

# Contest Data Processing from the Edge



## Contest

powered by Akamai EdgeComputing

### Deliver Online Events with Dramatic Lead Conversion Rates

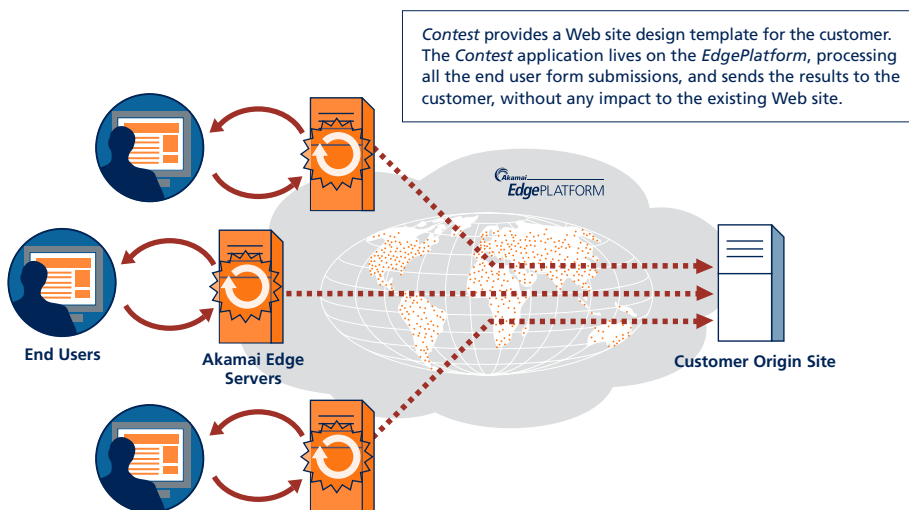
Many companies use online contests and promotions to draw users to a web site with the goals of building brand affinity, increasing prospective customers, and to generate product interest. These contests may offer product giveaways, cash or prizes to a limited number of contest winners. More and more, companies are turning to these types of integrated marketing events to increase campaign effectiveness.

Traditionally, using ad campaigns, it has very difficult to establish lead conversion rate metrics. With *Contest*, marketers' can enhance the process and measure metrics along the consumer's purchase path: from opening an email message, entering an online sweepstakes, and to the online store to purchase. *Contest* can springboard the organization's conversion rates by enabling contests within weeks, converting prospects into buying customers.

### How *Contest* Can Help

The *Contest* EdgeComputing application provides distributed processing power to run high profile online contests and events. *Contest* solves the problem of collecting large amounts of user data in a very cost effective manner, ensuring user data is processed properly and not lost in a deluge of responses from users. Furthermore, *Contest* accomplishes this without installing additional infrastructure, eliminating capital expenditures and expensive integration projects.

### How *Contest* powered by Akamai EdgeComputing Works



continued on the next page



### Benefits To Your Business

*Contest* powered by EdgeComputing enables users to run online promotional contests deployed entirely on Akamai's EdgePlatform. Key benefits to the business include the following:

- **Fast Time To Market** Whereas some applications take months to install, *Contest* is implemented within weeks. Since the Akamai processing network is already in place, marketers need only generate their HTML page designs, insert them into the contest page flow framework, and voila, the site is live and ready.
- **Zero Infrastructure Required** Because *Contest* is available on demand, companies needn't be bogged down with provisioning and amortizing hardware. Since processing thousands of forms is CPU-intensive, this can overwhelm existing infrastructure or require procurement of additional processing capability. Deployed on Akamai's EdgePlatform, a contest can scale to virtually any level of traffic.
- **Edge Processing Performance.** *Contest* provides the ability to process forms, perform advanced security checks, and execute algorithms on the edge of the network. EdgeComputing provides distributed, on demand processing power near the end user, providing the best possible performance and avoids contest abandonment.
- **Results and Metrics** As with any Marketing campaign, results and metrics are critical to the projects success. Most marketing professionals need to show the cost per lead (CPL) and the conversion rate percentage that translates prospects into customers. *Contest* provides quick and easy access to the key metrics that make a promotion wildly successful.



continued

## How Contest powered by Akamai EdgeComputing Works

A contest is enabled simply by providing a hostname (such as <http://contest.customer.com>) and web content (HTML, images, and multimedia objects) that display the look and feel for the contest. *Contest* provides a web site design template for the customer. The Contest application lives on the Edge, processing all the end user form submissions, and sends the results to the customer, without any impact to the existing web site. *Contest* includes the following functionality:

- **Form Validation**

In addition to client-side JavaScript, the application will also insure that the form data is entered correctly. For instance, if the email address or the telephone number is incorrectly filled out, *Contest* will return the form asking for this information to be corrected. In addition, it is possible to insure against fraud, by insuring the user is not a computer generated script.

- **Enhanced Processing**

The application includes Edge-Side Include (ESI) processing for date filtering of contest start and end, geographic location of the end user, and form throttling to insure end users don't continually post results to the site.

- **Event Metrics**

Depending on the type of contest, both daily and real-time options allows the customer to monitor and report on the contest metrics appropriately. See Figure 1.

- **Event Support**

The Event Support option provides dedicated Akamai technical personnel during an event. For example, since the contest usually has not been launched before, it is unknown how well it will perform. Or due to the surge of users accessing the application, there are concerns that the application may require immediate modifications. Regardless, having experts available during the event insures flawless execution.

- **Zero Infrastructure Capability**

If desired, the contest can run entirely on the Akamai network. Caching of all HTML content can be accomplished using Akamai's EdgeSuite service, contest processing by EdgeComputing, and the results stored on Akamai NetStorage.

## Summary

The Contest EdgeComputing application provides distributed processing power to run high profile online contests and events

- **Fast Time to Market** *Contest* is implemented within weeks.
- **Zero Infrastructure Required** Deployed on Akamai's EdgePlatform, a contest can scale to virtually any level of traffic without increasing the load on the origin site.
- **Edge Processing Performance** *Contest* provides distributed, on demand processing power close to the end user has the best performance on the Internet.
- **Results and Metrics** *Contest* provides quick and easy access to the key metrics that make a promotion successful.

Figure 1: Total Campaign Metrics

Campaign Step	Metrics
Television	<ul style="list-style-type: none"> <li>• Number of viewers</li> <li>• Share of viewers</li> </ul>
Banners	<ul style="list-style-type: none"> <li>• Click throughs</li> </ul>
Web Site	<ul style="list-style-type: none"> <li>• Unique visitors</li> <li>• Timing of visitors</li> <li>• Email opt-in</li> <li>• Number of specific page views like product detail pages</li> <li>• Visitors' paths through the site</li> </ul>
Contest	<ul style="list-style-type: none"> <li>• Number of visitors</li> <li>• Unique visitor</li> <li>• Number of registrants</li> <li>• Viral email response rate</li> <li>• Referring URL</li> </ul>
Purchase	<ul style="list-style-type: none"> <li>• Number of purchases</li> <li>• Average dollar value per order</li> <li>• Average revenue earned per visitor</li> <li>• Time elapsed between first visit and first order</li> </ul>
Post-campaign	<ul style="list-style-type: none"> <li>• Retention</li> <li>• Brand awareness</li> </ul>

## About Akamai

Akamai®—The Business Internet, is the world's largest on demand distributed computing platform for conducting profitable e-business. Overcoming the inherent limitations of the Internet, Akamai's services ensure a high-performing, scalable, and secure environment for organizations to cost effectively extend and control their e-business infrastructure. Headquartered in Cambridge, Massachusetts, Akamai's industry-leading services, matched with world-class customer care, are used by hundreds of today's most successful enterprises and government agencies around the globe. For more information, visit [www.akamai.com](http://www.akamai.com).

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