



The Drum Awards
Digital Industries

Finalist 2021



Best Digital Transformation: Mapp nominated alongside Ambition and Varelotteriet as finalist in The Drum Awards Digital Industries

London, 28 September 2021 – [Mapp](#), the international provider of insight-led customer experiences, has been nominated as a finalist in The Drum Awards Digital Industries, alongside Ambition and Varelotteriet (The Danish Lottery), within the ‘Best Digital Transformation’ category.

Mapp, Ambition and Varelotteriet have been nominated for this award due to the incredibly successful partnership between all three companies.

Through this partnership, Varelotteriet now has a Customer Data Platform that allows them to have a unified customer view across all channels, as well as a platform that provides artificial intelligence and predictive modelling to reach the right customers at the right time, as well as an automation solution to ensure that their communications were executed on the right channel.

The campaign produced the best results so far in the 134-year history of Varelotteriet, with a 300% increase in sales across all retailers during the 13-week period. Plus, the retailer who won the Millionaire League competition overall increased lottery ticket sales by a whopping 1000%.

Peter Jørgensen, CMO at Varelotteriet commented: “The combination of leveraging our own data and the digital expertise provided by the strategy team at Ambition along with the amazing capabilities of Mapp Cloud, means that we have been able to gain a higher visibility than ever before on our consumer and dealer networks. By reaching this goal, Varelotteriet has turned insights into action, connecting with the right customer, at the right time, on the right channel with the right message – something we’ve never been able to achieve previously. The results speak for themselves, and we couldn’t have chosen a better partnership than Mapp and Ambition to help us on our journey.”

The winner of the ‘Best Digital Transformation’ category will be announced at a virtual awards ceremony on 14th July:

<https://www.dadiawards.com/thedrumawardsfordigitalindustries2021/en/page/home>

About Varelotteriet

Established in 1887, Varelotteriet is one of Denmark’s oldest lotteries, running multiple draws each month. Their Danish customers continue to spend large amounts with Varelotteriet annually, purchasing a vast amount of tickets. The majority of all ticket sales are distributed back to players and all profits go to charitable, social, and humanitarian purposes in agreement with the Ministry of Justice.



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About Mapp

Marketers and data specialists should always be able to focus on their core business instead of spending their time taming the technology behind it. With the insight-based customer experience platform Mapp Cloud, marketing decision-makers have more time for the essentials and can place their brand messages in the best possible way. Through customer intelligence and marketing analytics, companies easily and effectively gain cross-channel customer insights from data, which in turn enable highly personalized marketing activities. Mapp's customers benefit from customized and self-optimizing cross-channel campaigns based on AI-powered predictive models. Automated messages can thus be sent in the ideal marketing channel, at the optimal time and with the right contact frequency. Thanks to powerful one-to-one personalization, maximum engagement as well as long-term customer retention are achieved.

Mapp operates offices in seven countries. Mapp's digital marketing platform helps over 3,000 businesses stand out from the crowd. Mapp's clients include Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

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