



SETUP & BEST PRACTICES

GIVEAWAY GUIDELINES

Stream-Punk enables brands to run engaging, data-driven giveaways across social media platforms. This document provides guidelines for setting up campaigns, best practices to maximize engagement, and troubleshooting tips.

Whether you're streaming live from Stream-Punk or using embeddable overlays in your own streams, this guide will help you create dynamic and interactive experiences and make the most out of your campaign.



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CAMPAIGN PLANNING



Stream-Punk handles all the technical aspects of the campaign, including tracking social media posts from Facebook, Instagram, Twitch, and X (formerly Twitter). That way you can fully focus on managing and boosting engagement.

We also provide dynamic visual components, such as text, progress bars, and animations that update in response to incoming social media activity. For broadcasting, Stream-Punk can stream directly to platforms like Twitch, YouTube, or Facebook, or generate embeddable overlays for use in OBS Studio or similar software.

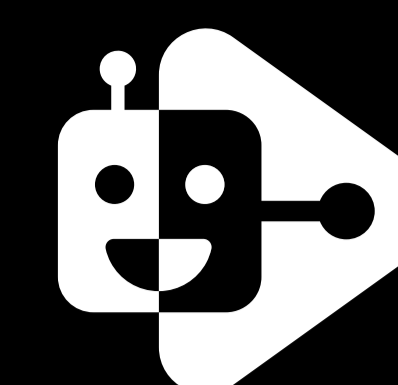
YOUR RESPONSIBILITIES

While Stream-Punk handles the technical aspects, there are a few key areas you'll manage to ensure the success of your giveaway. You'll need to set up and manage the prizes, including determining when they'll unlock based on post counts. You're also responsible for posting social media updates that sync with prize unlocks and further boost engagement.



For streaming, you'll provide the necessary stream keys for platforms like Twitch, so we can broadcast directly. If you're working with influencers, they'll need the URL links to embed our overlay in their streams.

With our drag-and-drop editor creating stunning visual designs is a breeze. If you've already designed the visuals in a tool like Photoshop or Figma, we can convert your design into a Stream-Punk scene and make the elements interactive. You can also build scenes yourself using our editor, and make as many adjustments as you want, even while the campaign is live. This gives you the flexibility to refine the visuals in real time as your giveaway progresses.



SOCIAL MEDIA CONNECTIONS

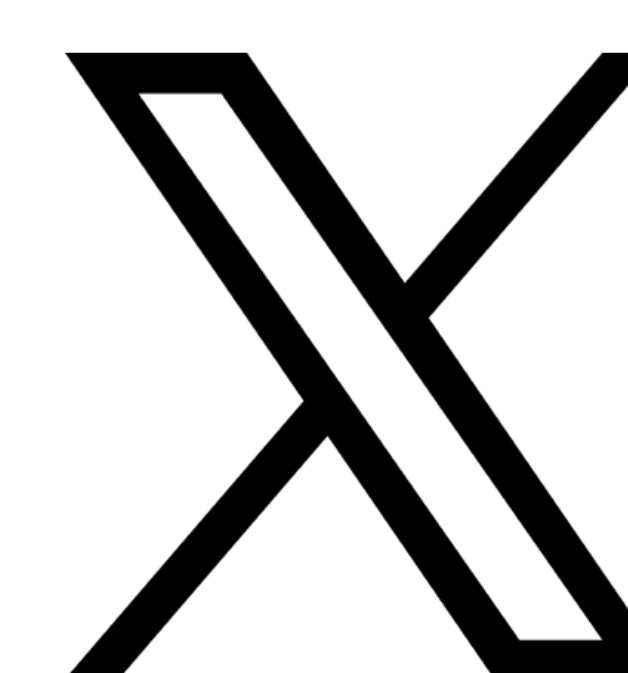
Stream-Punk allows you to track posts from Facebook, Instagram, Twitch, and X (formerly Twitter). Connections link directly to your social accounts, and data streams apply filters (such as hashtags or keywords) to track specific content. Meta platforms grant access through Facebook login, Twitch only requires a channel name, and X is configured by our staff due to its complexity.

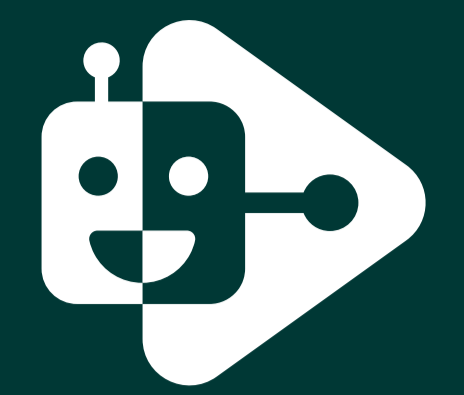
We track all posts and comments made on your Facebook pages in real time. For Instagram, we track comments on posts from the connected account and mentions of the account. Both platforms rely on public content for tracking and we can deduplicate posts or discount them if they just contain the filter string.



Twitch chat messages are tracked instantly using keywords or hashtags. Our platform can filter out duplicate messages, or “filter only” messages, ensuring clean data streams for your campaign’s interactions.

On X, we track the total count of posts or replies containing a search string. Since we only receive the count and not post content, duplicate filtering isn’t possible. We poll every 4 minutes and interpolate the new count to avoid large jumps after each poll. Real-time post content is available via X’s live filtered feed, but at an additional cost of €5k per month, recommended only for large campaigns.





COUNTERS

Once Data Streams have matched a post, the count can be displayed directly in your stream or overlay, or passed on to a Counter. Counters in Stream-Punk track the number of posts matching your campaign's filters in real time. They are flexible tools for managing progress toward goals and can be manually adjusted or boosted with multipliers to maximize engagement.



MULTIPLIERS + ADJUSTMENTS

Multipliers in Stream-Punk are a powerful tool to strategically boost campaign momentum. To kickstart engagement, consider using a limited-time multiplier early in the campaign to capture attention. You can also make manual adjustments if any posts are missed or if you need to tweak the count shown in the stream.

It's best to overestimate your final goal, allowing you to introduce multipliers later and sustain interest without reaching the target too quickly. Be cautious, as rapid progress can reduce motivation once prizes are unlocked. Even after reaching the target, you should continue

accepting entries, though viral spread may slow as users stop striving for further rewards.

We've seen great success with hidden goals and additional prizes that unlock after the final prize, keeping engagement alive and encouraging participants to stay involved. Often, viewers assume they can no longer enter the giveaway once the final prize is unlocked, so showing a message reminding them they can still participate is a great way to maintain momentum.

SCENE COMPONENTS



Stream-Punk offers a variety of dynamic scene components that can bring your campaign to life. These include videos, images, countdowns, progress bars, dynamic text, particle effects, and poster name highlights to showcase participant engagement.

These components are fully customizable, allowing you to create unique, interactive visuals that respond in real-time to social media activity.

DESIGN TIPS

To create an engaging experience, leverage dynamic components that make your audience feel involved. For example, showing a poster's name in the stream keeps them engaged as they wait to see if their post was counted. Use animations to highlight activity—when a post comes in, you could zap the progress bar, trigger a particle effect burst, or display a +1 animation to build excitement. Combining these effects can create a lively and interactive environment.

A looping video can also be a great addition, especially if it includes a section explaining how to enter the competition. This reduces the need for users to read too much and encourages more participation by making the process clear and accessible.





LEVEL 3 - RTX 4090 PC

LEVEL 2 - RTX 4080 PC

LEVEL 1 - RTX 4070 PC

4977 Hype bis zum nächsten Level

00:00:00:00 Verbleibende Zeit

25023 Hype

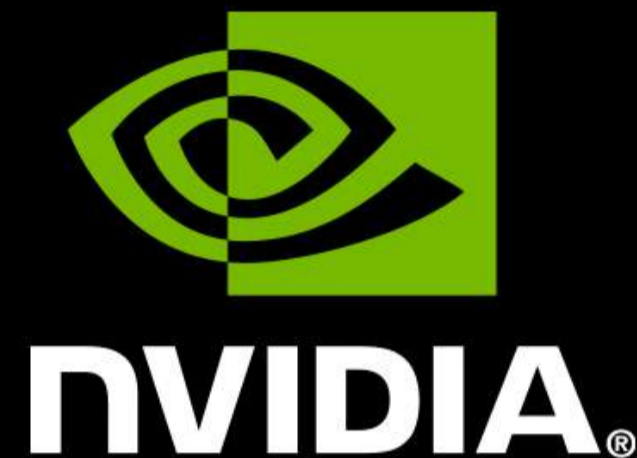
Français dans 00:36:03

Wie nimmt man teil?

1. Folge @NVIDIAGeForceDE
2. Kommentiere mit #DiabloIVDLSS3 and markiere uns mit deiner Antwort auf die Fragen in den Social Posts.

Erreicht den maximalen "Hype", damit die Preise des Levels 3 für einen Gewinner verfügbar werden

Es gelten die allgemeinen Geschäftsbedingungen [nvidia.com/de-de/geforce/contests/diablo-iv-loot-challenge/](https://www.nvidia.com/de-de/geforce/contests/diablo-iv-loot-challenge/)



CAMPAIGN EXAMPLE

DIABLO IV

In this example from the Diablo IV campaign, the scene was streamed live to NVIDIA's hype Twitch channel. It featured a looping video background that seamlessly transitioned between languages, allowing viewers from Germany, the UK, and France to feel equally engaged throughout the broadcast.

Dynamic overlays were used to track the progress of in-game gold collection and individual scores for each region, with influencers embedding the scoreboard URL directly into their stream overlays. This allowed for automatic updates while they focused on gameplay and interacting with their communities. Animated elements, such as small gold coins, were added to enhance engagement. The competition was especially thrilling as teams from France and Germany stayed neck and neck until the end, with the innovative format receiving great feedback from the audience.

DIABLO DLSS 3 Loot Challenge
00:00:00

Points Scoreboard

Team DE:	Team UK:	Team FR:
520	324	483

Winning Team Prize:
1x MSI GeForce RTX 4080 Loot Crate & Merch pack
5x Merch Packs

Gold-Meter
Up to 3x Prize Packs per territory!

LEVEL 3 - MSI GEFORCE RTX 4080

LEVEL 2 - MSI GEFORCE RTX 4070

LEVEL 1 - MSI GEFORCE RTX 4060 TI

Gold Collected: 2347133

msi GEFORCE RTX



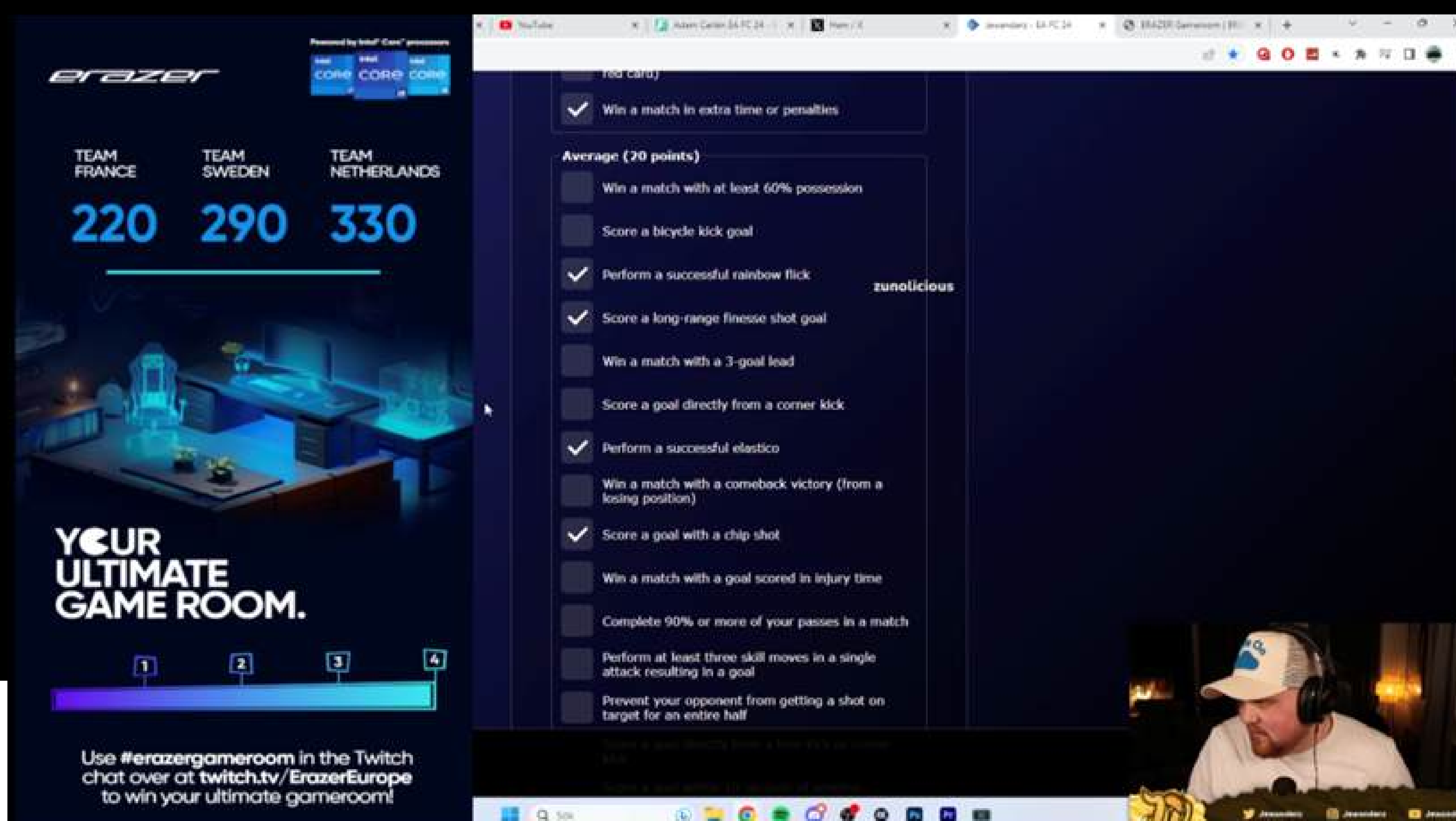
CAMPAIGN EXAMPLE

ERAZER



For the Erazer campaign, we created a rendered room with looping animations as the background. As prize levels were reached, transition videos played, revealing new items in the room, such as a PC, monitors, or a gaming chair. The names of participants entering the competition were displayed in real-time at the bottom of the stream, while progress bars showed the status of prize unlocks.

During the influencer stage, influencers from different regions competed by playing various games. They used our scoreboard tool to track in-game achievements, adding points to their region's score. These points were instantly reflected in their overlays, keeping viewers engaged with real-time updates.



SEAMLESS STREAMING

BROADCASTING

With Stream-Punk, you can easily stream your giveaway scenes directly to popular platforms like Twitch, YouTube, and Facebook.

By entering your stream keys, you can stream directly from our platform, with the option to schedule when the stream stops or keep it running indefinitely. We work around platform stream time limitations by automatically restarting streams when needed, ensuring a smooth and uninterrupted experience for your audience.

You can also run multiple streams at once, which allows for localised broadcasts or different versions of your campaign. If you have multiple scenes, switching between them is simple—just a few clicks, and the active scene will update across your streams, making your broadcasts adaptable and dynamic.



EMBEDDABLE OVERLAYS

For influencers or streamers involved in your campaign, Stream-Punk provides embeddable overlay links that can be used in tools like OBS Studio. These overlays can be customized with or without transparent backgrounds, giving streamers full flexibility to blend them seamlessly into their broadcasts.



By sharing these overlays with your live streamers, you allow them to enhance their streams with real-time updates, interactive elements, and dynamic visuals, keeping their audience engaged with your campaign. Stream-Punk's overlays ensure that your branding and interactive content are front and centre, no matter where the streams are taking place.

TROUBLESHOOTING

Our team is here to assist at every stage, ensuring that your data connections are set up correctly and your scene is hooked up to the right data. If any issues arise during your campaign, we're available to help resolve them quickly. Below are answers to some common questions and troubleshooting tips. You'll also be assigned a dedicated contact when starting your campaign, or you can reach us at info@stream-punk.com.



1. Why isn't my Meta social media connection working?

This is often due to permission issues. For Meta (Facebook/Instagram) accounts, ensure that the proper permissions are granted when logging in through Facebook. It could also be that the permissions were revoked in the Meta admin area.

2. How often does Stream-Punk update data from social media and what can be tracked?

Data updates instantly for Facebook, Instagram, and Twitch. For X (formerly Twitter), posts are polled every 4 minutes, with the count gradually increasing to avoid sudden jumps. We track Facebook posts and comments on your page, Instagram comments and public mentions, Twitch chat messages, and only the post count from X, not the post content.

3. My data stream isn't pulling in posts. What should I check?

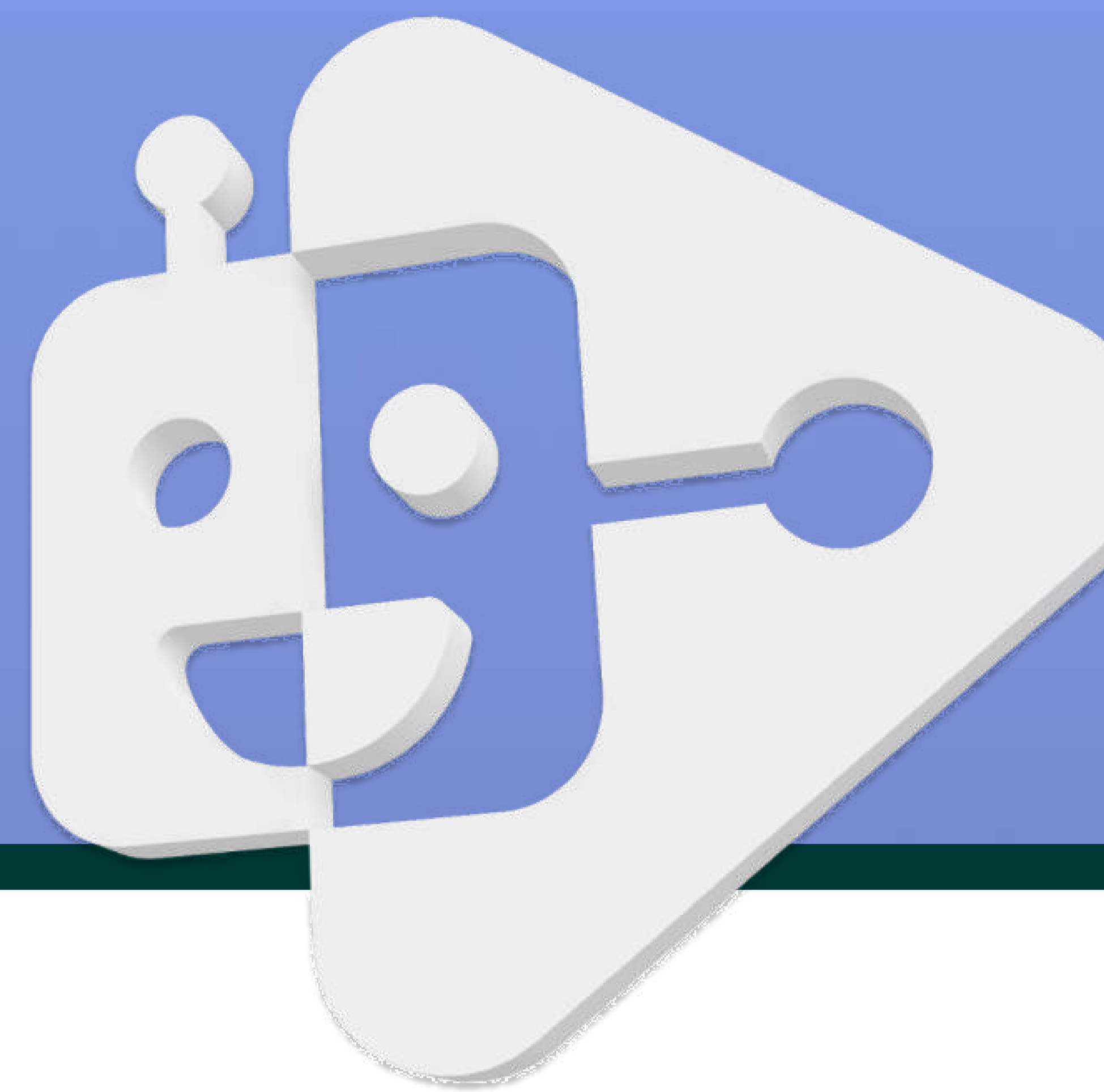
Ensure that your data stream filters (hashtags, keywords) are set up correctly. It's also important to make sure that the social media content being tracked is public and the stream state is active.

4. Why isn't the progress bar updating in real time?

This could be due to a paused counter or an inactive data stream. Check that both your data streams and counters are active and receiving posts as expected. Also check your scene component has the correct data source set.

5. How do I make manual adjustments to my campaign's counter?

You can manually adjust post counts through the Counter's settings. This feature is especially helpful if posts were missed or if you need to adjust or boost counts for any other reason.



TAILORING YOUR CAMPAIGN

CHECKLIST

To help us tailor your Stream-Punk campaign to your needs, please provide the following information. This will ensure we can set up the data connections, dynamic elements, and streaming options correctly for your giveaway.

- **Campaign Details:** Start and end date, duration, and any specific streaming channels (e.g., Twitch).
- **Social Media Platforms:** Which platforms will be connected (e.g., Instagram, Facebook, Twitch, X)?
- **Hashtags & Keywords:** What hashtags or keywords will we track to enter participants into the competition?
- **Prizes & Unlock Criteria:** How many prize levels are there, and at what milestones will they unlock?
- **Scene Design:** Will you provide the assets, or do you need help from our design partners? Which elements in the scene should be dynamic (e.g., progress bars, text, post counts)?
- **Multiple Languages:** Do you need localized scenes for different regions, or one scene for multiple regions?
- **Additional Info:** The more details you provide, the better we can tailor your campaign. Let us know if influencers will be involved, if you need custom overlay scenes, or if there are specific times you'd like the stream to run.

YOUR VISION, OUR EXPERTISE

LET'S MAKE IT HAPPEN

At Stream-Punk, we're committed to helping you create unforgettable campaigns that engage your audience and drive results. Whether you're ready to start your giveaway or need a bit more guidance, our team is here to support you every step of the way.

From setting up connections to designing dynamic scenes, we'll ensure everything runs smoothly, so you can focus on what matters

—building excitement for your brand.



CONTACT US

We'd love to hear from you! Whether you have questions, feedback, or are interested in learning more about our solutions, please don't hesitate to reach out.

info@stream-punk.com

www.stream-punk.com/contact

Let's connect and explore how we can create exceptional experiences together.

