting moments that drive participation and repeat engagement.



Problem & Solution

Most reward campaigns are transactional and predictable.

Customers engage once and drop off. Brands struggle to create interactive, repeatable experiences that sustain engagement and deliver measurable outcomes.

TisasNG enables you to turn simple customer actions into engaging reward experiences through a fully customizable spin-the-wheel system.

With built-in cashback, gamification, and analytics, brands can launch high-performing campaigns without building complex infrastructure.

How it works for brands



Choose

From proven reward mechanics: cashback, instant win items, vouchers, draws, experiential rewards, etc



Activate

Across in-store, online, mobile, social, and messaging channels



Trigger

Reward spin with qualifying actions such as purchase, referral, sign-up, survey participation, or behavior-based engagement

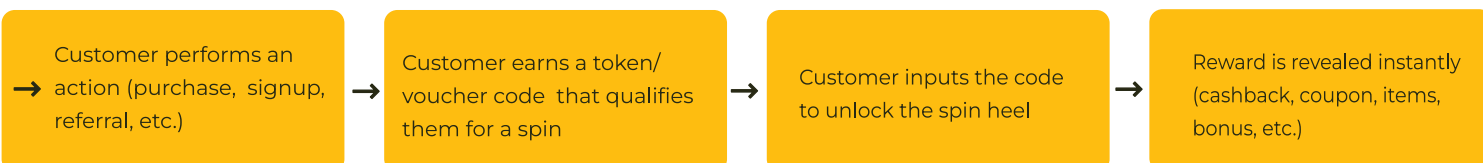


Manage

Track participation, monitor performance, and optimize campaigns from a centralized dashboard

Without a centralized system, promotions become costly, risky, and hard to optimize.

How It Works for Customers



Without a centralized system, promotions become costly, risky, and hard to optimize.

Our solution modules support multiple campaign types



Run any kind of purchase or non-purchase promotions using our suite of reward solutions.

Gamification that drives behavior
Encourage repeat participation through exciting, chance-based rewards

Instant reward delivery
Customers receive cashback or rewards immediately after each spin

Flexible campaign design
Customize wheel segments, rewards, and probabilities

Omni-channel activation
Deploy across retail, digital, mobile, and social channels

Unified reward infrastructure
Combine cashback, product authentication, social impact and sweepstakes in one system

Real-time analytics
Track performance, engagement, and customer behavior insights

Why choose TisasNG

TisasNG's infrastructure is built for scale, flexibility and security

→ Purchase and non-purchase validation

Run performance-based-reward that ties rewards directly to real purchases or verified engagement actions.

→ Fraud protection at scale

Built-in automated controls flag suspicious patterns before it scales

→ Omni-channel Reward Platform

Easily Activate reward campaigns across different customer touch-points to increase engagement

→ Unified Reward Ecosystem for your consumers

Join the ecosystem and launch promotions that enable customers to receive rewards from multiple participating brands into a unified wallet- customers love this!

→ One Platform, Multiple Reward Mechanics

Easily Activate different reward campaigns from a single system instead of bundling a single reward type for every brand.

→ Real-time Measurable KPIs

See real-time performance on how customers are engaging with your promotion/campaign.

Why TisasNG

- TisasNG is built for flexibility, simplicity, and real-world scalability
 - Cashback-backed rewards (real value, not just points)
 - Works across online and offline ecosystems
 - Easy to deploy and scale campaigns
 - Built for African markets and businesses

