# Picreel Offers Businesses The Chance To Win Free Leads For A Year With Conversion Rate Software

The ad-tech company is running the digital marketing sweepstakes from July 1-December 31, 2016. One Grand Prize and five Second Prizes will be awarded.

RENO, NV, USA, July 11, 2016 /EINPresswire.com/ -- Picreel, an ad-tech company specializing in conversion rate optimization (CRO) software, has announced a sweepstakes where businesses have a chance to win use of their CRO software for a full year. Picreel's "Free Leads For A Year Sweepstakes 2016" kicked off July 1, 2016. The Grand Prize is one free account (with up to four domains) for the year 2017. The total value of the Grand Prize depends on the total traffic volume on the winner's website(s) during the Free Leads for a Year period but is estimated to be between $200 and $10,000. In addition to the Grand Prize, there will be five Second Prizes awarded each offering one free month of Picreel service.
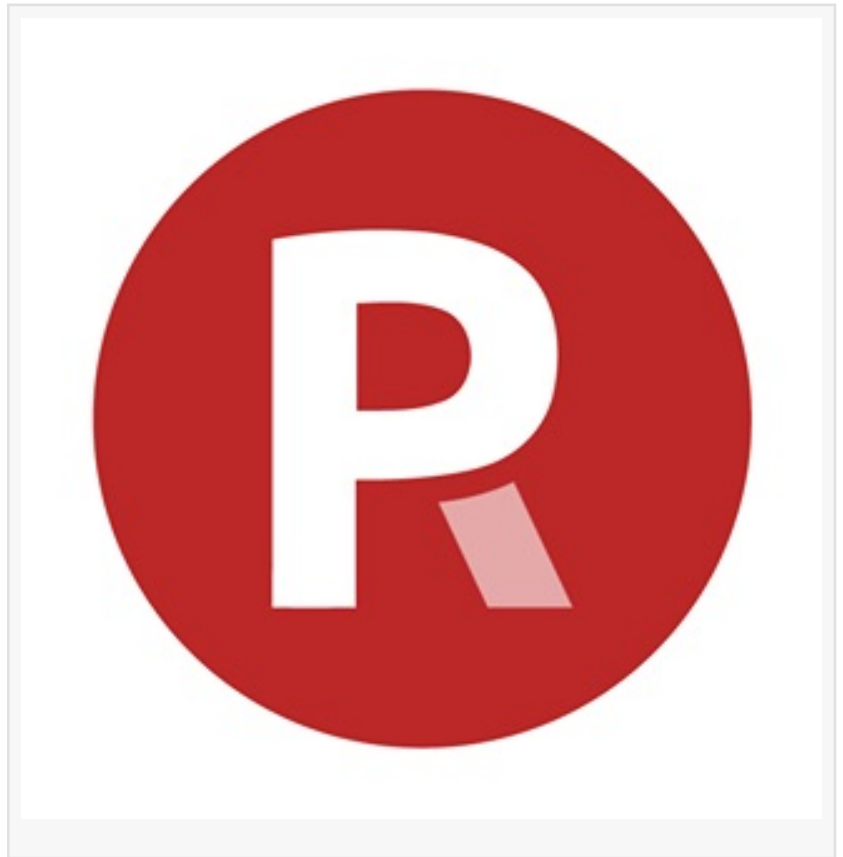
The Grand Prize winner will be selected from a random drawing on or around January 3, 2017. The Second Prize winners will be randomly selected, one each month, from August through December, 2016. The contest is open to new and existing Picreel users. Click here for official rules.

"The sweepstakes is an excellent way for businesses that have not explored CRO to add it to their marketing toolkit. Our software is very effective at capturing visitor's attention during that sweet spot of time when they are browsing and are interested but aren't ready to convert. In this way, Picreel software helps minimize bounce rates and boost revenue," explained Kevin Petersen, CEO of Picreel (http://www.picreel.com/).

Picreel software helps increase leads and revenue by capturing visitors before they leave a site. This allows businesses to offer visitors real-time offers and requests for action based on their current browsing activity. Offers such as discounts and coupons or requests to sign up for a mailing list or newsletter, can be displayed immediately before a visitor navigates away from the page or closes their browsing window. Picreel subscribers can use the company's design templates or create their own

offers to display to visitors. The offers then pop up when the site visitor navigates away from valuable content.

Visit Picreel at http://www.picreel.com/ to learn more.

About Picreel.com:
Picreel is a conversion rate optimization software company with 10 years experience helping website owners get more customers with fully customizable pop-up overlays, surveys and links that capture website visitors before they leave a site.

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Sydney Martinelli
Media Relations
775-825-3234
email us here

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