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ADVERTISING AGENCY

TECHNOLOGY WHITEPAPER · RETAIL CAMPAIGN & LEAD CAPTURE

Turning a Grand Opening Into a Customer Database

How PromoMedia built the American Gold & Diamond Superstore giveaway app — a mobile-first entry and lead-capture system that powered a month-long grand-opening campaign in Tyler, Texas.



Client
American Gold & Diamond

Campaign
Superstore grand opening, Sept. 2025

Purpose
Giveaway entries & VIP list

Location
Tyler, TX

EXECUTIVE SUMMARY

A campaign app built to outlast the campaign

American Gold & Diamond opened a new superstore in Tyler, Texas with a $10,000+ giveaway running September 1–30, 2025. A flyer and a paper entry box would have generated excitement — and then a stack of handwritten slips that were hard to read, easy to duplicate and nearly impossible to market to afterward.

PromoMedia built a dedicated giveaway web app instead. Every flyer, social post and QR code pointed to a bold, mobile-first page that showcased the prizes and made entering take less than a minute. Each entry was validated, normalized and checked for duplicates before it was saved. Store administrators watched entries arrive, exported clean contact lists and drew winners with a cryptographically random selection — all from a private dashboard.

When the giveaway ended, AGD kept what mattered most: a structured, de-duplicated list of local customers who asked to hear from the store. The same app now serves as the superstore's VIP mailing-list signup.

> The giveaway lasted a month. The customer list it produced keeps paying off long after the drawing.

THE BUSINESS PROBLEM

Paper entry boxes don’t build a business

Traditional in-store giveaways create buzz but leave the store with little it can use afterward.

Pain point	What it was costing the business
Unreadable, incomplete entries	Handwritten slips arrive with missing phone numbers, misspelled emails and illegible addresses.
Duplicate entries	The same person can enter dozens of times, skewing the drawing and the customer list.
No digital follow-up	Paper entries must be typed in by hand before anyone can be emailed or texted.
Drawing disputes	Without a recorded, random selection process, winners are harder to defend.
No campaign visibility	Owners cannot see how many people have entered or how fast entries are coming in.

THE SOLUTION

A campaign-grade entry experience with a secure admin dashboard

The app pairs a prize-forward public page designed for QR-code and social traffic with server-side validation, duplicate protection and a private dashboard for the store team.

How it works

01 **Scan or tap**

Customers arrive from a flyer QR code, social ad or in-store sign on a fast, mobile-first page that loads quickly on cellular or store Wi-Fi.

02 **See the prizes**

Bold prize imagery, headlines and the campaign dates set the stage for the grand-opening event.

03 **Enter in under a minute**

Name, full address, email and phone are entered with real-time validation and clear error messages. Official rules are shown, and the customer must agree before submitting.

04 **Validated on the server**

Entries are sent to a server function that checks required fields, normalizes the email address and saves the record. A database-level uniqueness rule stops the same email from entering twice.

05 **Instant confirmation**

The customer sees a success message, and the form resets for the next person at the kiosk or counter.

06 **Manage, export and draw**

Administrators sign in to view entries, export clean CSV lists and draw winners for each prize with a cryptographically random selection that is saved with the result.

Who uses it

Customers	Enter the giveaway or join the VIP list from any phone — no account required.
Store administrators	Sign in to a private dashboard to view entries, export lists, draw and record winners.

FUNCTIONALITY IN DEPTH

Everything a grand-opening campaign needs

Each feature was designed to convert traffic into entries, keep the entry pool clean, and give the store a list it can use for years.

EXPERIENCE

Grand-Opening Landing Page

A campaign page built to convert.

- Bold headline and prize imagery
- Featured prizes from silver to gold coins
- Mobile-first layout for QR and social traffic
- Branded to the AGD superstore launch

ENTRY

Validated Entry Form

Every entry complete and usable.

- Name, address, email and phone with strict checks
- Real-time error messages and input sanitization
- Official rules with a required agreement checkbox
- Instant confirmation and reset

DATA QUALITY

Duplicate Protection

A clean entry pool and a clean list.

- Email addresses normalized before saving
- Database uniqueness rule blocks repeat entries
- Database validation trigger on every record
- Per-IP limits on submission volume

MARKETING

Opt-In Customer List

The giveaway ends — the list does not.

- Agreement to receive promotional communications
- Structured contact data for email and SMS tools
- Segmentable by city and ZIP code
- Now powers the superstore VIP mailing list

ADMIN

Entry Dashboard & Export

See the campaign perform.

- Private admin sign-in separate from the public site
- Browse all entries and winners
- CSV export protected against spreadsheet formula injection
- Clear and reset tools for new campaigns

DRAWING

Random Winner Selection

A defensible drawing process.

- Cryptographically secure random selection
- Winner and prize saved as a permanent record
- Grand-prize check to prevent repeat grand-prize winners
- Admin actions recorded in an audit log

SECURITY & DATA PROTECTION

Protecting customer contact data and the drawing

A giveaway collects names, addresses, emails and phone numbers from local customers. The app keeps that information out of public reach and puts every administrative action behind a server-verified session.

Admin sign-in
WHO ARE YOU?

- Administrator credentials checked on the server, never stored in the browser code
- Each sign-in creates a random, unguessable session token that expires after eight hours
- Lockout after five failed sign-in attempts in 15 minutes

Server-verified actions
WHAT CAN YOU DO?

- Every admin action requires a valid session token checked by the database
- Admin data operations run only inside protected server functions
- Admin actions written to an audit log

Database access rules
WHO CAN SEE ENTRIES?

- Row Level Security on every table
- The public cannot read entries — or write them directly to the database
- Entries can be read only by the protected server process
- Session and device records restricted to the server

Data quality & abuse
IS IT FAIR?

- Server-side required-field checks plus a database validation trigger
- Normalized, unique email addresses block duplicate entries
- Per-IP limits on how many entries can be submitted per hour

Safe exports
IS THE LIST SAFE TO OPEN?

- CSV export escapes quotes and line breaks
- Values that look like spreadsheet formulas are neutralized to prevent formula injection

> Customers can enter from any phone, but only an authenticated administrator — verified by the server on every request — can see who entered.

BUSINESS VALUE

Where the app pays for itself

The value of a campaign app is measured twice: once in the excitement it creates, and again in the customer list it leaves behind.

Value lever	How the platform delivers it
A marketing asset that lasts	A de-duplicated list of local customers who asked to hear from the store, ready for email and SMS.
No data entry	Entries arrive structured and validated — no typing in handwritten slips.
A fair, defensible drawing	Cryptographically random selection and saved winner records support every announcement.
Real-time visibility	Owners see entries as they arrive and can adjust promotion while the campaign is live.
Ready for the next campaign	Clear and reset tools let the store reuse the app for future promotions.
Protected reputation	Customer information stays out of public reach and behind server-verified admin access.

Technology foundation

React + TypeScript · Vite · Tailwind CSS / Radix UI · Supabase Postgres + Row Level Security · Serverless Edge Functions · Custom server-verified admin sessions · Cryptographic random selection · CSV export

How PromoMedia delivered it

01 Discovery

We mapped the grand-opening promotion, the prize schedule and the rules the campaign needed to follow.

02 Design

We designed a bold, prize-forward layout that felt like an event, not a form.

03 Build

We built the entry flow, validation, duplicate protection, admin dashboard and drawing tools on a hardened backend.

04 Launch

We launched for September 1, monitored entries through the month, and handed AGD a clean list on September 30.

COULD THIS WORK FOR YOU?

Have a grand opening, sweepstakes or campaign that needs its own app?

The same approach turns any promotion into a lasting customer list.

Grand openings
New locations that need foot traffic and a local customer list fast.

Sweepstakes & giveaways
Validated entries, duplicate protection and defensible drawings.

Events & trade shows
Kiosk or QR lead capture that replaces paper sign-up sheets.

VIP & loyalty sign-ups
Branded opt-in pages that feed your email and SMS marketing.

Why businesses build with PromoMedia

- **Problem first, software second.** We start by studying how your team actually works — the counter, the phone calls, the spreadsheets — and only then design the tool.
- **Security built in, not bolted on.** Sign-in, roles, database-level access rules and server-side handling of keys and payments are part of every build from day one.
- **One local partner.** Strategy, design, development, launch, marketing and ongoing support from a single Tyler, Texas team that answers the phone.
- **Built to grow.** Platforms are designed to add features, users and locations without starting over.

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