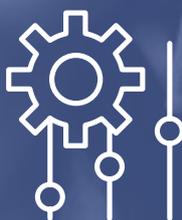

Aculab Cloud enables Try Apt to smash all expectations for its membership drive campaign for Norsk Tipping



Try Apt as. (Try Apt) is an advertising agency based in Norway, who use appropriate technologies, experience and strategic knowledge to deliver innovative interactive experiences for their clients and consumers.

Try Apt was commissioned by Norsk Tipping, the Norwegian, state owned national lottery organisation to run a week-long prize draw competition aimed at increasing their membership and the use of their smartphone app. Norsk Tipping run a multitude of lottery competitions and games which all benefit good causes in Norway.

Norsk Tipping wanted a campaign that would involve and engage the target audience in a positive way. They decided to run a competition where users would register to receive a wake-up call. The call would alert the end-user as to whether they had won the competition that day or not. Norsk Tipping, as a national organisation, obviously wanted to target the whole adult population of Norway, and realised together with Try Apt that they would need a reliable telecommunications partner to handle the large number of outbound calls in a short space of time.

To reach the whole population of a country would obviously need an organisation that could work very closely with the local Norwegian mobile operators such as Telia and Telenor, who would have to deliver the call traffic in a timely manner.

Aculab and Try Apt

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The solution

The campaign was a web-based competition which ran from Monday 15 to Friday 19 October, with a daily prize of NOK 50,000 (approximately £4500 or \$6000 USD), Monday to Thursday, and NOK 1,000,000 on the Friday. Participants entered by ordering a wakeup call to their mobile phone number at a time of their choosing for the 5 consecutive days of the campaign.

Try Apt chose to use the Aculab Cloud platform to handle the massive outbound calling requirement. Aculab Cloud is a communications platform as a service (CPaaS) that takes the need to understand the complexities of telecommunications networks away from the developer. The Aculab platform provides access to simple APIs in multiple software languages that allow voice, SMS and fax communications applications to be created.

For the Norsk Tipping campaign, timed wake-up calls were handled automatically by an Aculab Cloud application written by Try Apt, who were able to use their web development skills to write the application in Node in the space of a day or so, without the need to refer to Aculab for help other than to visit the online documentation.

Since the application had to handle a substantial amount of traffic with continuous new calls and status updates, the load had to be spread across all the different Aculab cloud regions and evenly distributed over time. This was a big challenge, especially due to the difficulties in end-to-end testing with operators. But the collaboration between Try Apt and Aculab made it work from day 1.

The system was set up so that if you had not won, the system played a pre-recorded voice message for your wake-up call. If you were picked as the winner, the call was made by an employee of Norsk Tipping.



Aculab and Try Apt

Implementation

The two key requirements for the platform were the rate at which outbound calls could be made to Norwegian mobile numbers, the requirement being to sustain 100 calls per second during peak times, and the capacity, in terms of the number of concurrent calls. Norsk Tipping originally estimated that the number of participants would be around 300,000. Calls to all registered users would need to be made at the exact time they requested which would cause a large spike in mobile traffic each morning across Norway.

Mobile is Norsk Tipping's most important channel to reach and engage with younger audiences, which was the driving factor for this campaign.

This was a very short, high profile campaign, with very little room for failure after it went live. Aculab was able to make sure its core capacity and the routes via the Norwegian carriers to terminate the calls were ready by carrying out load testing in advance and by having engineers on standby throughout the whole campaign.

The first wake-up calls were scheduled for 4am on Monday morning, obviously someone was very keen to win the prize! The calls ramped-up from that point, and a 95% call answer rate was achieved.

And in terms of registered users each day, the actual numbers far exceeded the initial estimations:

- Monday 284,738
- Tuesday 351,242
- Wednesday 404,665
- Thursday 445,318
- Friday 481,309

“ This campaign has given us amazing results. In this period we have had significant growth in our customer base and people were active on social media and in customer reviews.”

Aculab and Try Apt

“

...healthcare is recognised as a key segment within overall IoT markets, with estimates for its relative share ranging from 5 – 15% .

”

The outcome

Norsk Tipping were able to build their membership substantially, with just under half a million users registering during the week when the campaign was running. Of those who registered, just 0.4% chose not to continue participation in this campaign.

“This campaign has given us amazing results. In this period we have had significant growth in our customer base and people were active on social media and in customer reviews.”

Ingunn Børresen, Norsk Tipping

“We are delighted that Try Apt chose Aculab Cloud and utilised its inherent scalability for its membership drive campaign. By being able to handle a massive volume of outbound calls, The Aculab Cloud platform has helped to reinforce the business growth plans and ongoing success of Norsk Tipping”.

David Samuel, CEO - Aculab

About Try Apt

Try Apt creates powerful and engaging digital communication for some of the largest brands in the nordic region. Established since 1999, we are currently 45 people strong working in our Oslo office.

We believe in articulate, engaging and creative solutions. Utilising the appropriate technologies, our experience and strategic knowledge we deliver innovative interactive experiences for our clients and their consumers. In 2007 we partnered with TRY, Norway's leading advertising agency, and are bridging the gap between online and traditional advertising mediums. We do everything from strategy, concepts, cutting-edge design, technical development, motion to video and 3D-production. At Try Apt, we don't believe in the impossible.

About Norsk Tipping

“We give the dream a chance” - it's our vision. Every day, Norsk Tipping fulfills both big and small dreams all over the country, both for our players and surplus recipients.

Our community mission is to offer a responsible and attractive game offer where the profits return to society.

This has been done since its inception in 1948, and during these years Norsk Tipping has contributed more than 143 billion kroner (price-adjusted) for good corporate purposes - for the benefit of millions of Norwegians.

About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.

For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

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