

Creating a Scratch to Win Campaign

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What You'll Learn

- Set up your Scratch to Win
- Understand every widget setting
- Follow Scratch to Win best practices and avoid common issues

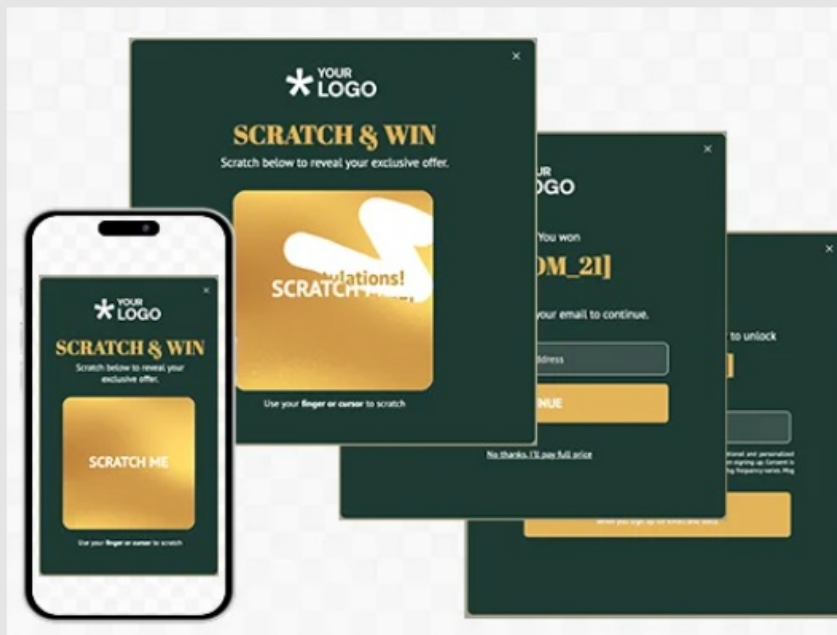
The Scratch to Win widget lets visitors scratch off a virtual card with their finger or cursor to reveal a prize. Add it to a pop-up to offer discounts or surprises while you collect emails and phone numbers.

How to get started:

1. Start from a theme or use an existing campaign

You have two options:

- **Start from a theme.** On the theme page, filter Use Case by Gamification and pick the Scratch to Win Multi-Step Popup. The widget is already turned on, and the theme comes with an email page, a phone page, and a Thank You page.
- **Use an existing campaign.** Open any campaign in the editor and turn the widget on for the page where you want the scratch card (step 2).



Scratch to Win Multi-Step Popup

Using our Widget feature, configure an interactive Scratch To Win popup to show a mystery discount. Collect email and SMS, then dynamically show a coupon.

Preview

Create

2. Turn on the widget

If you started from the theme, this is already done. Otherwise, in the Steps/Pages panel, expand the page and open its **Layout** tab. Scroll to **Custom Widget** and switch the toggle on.

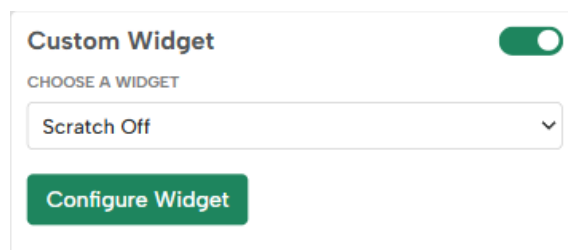


Under **Choose a Widget**, select **Scratch Off**. This shows the **Configure Widget** button.



3. Open the settings

Click **Configure Widget**. The Scratch Off Settings window opens, with a live preview of the card on the right.



4. Set the offer and what happens next

Under **General Settings**:

- **What will the offer or coupon code be?** Enter the code visitors win. It's saved to a custom field (Custom 22 in the theme). Click Edit to choose a different field.
- **What do you want to happen after the offer is revealed?** Pick Do Nothing, Submit Form, Go to Next Page, or Show Extra Page 1 to 100, then set how long to wait in milliseconds. The theme uses Submit Form after 1000 ms.
- **Base size and Border Radius.** Set the size of the scratch card in pixels. The card scales responsively from this size.

General Settings

What will the offer or coupon code be?

20OFF

Value will be stored in "22. Custom" [Edit](#)

What do you want to happen after the offer is revealed?

Submit Form After 1000 ms

What should the base size of the scratch off be? (Widget will scale responsively)

300 px

Border Radius

20 px

Scratch Overlay Settings

Text

SCRATCH ME

Font Family

PT Sans

Font Size

22 px

Font Style

Bold

Threshold

30 %

SCRATCH ME

5. Design the scratch layer

Under **Scratch Overlay Settings**, set the text, font, and colors for the layer visitors scratch away. Turn on **Use Background Image** to use an image, like a foil texture. Leave Background Image blank to use the default image.

Threshold is the percentage of the card that must be scratched before the prize reveals itself (0 to 100). The theme uses 30%.

Scratch Overlay Settings

Text

SCRATCH ME

Font Family

PT Sans

Font Size

22 px

Font Style

Bold

Threshold

30 %

Use Background Image ☒

Background Image

Cover

Image Size/Repeat

Cover

Image Position

Center Center

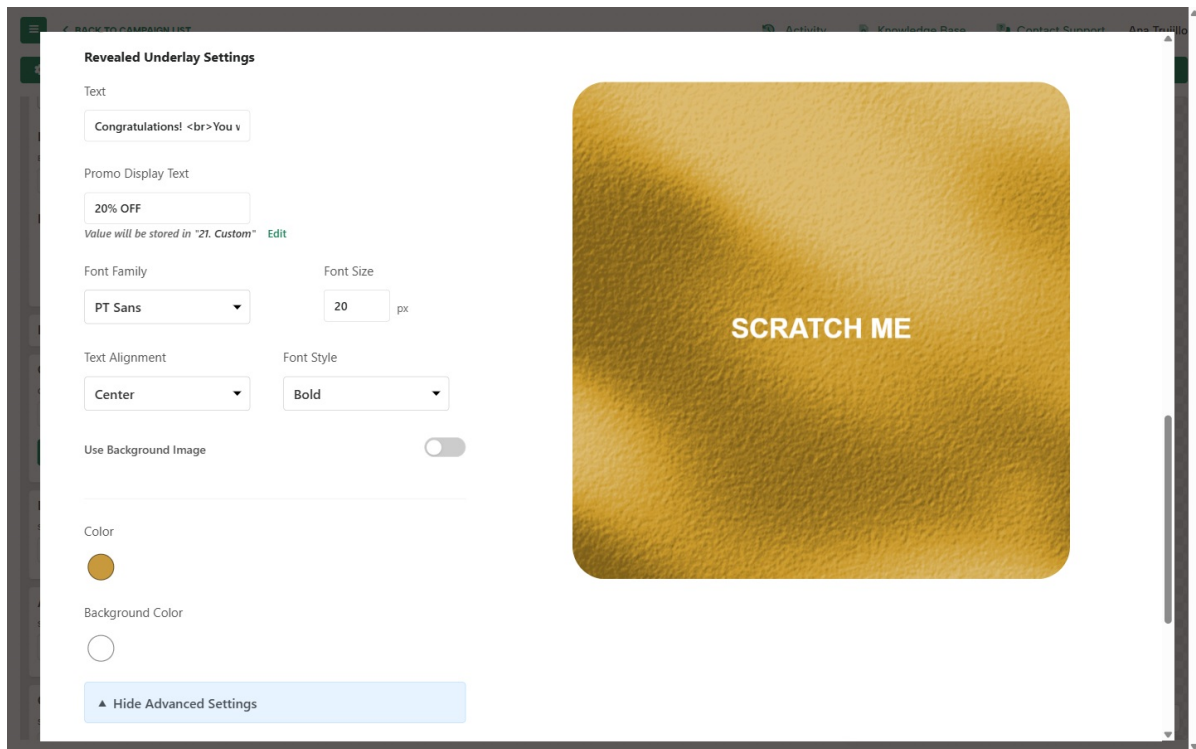
Color

SCRATCH ME

6. Design the reveal

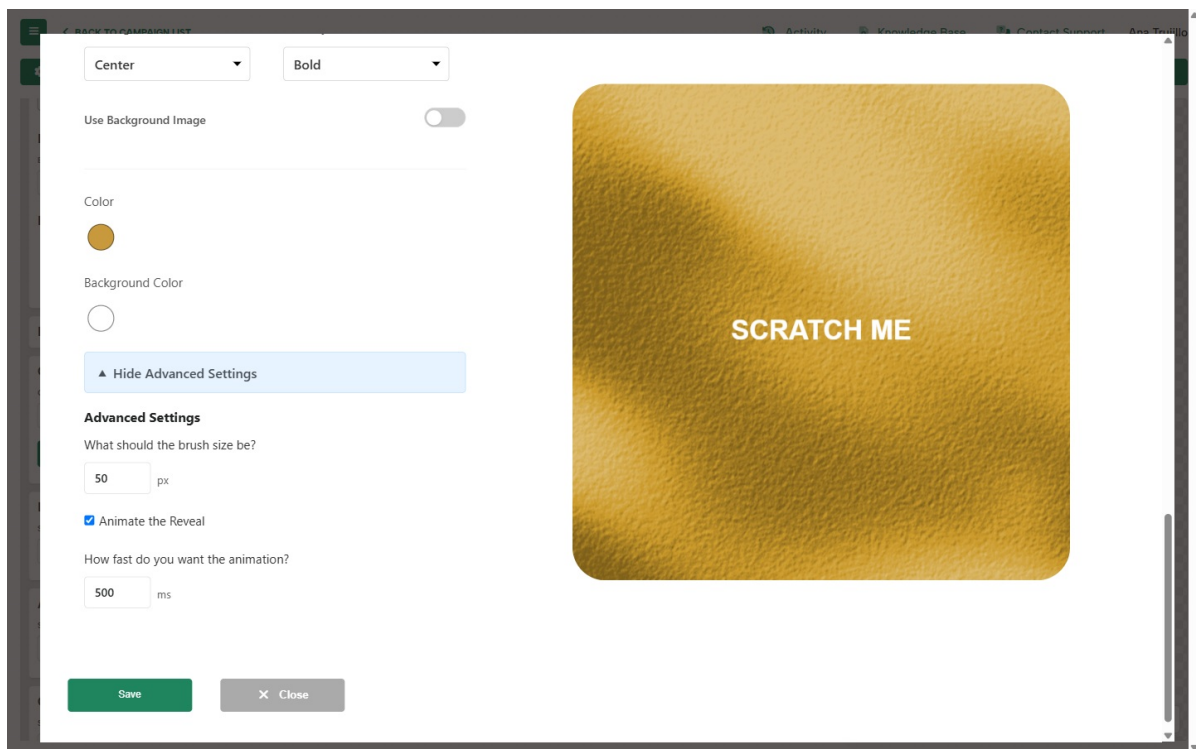
Under **Revealed Underlay Settings**, set the message visitors see under the scratch layer. HTML like `<br>` works in the Text field.

Promo Display Text is a short version of the prize, like "20% OFF". It's saved to a custom field (Custom 21 in the theme) so you can show it on later pages.



7. Explore Advanced Options

Click **Show Advanced Settings** to change the brush size and the reveal animation. Then click **Save**.



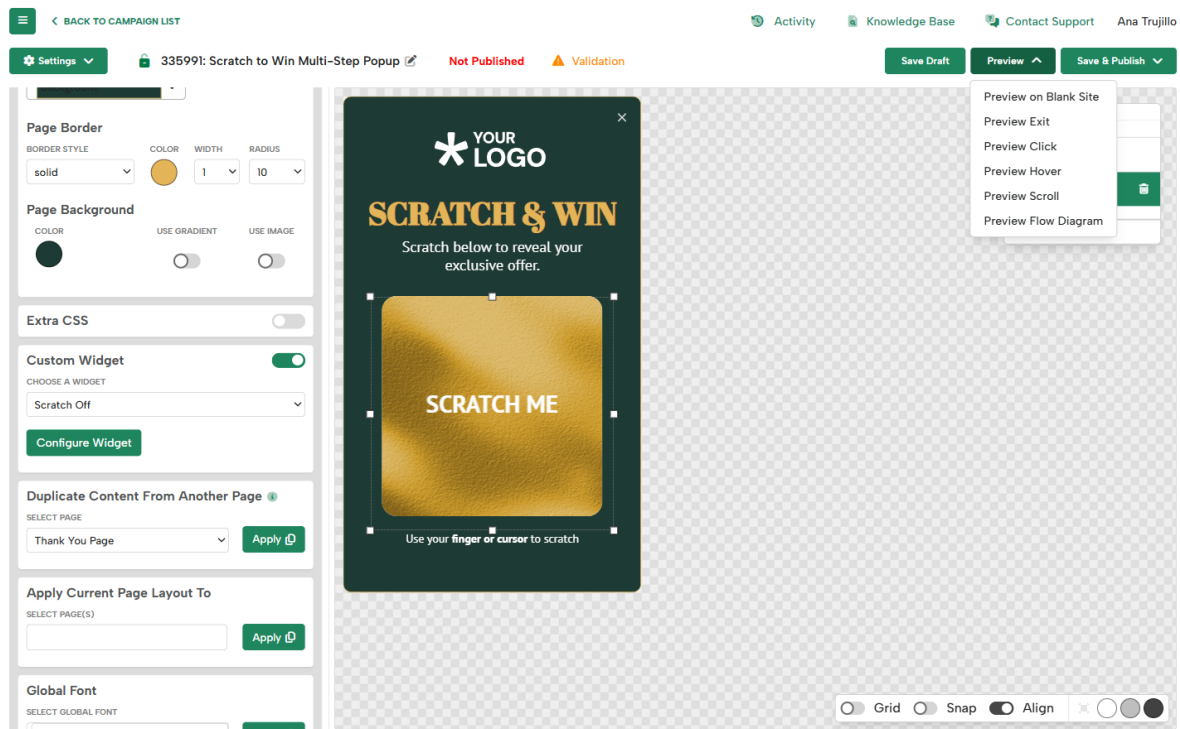
8. Set the next page

If you chose Submit Form in step 4, open the page's **Form** tab and set **After Form Submit** to the page that collects the email, for example Go to Next Page or Show (EP1) Email page.

Widget settings are shared by Desktop and Mobile, so you only need to set them once. But other items, like the Form settings are independent, so make you sure to check your Mobile design as you progress through changes.

9. Preview it

Save your campaign, then open **Preview** and choose **Preview on Blank Site**. Scratch the card on desktop and mobile and confirm you land on the right page.



Widget Settings Reference

Section	Setting	What it controls	Theme default
General Settings	What will the offer or coupon code be?	The code the visitor wins, saved to a custom field	200FF, in Custom 22
General Settings	What do you want to happen after the offer is revealed? + After (ms)	Do Nothing, Submit Form, Go to Next Page, or Show Extra Page 1 to 100, and the wait before it runs	Submit Form, 1000 ms
General Settings	What should the base size of the scratch-off be?	Card size in px; the widget scales responsively	300 px
General Settings	Border Radius	Corner rounding in px	20 px
Scratch Overlay Settings	Text, Font Family, Font Size, Font Style	The prompt printed on the scratch layer	SCRATCH ME, PT Sans, 22 px, Bold
Scratch Overlay Settings	Threshold	Percentage of the card that must be scratched before it reveals itself	30%

Section	Setting	What it controls	Theme default
Scratch Overlay Settings	Use Background Image, Background Image, Image Size/Repeat, Image Position	An image for the scratch layer. Leave Background Image blank to use the default	On, Cover, Center Center
Scratch Overlay Settings	Color, Background Color	Prompt text color and scratch layer color	White text
Revealed Underlay Settings	Text	The message under the scratch layer	Congratulations! You won 20% OFF!
Revealed Underlay Settings	Promo Display Text	Short prize text for later pages, saved to a custom field	20% OFF, in Custom 21
Revealed Underlay Settings	Font Family, Font Size, Text Alignment, Font Style	Styling of the revealed message	PT Sans, 20 px, Center, Bold
Revealed Underlay Settings	Use Background Image, Color, Background Color	Text color and the background behind the message	Gold text on white
Advanced Settings	What should the brush size be?	Width of each scratch stroke in px	50 px
Advanced Settings	Animate the Reveal, How fast do you want the animation?	Reveal animation once the threshold is reached	On, 500 ms

Best Practices

Tips

1. Collect the email after the scratch, not on the same page. Visitors are more willing to share their email once they've seen what they won. The theme follows this order: scratch card, email page, optional phone page, then the Thank You page with the code.
2. Use merge tags like [CUSTOM_21] or [CUSTOM_22] on later pages to show visitors their prize and coupon code. Use the custom fields you picked in the widget settings.
3. You can use images for both the scratch layer and the reveal. Matching images let you create custom ideas, like a dirty pan that gets "cleaned" to show the discount.
4. Need a foil in your brand color? Put a transparent texture image over a flat background color in that color.

5. Keep the Threshold low (the theme uses 30%). Visitors shouldn't have to scratch the whole card before the prize shows.

6. Add short helper text under the card, like "Use your finger or cursor to scratch", so mobile visitors know what to do.

Troubleshooting

The campaign doesn't move to the next page after scratching.

Point to the exact page instead of using "Go to Next Page". You can do this in the widget's after-reveal setting (for example, Show Extra Page 1) or in the form's After Form Submit (for example, Show (EP1) Email page).

Desktop and mobile go to different pages after the scratch.

Widget settings are shared by Desktop and Mobile, so the after-reveal page is the same on both. If pages were deleted or added on only one breakpoint, the page numbers stop matching. For example, the email page might be EP5 on desktop but EP8 on mobile. To fix it, rebuild the mobile breakpoint by duplicating desktop, so both use the same page numbers.

Running into an issue or have a question? Reach out to our support team via support@digioh.com and we'll be happy to help!
