

Mapp Wins Gold at DMA Awards for Best Use of Marketing Automation, alongside Ambition and Varelotteriet

London, 8 December 2021 – [Mapp](#), the international provider of insight-led customer experiences, has been awarded as the gold winner for [The DMA Awards](#), alongside [Ambition](#) and [Varelotteriet](#) (The Danish Lottery), within the 'Best Use of Marketing Automation' category.

The Mapp and Ambition teams celebrated at the award ceremony last night which took place in Old Billingsgate, London.

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%. Read all about these amazing results, and more, in the case study [here](#).

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."

Michelle Ellicott-Taylor, UK Partner Director at Mapp commented: "It has been an absolute pleasure being a part of the journey with Ambition and Varelotteriet, starting from some initial email strategy 2 years ago, to seeing the advancement of the campaigns and resulting case study, award recognition and ongoing nominations. We are excited to be a part of the digital strategy that Varelotteriet is continuing to evolve and look forward to supporting the next exciting campaign in association with Ambition. We would like to extend our congratulations to the other finalists in 'Best Use of Marketing Automation' category: McDonald's with agency Armadillo, The Royal Mint, City University of London with agency Anything is Possible, and Formula 1 with agency Ogilvy UK."

Matias Valentin, Contact & Automation Manager at Ambition commented: "It's not an easy task to design and implement the perfect customer journey. This particular journey started with the use of AI to build display advertising audiences. Through a geo-targeted ad campaign and landing pages, the potential new customer was lead to the local retailer and all the digital Touchpoints were connected after they made the purchase. It has been truly amazing to work with Mapp Cloud, an integrated platform that supports all the steps and touchpoints in this Journey, making our work as a partner so much easier."

Full details of all the category winners can be found [here](#).

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.

About Ambition

An independent digital agency with an international perspective, Ambition is an award-winning digital agency that helps you create leads, customers and sales. We do this from a data-driven approach and use the market's latest and most effective analysis tools and martech solutions.

More than 50 specialists ensure a holistic approach to your challenges based on a digital and data-driven setup that you will not find anywhere else. From the first strategic thoughts and deep customer insights to the development and activation of creative solutions across on- and offline media.

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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