



INDUSTRY

Media & Entertainment

Running a promotional campaign

THE BENEFITS

- Code redemption website that is highly maintainable and reusable
- Use of AJAX and JQuery plugins like JPlayer, Squeezebox and Image Slider to enhance user interactivity and user friendliness
- Code generation using double level randomization and Luhn's Mod N algorithm to generate millions of unique codes
- Google Analytics and Google datafeed API to capture website usage
- Highly scalable Amazon EC2 and Amazon RDS based hosting

L&T Infotech partnered with an online music company that was collaborating with a cereal company for a promotional campaign. As part of the campaign we developed a promotional website, which allowed customers to sample and download free music by redeeming coupons distributed along with the cereal boxes.

THE CLIENT

The client is an interactive media company dealing in online music

THE CHALLENGE

- To run a promotional campaign allowing consumers to sample and download free music by redeeming coupons distributed in cereal cartons
- Implement a website allowing the redemption of promotional codes to sample and download music
- Implement a code generation tool to generate millions of unique promotional codes
- Implement a reporting interface for tracking code redemption, music downloads, page views, etc. through days, weeks and months
- Provide and maintain a hosting solution with enough scalability to handle heavy traffic
- Website interface should include:
 - Applications that are simple and easy without the use of Flash components
 - Support services to capture website usage statistics



THE SOLUTION

- Multi-layered J2EE web application with a rich UI front end using AJAX and JQuery
- Code generation using a Java application in a four-step process comprising the code generator, code consolidator, code formatter and code uploader
- Report interface that consolidates usage data from Google Analytics using the Google data feed API
- A secure J2EE web application delivering reports in an Excel based format
- Application hosting on Amazon Elastic Cloud EC2 using Linux OS and Amazon RDS for database

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