

DogTV Wins Picreel's Free Leads For A Year Sweepstakes

The TV channel has won one free account utilizing Picreel's conversion rate optimization software and account services



RENO, NV, USA, February 27, 2017 /EINPresswire.com/ -- [Picreel](#) has announced the winner of their 2016 sweepstakes, 'Win Free Leads For a Year'. The winner is [DogTV](#), a television channel developed especially for dogs. As the Grand Prize winner, DogTV has won one free account for the entirety of 2017. The free account includes both Picreel's conversion rate optimization (CRO) software and the company's account support services. This is the first time Picreel has run such a sweepstakes.

"We are thrilled to have won this sweepstakes. The timing is perfect because we have a huge marketing push coming in 2017, which includes a focus on our online and mobile marketing. The best part is, we already know Picreel works because we've been using it for the last 6 months," said Ron Levi, Founder DogTV.com (www.dogtv.com)

Levi noted that Picreel's conversion rate optimization (CRO) software has been instrumental in the company's growth over the last year, helping DogTV to gain conversions from their website and drop their costs per subscriber.

"Picreel has definitely helped us gain more conversions. It's one of the first tools we embedded in our website and it remains one of the most effective. We aren't doing any kind of Google or Facebook ads just yet in part because Picreel has worked so well for us," explained Levi.

Picreel is an exit intent software solution that helps users convert website traffic into subscribers or paying customers. The software is able to ascertain when a site visitor is about to leave the site page. Just as the visitor makes a move to do so, Picreel's software publishes a pop up ad to the screen. This ad can take any form the user wishes from an email sign up form, to a survey, to a link to a new page, to a special discount or buy offer. The idea is to turn visitors into buyers by gathering contact information or encouraging the visitors to take a very specific action before leaving the site.

"I'm excited for DogTV and looking forward to working more closely with them in 2017. We see this as the start of a partnership. We're not going to just say, 'Okay, you won. Here's what you get'. Instead, we plan to work very closely with DogTV to promote their brand and share their story. One of the first things we have on tap is a podcast about DogTV and their experience with Picreel so far," explained [Kevin Petersen](#), CEO of Picreel (www.picreel.com).

Visit www.dogtv.com to learn more about DogTV and to see Picreel's CRO software in action.

Visit Picreel at www.picreel.com to learn more about the company's products and services.

About Picreel.com: Picreel is a conversion rate optimization software company with 10 years of 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.

About DogTV: DOGTV provides television for dogs as a 24/7 digital TV channel with dog – friendly programming scientifically developed to provide the right company for dogs when left alone. DOGTV is created by PTV Media LTD, has been designed together with some of the world's leading pet experts, and produced by experienced professionals from the television industry. It is currently available in 14 countries, including the U.S.

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