

annafyPartners FAQs

Here are some of the most frequently asked questions about the mannafyPartners program.

What is mannafy?

At its core, mannafy is a giveaway-based affiliate marketing company. Users discover and win cool products by swiping through items from innovative brands – and entering giveaways (sweepstakes) for the ones they like.

How do brands partner with mannafy through the mannafyPartners program?

Brands can gain access to the mannafy audience by providing a prize for us to offer as a giveaway on the mannafy app. Giveaways typically last 30 days with the winner identified 7-14 days afterwards.

What is the cost to partner with mannafy on a giveaway?

We expect to charge upfront fees for giveaway partners in the future. However, for our early collaborators there is no setup fee, with the only costs to run a giveaway on mannafy being:

- A prize (product, gift card, etc.) for the giveaway winner.
- Your typical affiliate commission rate for any sales directed to your website.
- Optionally, a discount code for users who didn't win the giveaway to incentivize them to make a purchase after the giveaway ends.

What do I get by partnering with mannafy?

When you partner with mannafy you receive:

1. Your product listed on our app for 30 days with a link from our app to the product page on your site.
2. An entry option that directs users to follow one of your social media accounts.
3. Two email shoutouts to our growing list of 12,000+ subscribers (once when the giveaway launches and once when we announce the winner).
4. One shoutout from our social media accounts with exposure to an audience of 80k+.
5. The giveaway shared across multiple social media groups and accounts with a total reach over 250,000.
6. A permanent link to your website from our “winner’s circle” page where we list past prizes and winners.
7. The good vibes and feelings that come from making a random winner’s day by sending them a free product!

We essentially manage and market your giveaway, saving you anywhere from \$100-\$500+ if you were to do this on your own or through a 3rd party service.

Who is responsible for the giveaway prize?

After the giveaway ends, mannafy will send an email to connect you with the giveaway winner – with the expectation that you will collect their details and deliver the prize.

Will I get access to the email addresses of the people who enter the giveaway?

No. Part of the appeal of mannafy to users is the ability to enter giveaways without receiving emails that don't interest them. This also prevents your email list from being flooded with junk subscribers who aren't interested in your brand.

We recommend providing a discount, deal, or special offer to all giveaway participants after the giveaway ends – as this can help you convert the users who are interested in your product into paying customers.

How much does the giveaway prize need to cost?

We prefer prizes at a minimum of \$50 as this keeps users engaged and interested. We will accept smaller giveaways, but they may not receive as much off-app promotion from us. Additionally, larger giveaways (such as a trip worth \$1000+) will receive additional visibility on the app through an extended entry life, multiple mentions across our newsletter and social media accounts, and inclusion in paid advertising we use to promote mannafy.

We're willing to work with you to find a solution that best meets your marketing goals while appealing to our users.

Are there prizes you won't accept?

At this point we will not accept controversial prizes as determined at our discretion – or any prizes that cannot be acquired by someone who is 18. Currently, the list of products we won't accept include:

- Health fads without scientific backing: weight loss, diet, supplements, etc.
- MLM schemes
- Adult/Sexual
- Political/Religious
- B2B products or services
- Firearms or weapons
- Alcohol (not legal for 18+)
- Drug related
- Unappealing to a broad audience
- Determined to be inappropriate by the mannafy team

Who can enter your giveaways?

Mannafy giveaways are open to all residents of the US who are 18+.

When will my giveaway launch?

We stagger new giveaways throughout the month to provide new opportunities to our users daily. Expect your giveaway to go live within a couple of months (we can expedite as needed) – and then run for 30 days.

How frequently can I run a giveaway on mannafy?

We are happy to collaborate in whatever manner works best for you while appropriately meeting the expectations of our audience. This may mean running a single giveaway or launching a new giveaway every month or week.

I'm ready to get started! Now what?

Great! Fill out our [mannafy Partner Request Form](#) or shoot us an email. We'll review your product and contact you with any follow up questions and our planned launch date.

Once we finalize a product, we'll update you as the giveaway is launched and when a winner is selected. We're excited to get started!

What if I have more questions?

Review the [mannafy Partners page](#) on our website or contact us at partners@mannafy.com. We're happy to further discuss how we can help grow your brand!