

**With a rapidly growing base of universities and students and an expanding network of advertisers, Pokitpal needed to scale and improve its online capabilities to enable growth and secure their number one market position.**

## Overview

Since 2005, PokitPal has been connecting students nationwide delivering exceptional discounts across a range of products and services including clothing, food and entertainment. Across the UK, Ireland, NZ and Australia Pokitpal have a circulation of more than 500,000 subscribers so whether the student is on campus, at home or backpacking around the world, PokitPal aims to meet the daily needs of their customers via the distribution of localised, relevant offers.

In 2010 PokitPal commenced the transformation from print booklets to include digital with the launch of the location based POKITPAL application for Android and iPhone. Today the app connects more than 60,000 students digitally through a shared discount and social network and has a rapidly growing subscriber base. PokitPal currently distributes more than 25,000 voucher views per month and achieves redemption rates as high as 65%, making both students and advertisers very happy.

PokitPal is a unique, scalable business in a rapidly evolving mobile advertising market.

## The Problem

Since commencing operations in 2005 PokitPal has progressed from distributing offers via a printed pocket sized booklet available in most Australian capital cities to an internationally recognised brand which distributes location based discounts to an audience across print and online.

In 2011 PokitPal expanded its offerings with the launch of a white label smartphone diary to campuses, which better enables universities to engage with their students. Students have the ability to build their diaries around relevant on campus interests such as clubs and societies as well as making notes about lectures and deadlines.

For the advertiser, the Pokitpal diary offers a mobile advertising platform from which they can build highly tactical and targeted campaigns via a web based management tool. To date, 30 universities across Australia, New Zealand, England and Wales have subscribed to the PokitPal diary which provides advertisers with access to more than 1.1 million students.

With a growing advertiser and student base and to ensure PokitPal retained its number one market position, PokitPal needed to review its current and future technological capabilities to meet both student requirements and protect and grow advertiser revenue streams.



POKITPAL®

A technology platform which supports business growth & cost efficient streamlined workflows.

Increased customer engagement & satisfaction levels reflected in a growing base of student & university subscribers.

## The Requirement

With a rapidly expanding base of universities, students and clients, PokitPal needed to ensure its online properties could support planned growth without any loss of service, support or advertiser access and management issues. In addition, reliability, scalability and a feature rich platform for web and mobile enablement were considered to be key requirements in order for PokitPal to meet customer experience and revenue goals.

## The Solution

NRC was asked to take over support and future development of the PokitPal platform. After a strategic review to understand the businesses' current requirements and growth objectives NRC established the health of the live production system, relative to the current customer base and the future sizing and hosting arrangements aligned to business targets.

With NetReturn Consulting's expertise, an enhanced staging environment was established and the production system was audited for compliance and security. Procedures were established for applications management, release procedures and error control. Once the system was base lined NRC proceeded with new development to cater for the new university year, delivering a holistic, technology agnostic solution on time & budget.

The overall result ensured an enhanced customer and advertiser experience, solidifying PokitPal's leading market position and enabling PokitPal to concentrate on business planning and growth.

## Business Benefits

With NetReturn Consulting's excellent project management and technical expertise, PokitPal could move forward with confidence knowing that their new technology platform was enabling the business for future success. Combined with NRC's support and hosting services PokitPal was able to concentrate on the acquisition of additional revenue streams and a growing base of satisfied students. In addition, application load response times improved for users both in Australia and the UK and templates were displaying correctly across mobile and web platforms.

*"For the first time we are heading towards the university O week in February 2013 with a solid profit offering for universities and students alike"*

**Fraser Duddy, Managing Director, PokitPal**



**A robust, scalable & responsive platform, providing maximum uptime & security.**

**Future proof technology which supports business growth.**