

Tournament Brackets by AMP Contesting

Tournament Brackets drive audience engagement and grow database registrations by turning a predictive tournament-style competition into an engaging and memorable audience experience. Tournament Brackets come included in AMP Contesting for all existing clients.

Engage Your Audience

Attract new and existing audience members with brackets that appeal to their interests. The leaderboard feature, which highlights the latest rankings, keeps your audience engaged and coming back to your site for the entirety of the tournament.

Generate Revenue

Create bridges between your audience and advertising partners through sponsored contests. With all of the sports-loving advertisers out there, shopping sponsorships is a breeze. Plus, the focus on local events generates increased interest with local businesses.

Build a Community

Create a sense of community through friendly competition. Build contests around local events and tournaments to encourage the local community to engage with you and become a part of your online community.

Customize Brackets

- ✓ Fully-customizable brackets for a one-of-a-kind experience
- ✓ Add unique graphics, themes, sponsor information, and more

Grow Your Database

Automatically add audience information, including country, zip code, and email address, to your database using brackets. Social sign-on is also available for easy, hassle-free registration.

Leverage Audience Voting

- ✓ Content for the bracket can be generated by the users (i.e. photos, videos, favorite bands, etc.)
- ✓ At the end of each round, you pick the finalists
- ✓ Audience determines the winners of each round by voting up their favorites
- ✓ Can share with social networks to increase votes

How it Works

1. Set Up

You set up the game and enter the bracket finalists (teams or submissions)

2. Registration & Picks

Members register and review bracket to pick winners or begin voting

3. Update Winners

You update the bracket with winner information at the end of each round

4. Leaderboard Updates

Members watch their score increase and leaderboard ranks automatically adjust