Creating a Spin to Win Widget

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Spin to Win lets visitors spin a wheel to win a prize or discount while you collect their email or other details. This guide shows you how to set it up and display each visitor's prize and coupon code on your Thank You page.

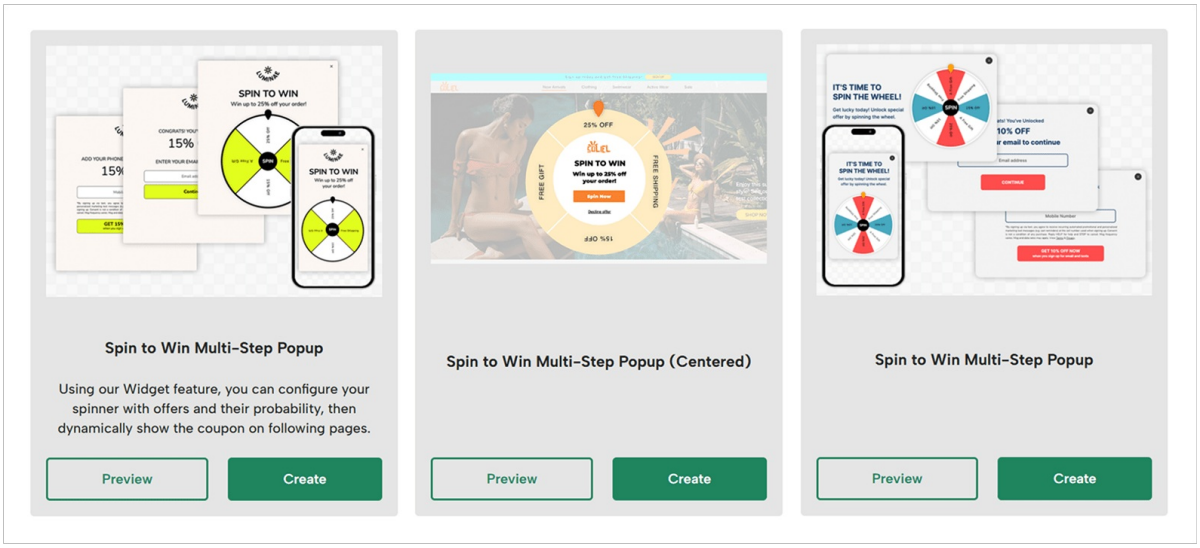
Faster option: Click Create with AI and the Digioh Agent builds this for you, on brand, with your integrations set up. You review it and publish. How to create an AI Campaign

What you'll learn

- Set up your Spin to Win wheel
- Customize the wheel and spin button
- Show each visitor their prize and coupon code on your Thank You page
- Follow best practices for a clean, easy-to-read wheel

How to set up Spin to Win

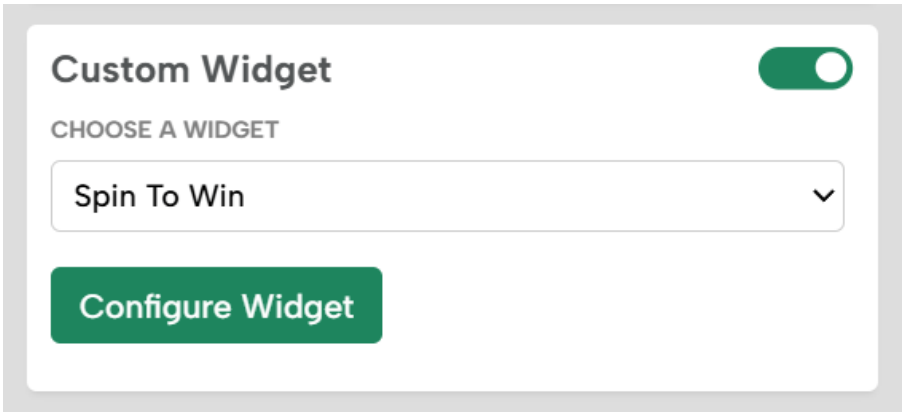
1. Start from a theme



Go to **Use Case → Gamification** and pick a ready-made theme. You can customize everything later to match your brand.

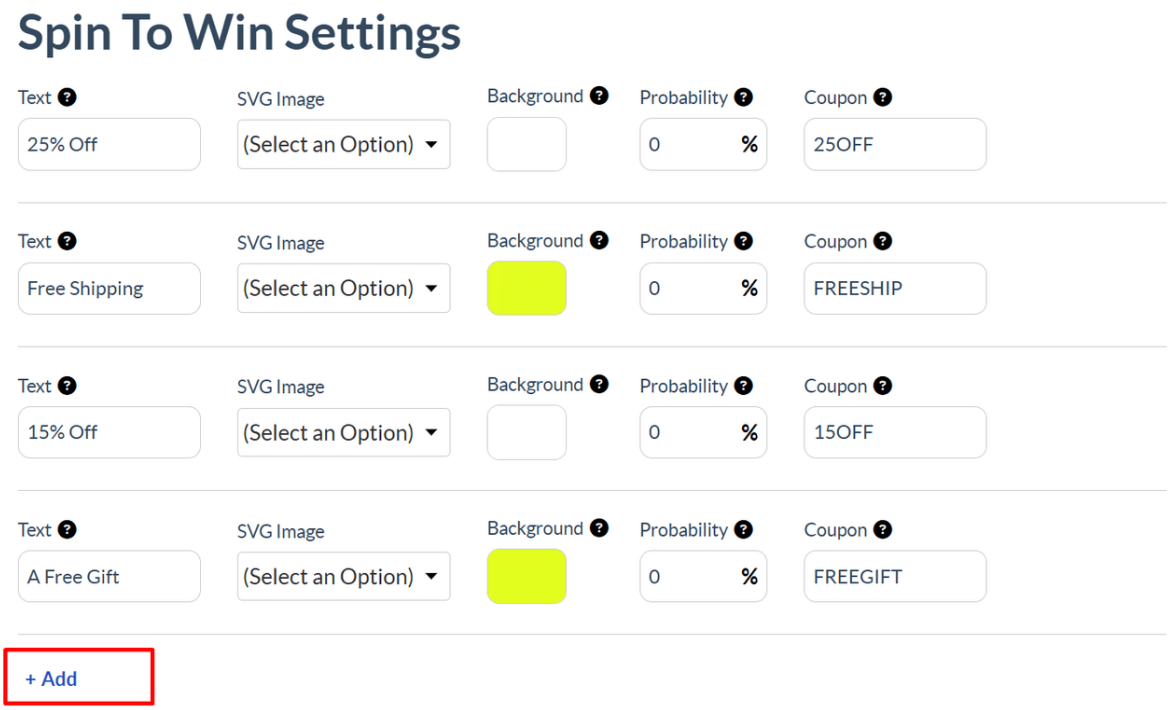
2. Open the widget settings

In your campaign, open the **Custom Widget Configuration** panel and click **Configure Widget**.



3. Customize your wheel

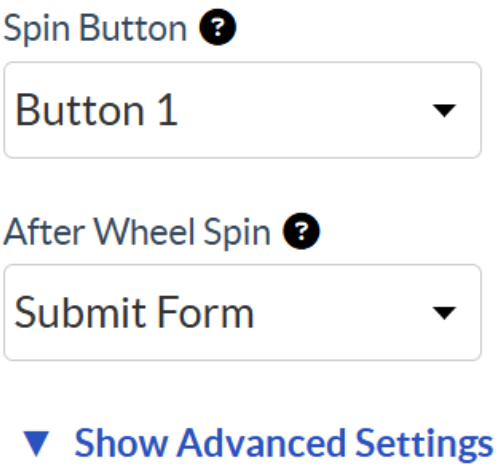
Add or remove segments as needed. For each segment, set its text or image, color, probability (how likely the wheel is to land on it), and coupon code.



4. Set up the spin button

In the Spin to Win settings, choose which button spins the wheel and what happens after the spin. Use the center circle of the wheel or any other button in your campaign.

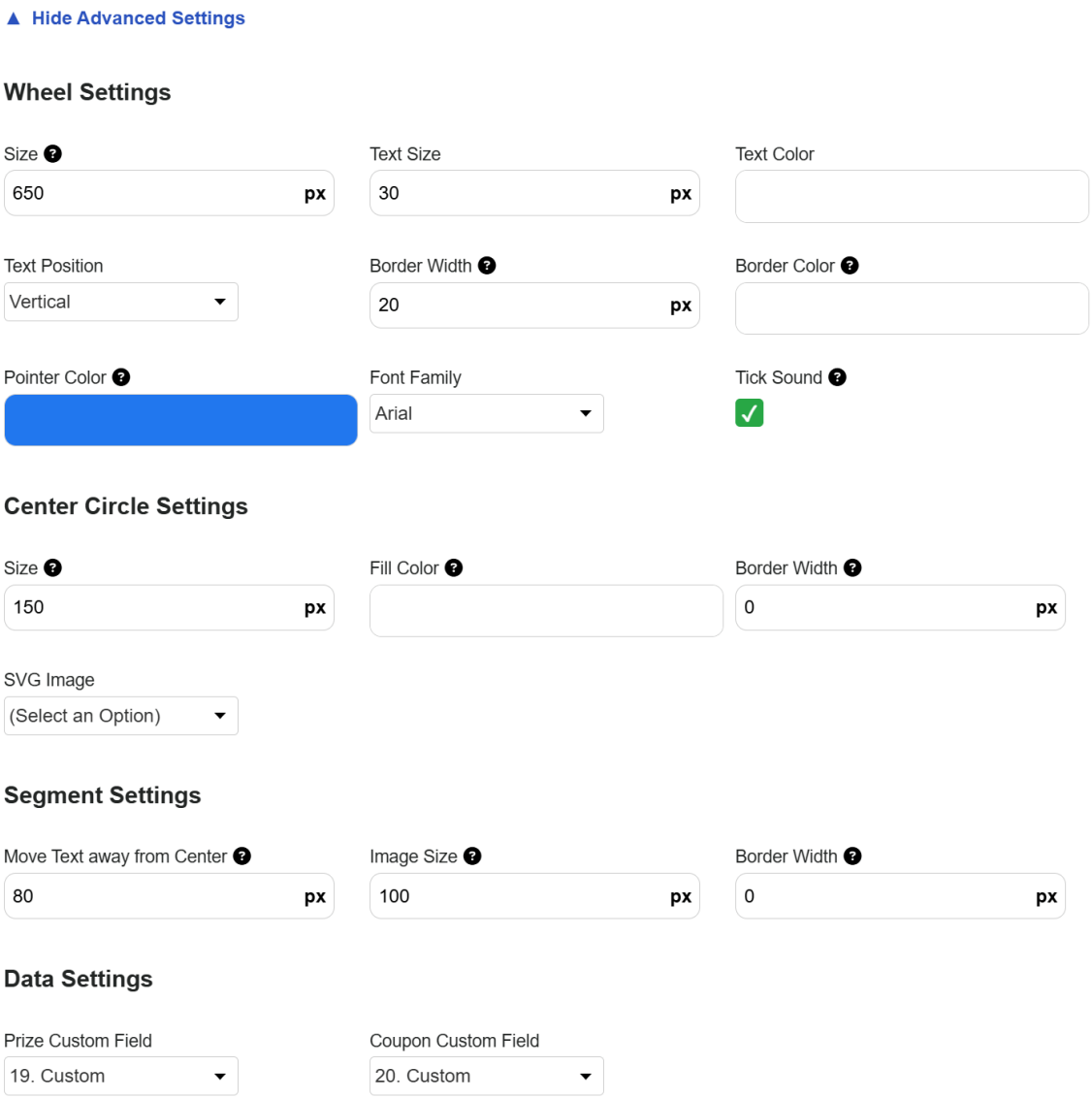
Important: If you collect an email or other form data on the same step as the wheel, set the button action to **Submit Form**. Then set **After Form Submit** to the page you want visitors to see next.



Note: The button action you set in Spin to Win always overrides the button action set in the Design Editor.

5. Fine-tune with Advanced Settings

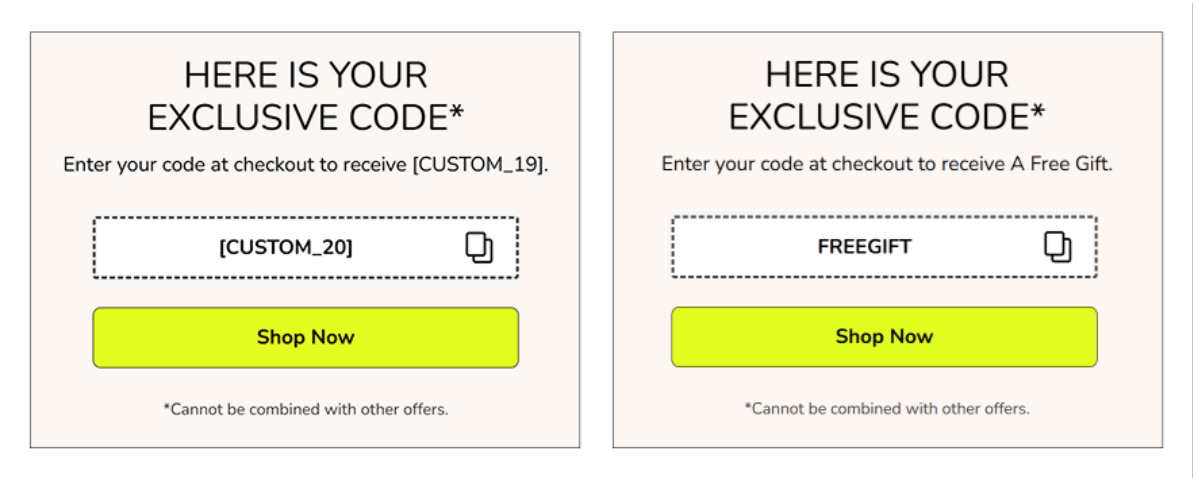
Use the **Advanced Settings** section to adjust the wheel design, center circle, segment styles, and data capture.



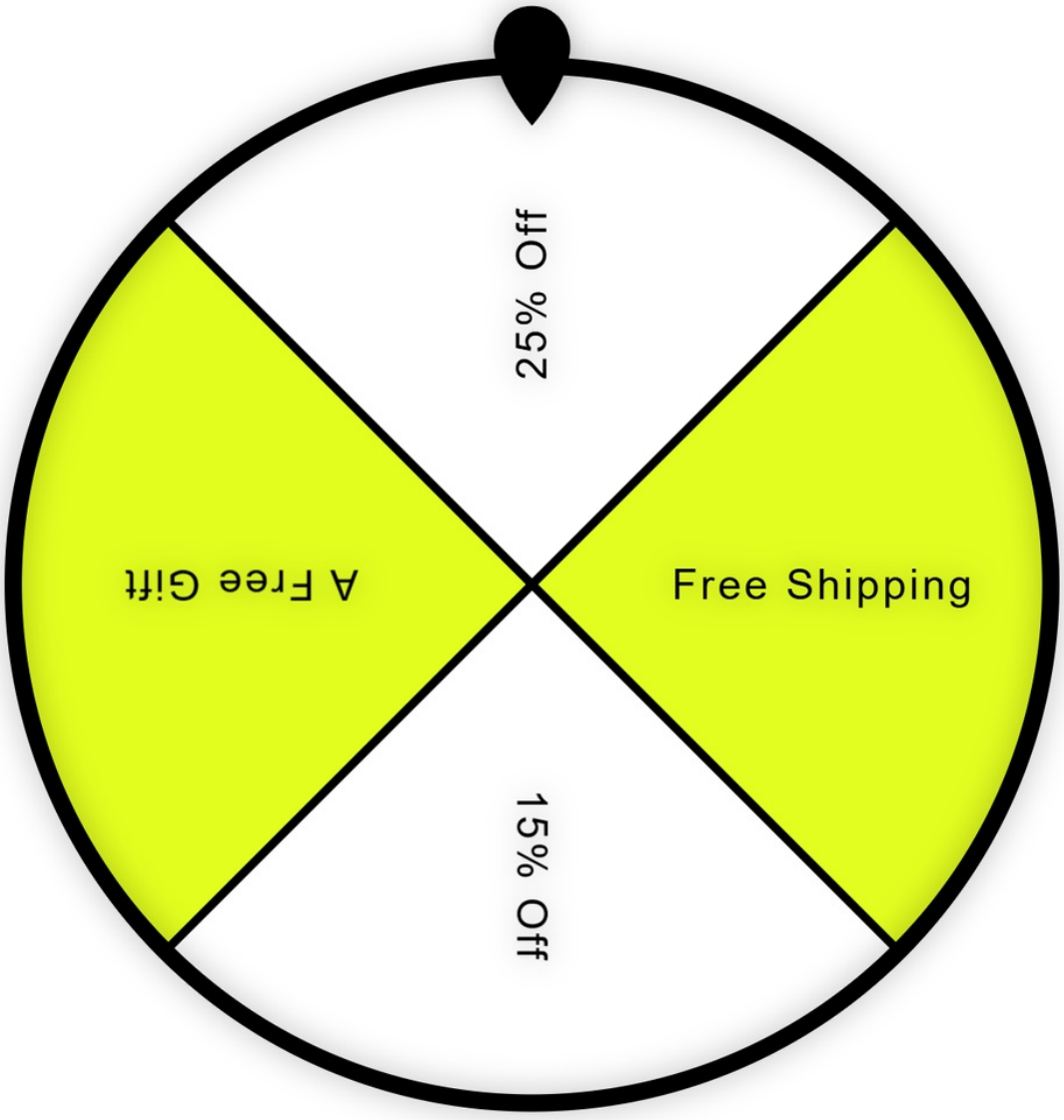
Best practices

Tips

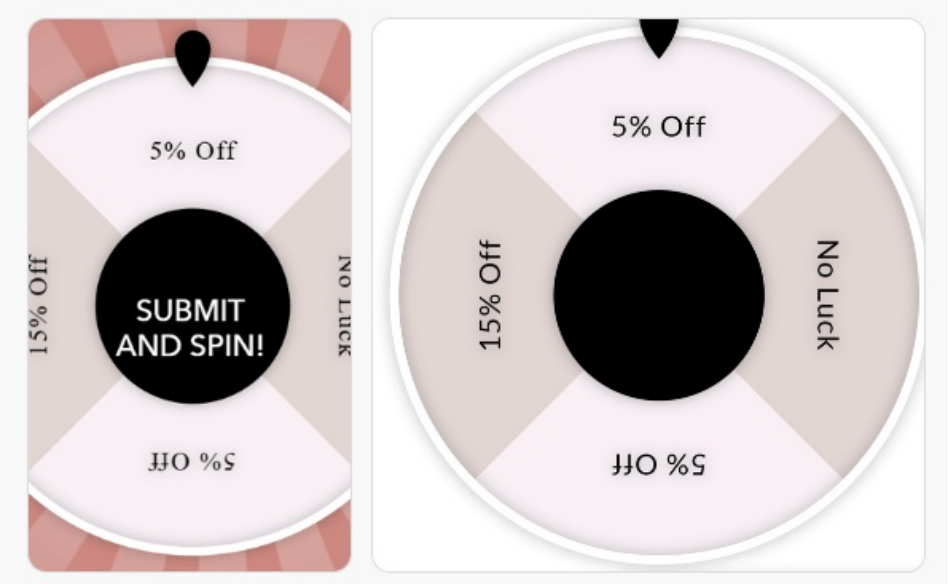
1. Show the prize and coupon code on your Thank You page. In **Advanced Settings**, choose which custom fields store the prize and coupon code. Then add the matching merge tags (for example, [CUSTOM_19] and [CUSTOM_20]) to your Thank You page. Each visitor automatically sees the prize and code they won.



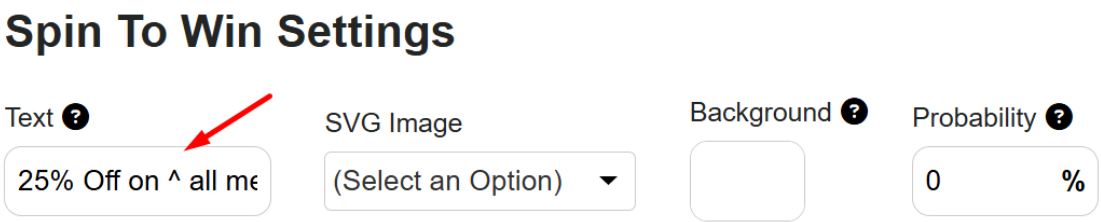
2. Keep segment colors similar. All segments use the same text color, so stick with similar background tones to keep the wheel easy to read.



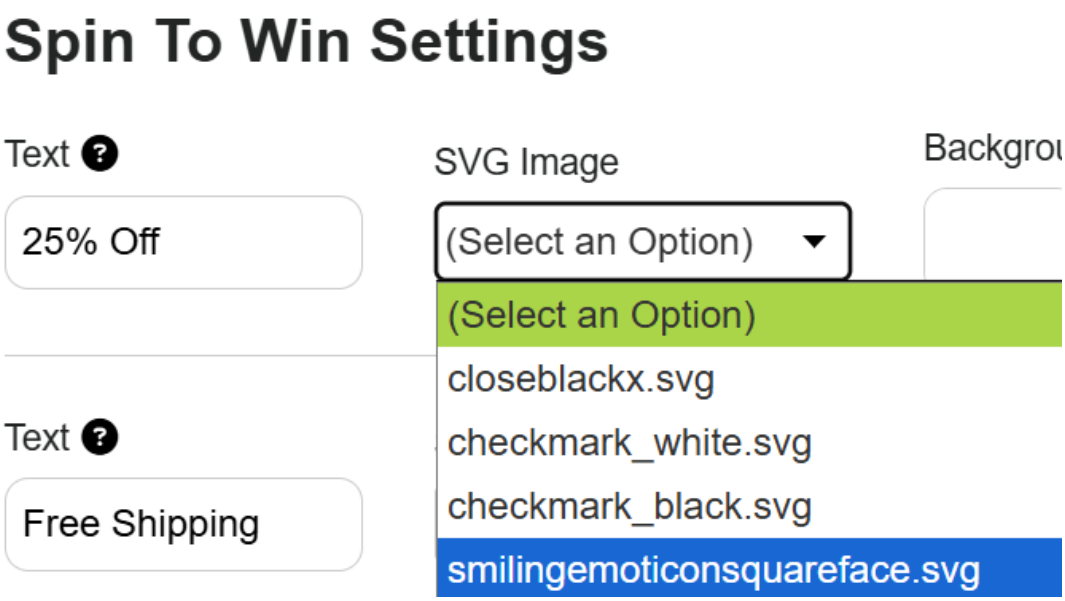
3. Load your brand font first. Use the font somewhere else in your campaign in the Design Editor so it loads correctly on the wheel.



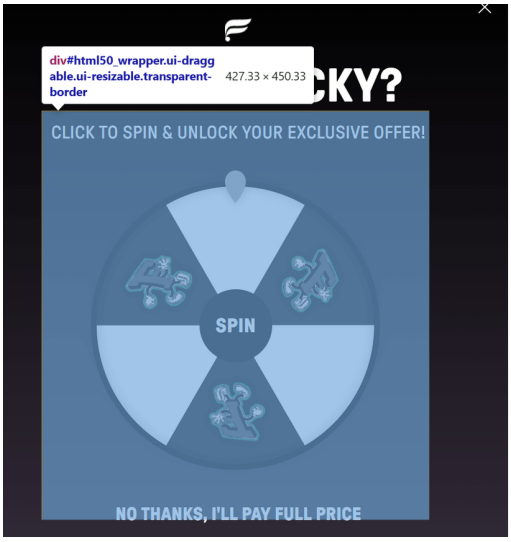
4. Add line breaks with ^. To break a segment's text onto two lines, add a ^ character where you want the break.

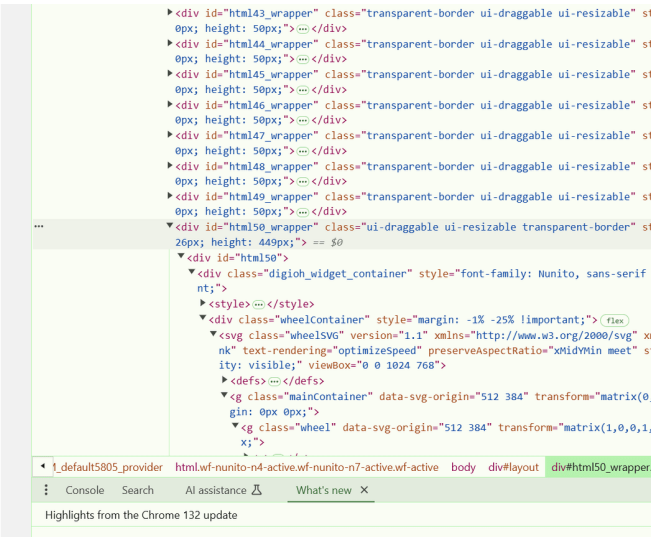


5. Use text or an SVG image on each segment, not both. To share more details about the prize, add them to the next step of your campaign. SVGs keep images sharp on every device.



6. Size the wheel as a slightly tall square (for example, 330 x 365). The Design Editor doesn't show exact dimensions, so keep your browser's Inspect tool open while resizing if you want precise sizing.





That's it, your Spin to Win campaign is ready to go. Need a hand? Reach out to support@digioh.com and we'll be happy to help.