



# Success

through

## 3rd Party API's

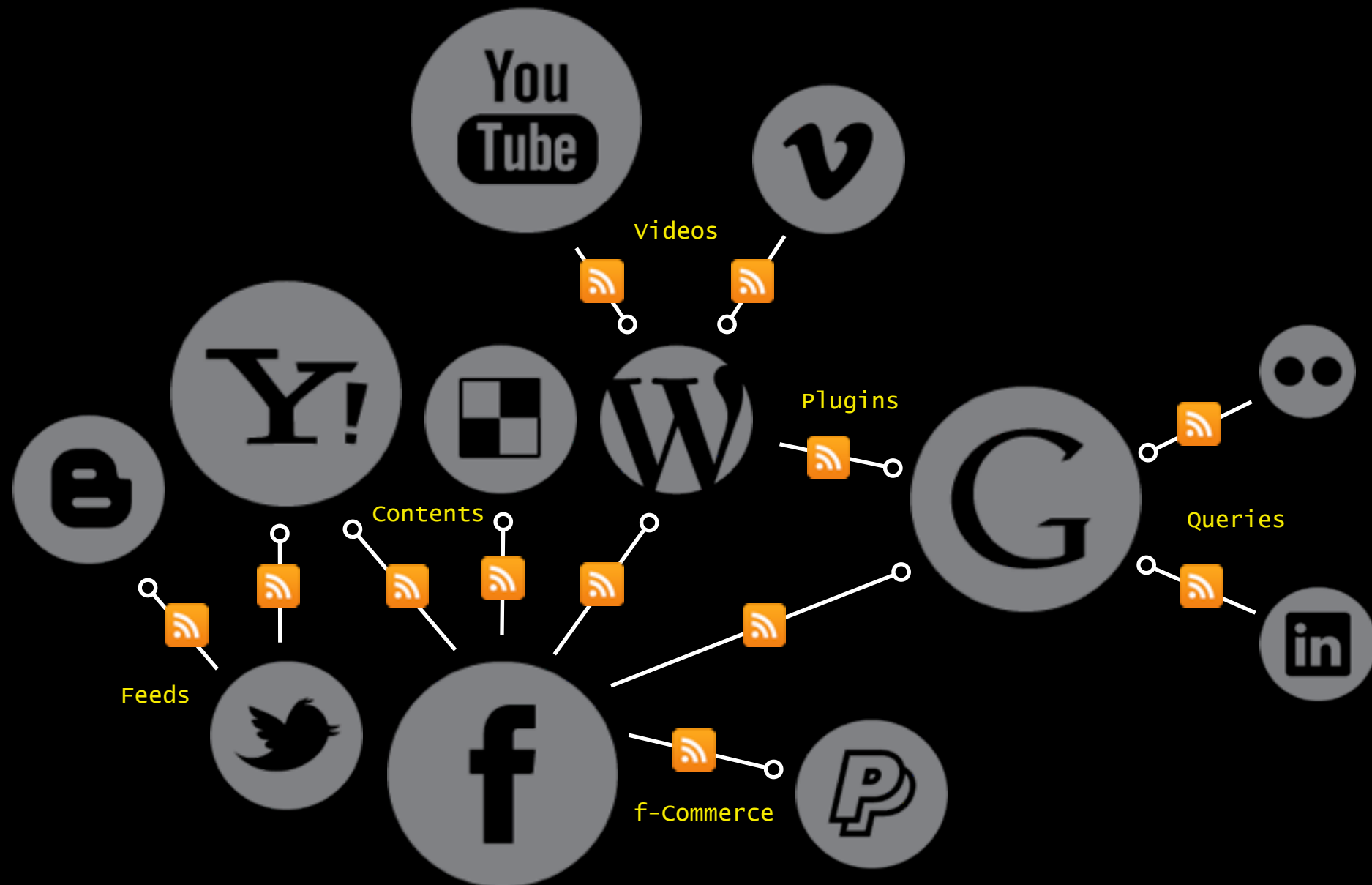


API or  
Application Programing Interface

# what's an API?

A way for web developers to **access services and resources** from other pieces of software.

## ■ Web of Social API's



# why integrate?

To meet or even **exceed your own goals** when building something on the web.

## Local Mashup Campaigns (by NuWorks Interactive)



Yahoo! Purple Hunt 2011  
([www.purplehunt.com.ph](http://www.purplehunt.com.ph))



7-11 2010 Elections  
([www.7-elections.com.ph](http://www.7-elections.com.ph))



Globe Business  
([missing.globe.com.ph](http://missing.globe.com.ph))



Jollibee Float Tunes  
([apps.facebook.com/jollibeefloat](https://apps.facebook.com/jollibeefloat))

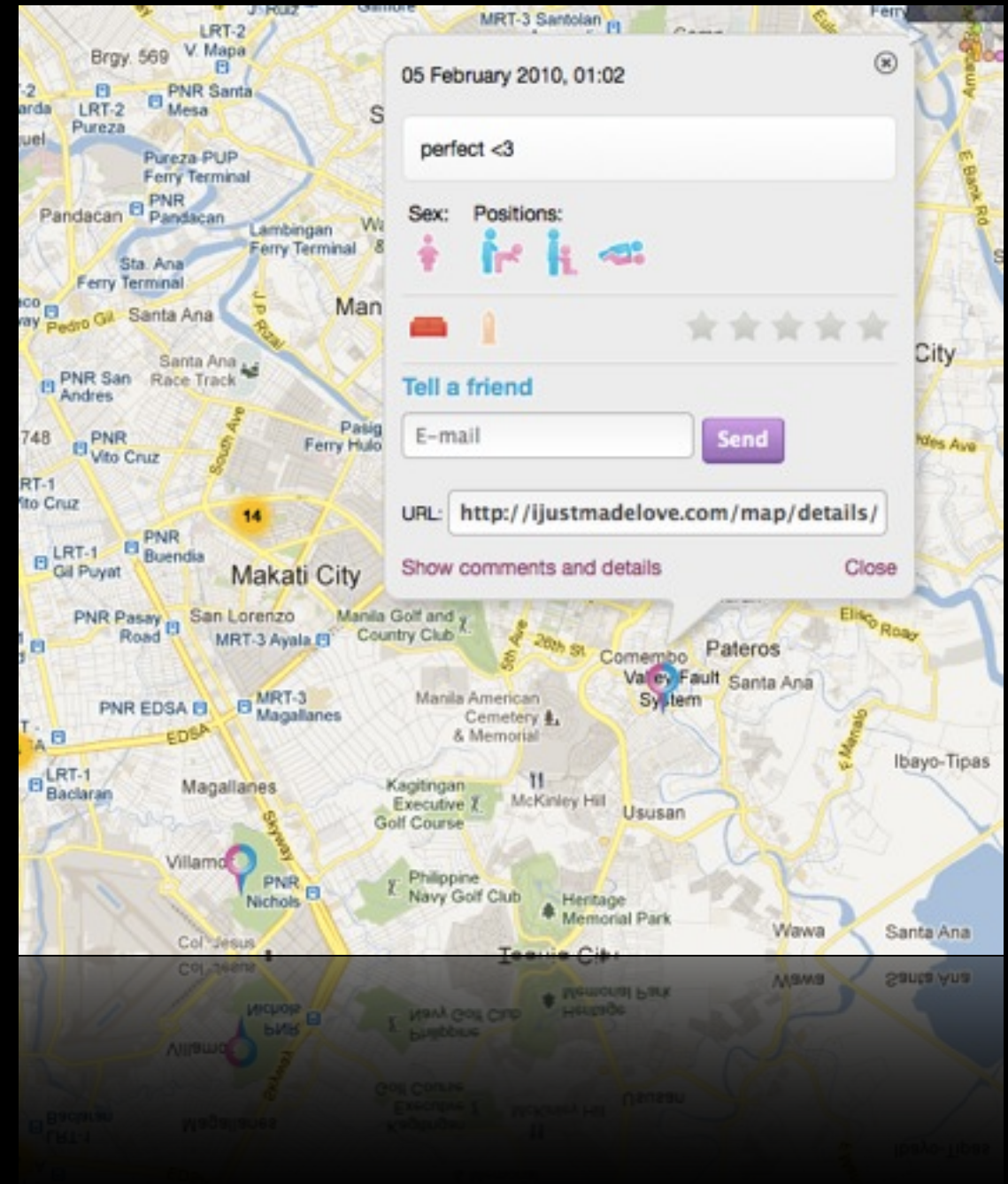


Acer FB Video Gallery  
([www.facebook.com/acerph](http://www.facebook.com/acerph))

# 7-Elections 2010

challenge: Location based display vote tally via the 7-11 POS data

Inspiration: [www.ijustmadelove.com](http://www.ijustmadelove.com)



## 7-Elections 2010

API Used: **Google Maps Javascript API v2**

Function: **Plot 7-11 stores and display candidate vote tally per store**

All time most popular API (via [www.programmableweb.com](http://www.programmableweb.com))

| API                 | Description                            | Category  | Mashups |
|---------------------|----------------------------------------|-----------|---------|
| Google Maps         | Mapping services                       | Mapping   | 2403    |
| Twitter             | Microblogging service                  | Social    | 738     |
| YouTube             | Video sharing and search               | Video     | 642     |
| Flickr              | Photo sharing service                  | Photos    | 613     |
| Amazon eCommerce    | Online retailer                        | Shopping  | 415     |
| Facebook            | Social networking service              | Social    | 373     |
| Twilio              | Telephony service                      | Telephony | 352     |
| Last.fm             | Online radio service                   | Music     | 221     |
| eBay                | eBay Search service                    | Search    | 219     |
| Google Search       | Search services                        | Search    | 182     |
| Microsoft Bing Maps | Mapping services                       | Mapping   | 175     |
| Twilio SMS          | SMS messaging service                  | Messaging | 170     |
| del.icio.us         | Social bookmarking                     | Bookmarks | 159     |
| Yahoo Search        | Search services                        | Search    | 144     |
| Yahoo Maps          | Mapping services                       | Mapping   | 135     |
| Google Ajax Search  | Web search components                  | Search    | 134     |
| 411Sync             | SMS, WAP, and email messaging          | Messaging | 120     |
| Google App Engine   | Developer platform                     | Tools     | 120     |
| Google Homepage     | Portal gadgets                         | Widgets   | 101     |
| Yahoo Geocoding     | Geocoding services                     | Mapping   | 99      |
| foursquare          | Social networking and city exploration | Social    | 93      |

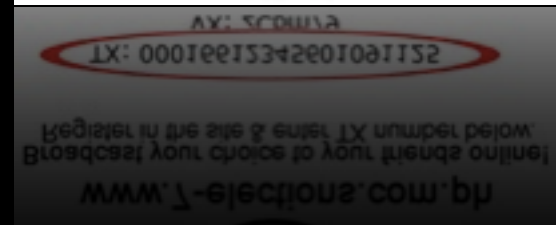
# 7-Elections 2010

challenge: Location based display vote tally via the 7-11 POS data

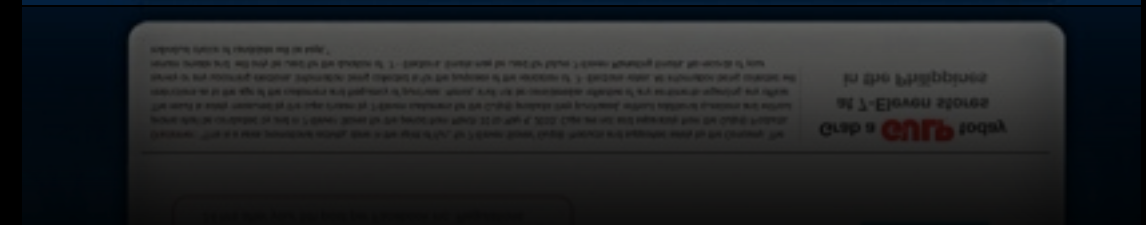
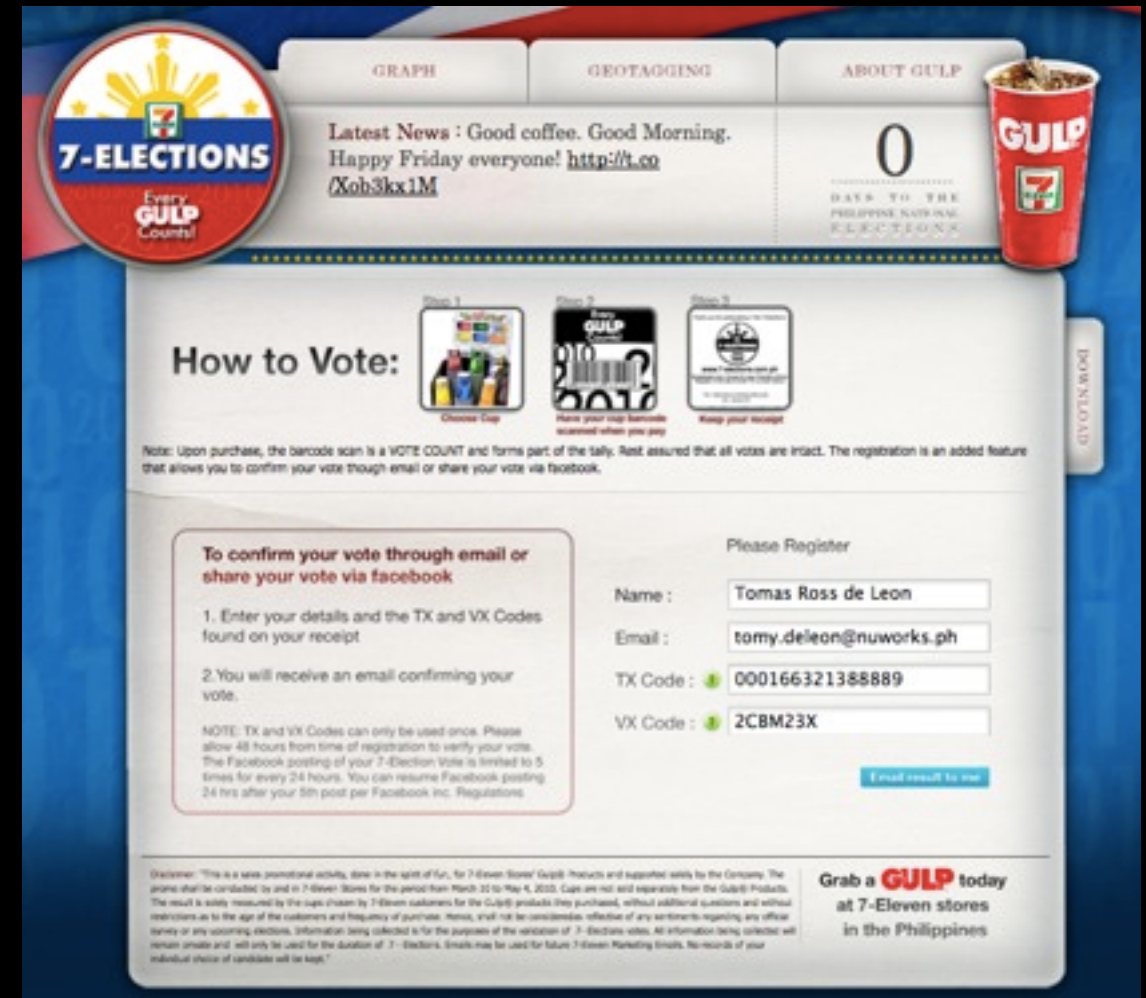
## 1. Choose your cup



## 2. Get receipt



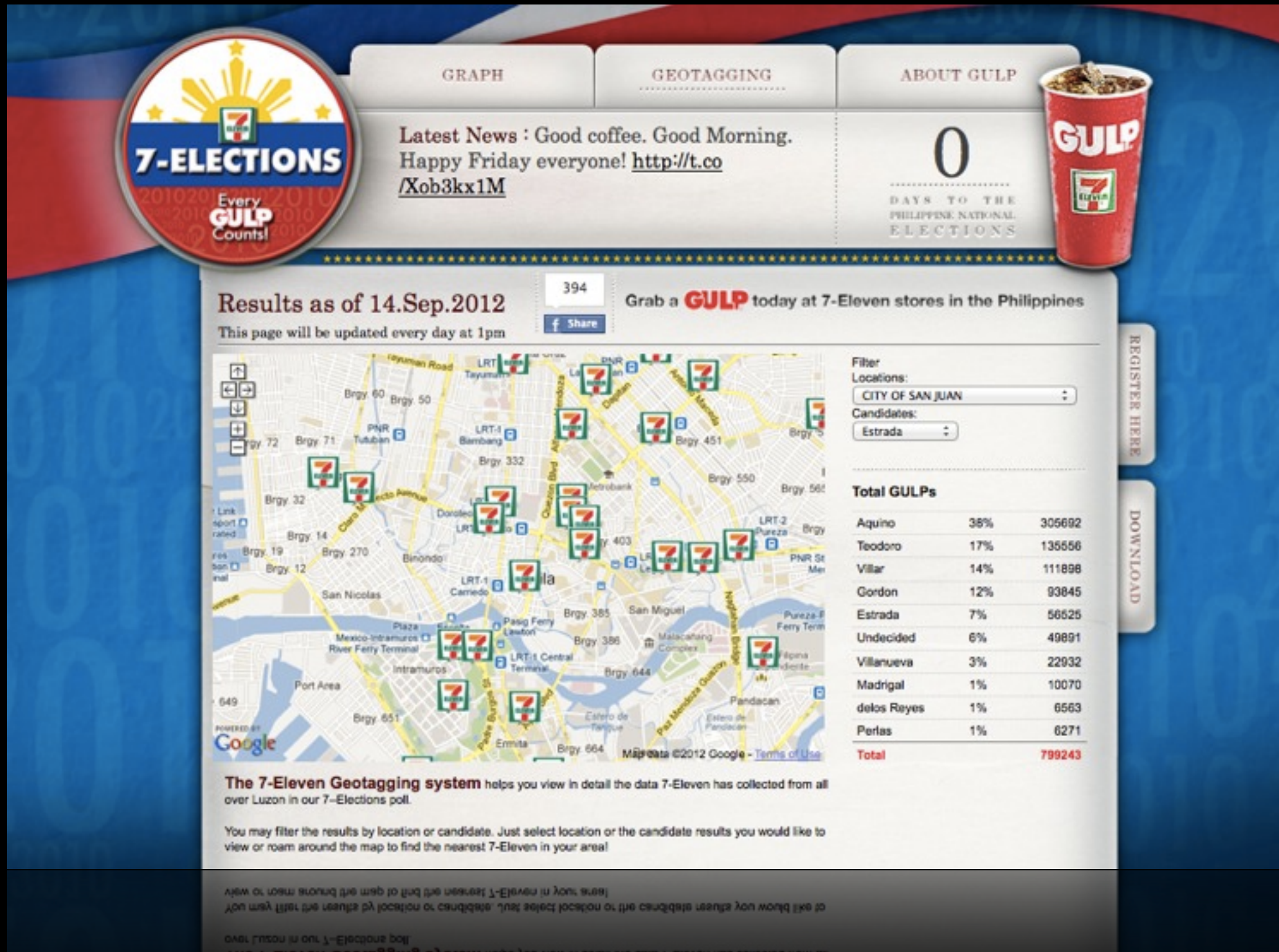
## 3. Enter receipt details and see the tally



# 7-Elections 2010

API Used: Google Maps Javascript API v2

Function: Plot 7-11 stores and display candidate vote tally per store



# 7-Elections 2010

API Used: Google Maps Javascript API v2

Function: Plot 7-11 stores and display candidate vote tally per store



Filter  
Locations:  
CITY OF SAN JUAN  
Candidates:  
Estrada

**Total GULPs in CITY OF SAN JUAN**

|              |     |             |
|--------------|-----|-------------|
| Aquino       | 39% | 2545        |
| Teodoro      | 18% | 1168        |
| Gordon       | 13% | 839         |
| Estrada      | 11% | 710         |
| Villar       | 10% | 653         |
| Undecided    | 5%  | 292         |
| Villanueva   | 2%  | 144         |
| delos Reyes  | 1%  | 50          |
| Madrigal     | 1%  | 47          |
| Perlas       | 1%  | 40          |
| <b>Total</b> |     | <b>6488</b> |

The 7-Eleven Geotagging system helps you view in detail the data 7-Eleven has collected from all over Luzon in our 7-Elections poll.

You may filter the results by location or candidate. Just select location or the candidate results you would like to view or roam around the map to find the nearest 7-Eleven in your area!

view or roam around the map to find the nearest 7-Eleven in your area!  
You may filter the results by location or candidate. Just select location or the candidate results you would like to view or roam around the map to find the nearest 7-Eleven in your area!

## ■ 7-Elections 2010

API Used: Google Maps Javascript API v2

Challenge: Location based display of vote tally via the 7-11 POS data

Results = Successful 

**120k** + map views in the first 3 weeks

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> Clean visualization of votes

# Yahoo! Purple Hunt 2011

Challenge: Promote new Y! Services and acquire potential Yahoo! PH Users



**YAHOO!**

**PLAY. PLEDGE. PREVAIL**

The Internet opens a world of possibilities but we know it's not always a safe place. Play the Yahoo! Purple Hunt Family Edition and learn how to make smarter and safer choices online. Pledge to Yahoo! Safely, refer friends and get a chance to win exciting prizes.

**Purple Hunt Family Edition**  
The hunt is on! Register your family now.  
[read mechanics](#)  
Don't have a Yahoo! ID? [Create New Account](#)

**JOIN NOW!**

**PURPLE HUNT**  
FAMILY EDITION

**1,117**

**YAHOO! SAFELY**

**WE PLEDGE!**

**PLEDGE NOW.**

**Make a Pledge**  
Learn more about the Yahoo! Safely and how you can make the Internet safer.

**IN PARTNERSHIP WITH LEO BURNETT WORLDWIDE**

In partnership with Leo Burnett Worldwide

# Yahoo! Purple Hunt 2011

API Used: **OpenID**

Function: To authenticate existing Yahoo! users (@yahoo.com / @yahoo.com.ph / @ymail.com)



## Registration Form

validate?

A screenshot of the Yahoo! registration form. A yellow bracket on the left side of the form groups the "Primary Email/ Username:", "Password:", and "Confirm Password:" fields, with the text "validate?" next to it. The form includes fields for "No. of kids above 12 years old:", "Mobile Number:", "Address:", and "Captcha:". The "Captcha" field shows the text "d88a". A "REGISTER" button is at the bottom of the form. To the right of the form, there are three paragraphs of text providing password tips: "Don't just use one password for different websites...", "Create passwords that are easy to remember but hard for others to guess...", and "Make the password at least 8 characters long...". The bottom of the page features a row of logos for various partners: Globe, airphil express, Camella, McDonald's, my|phone, FOX, and GMA.

# ■ Yahoo! Purple Hunt 2011

■ unlock the assignments



# Yahoo! Purple Hunt 2011

API Used: Yahoo! Contacts API & Google Contacts Data API

Function: To acquire Y! and Gmail address books to be used for referrals



MANAGE PLEDGE REFERRALS [Team Info](#) | [Team Members](#) | [Manage Pledge Referrals](#)

| EMAIL                | Y! EMAIL | PLEDGE STATUS |
|----------------------|----------|---------------|
| souperdana@gmail.com |          | PENDING       |

Total Emails: 1 Total Pledges: 0

<< 1 >>

\*Must be a valid email account  
example@yahoo.com

Add Email

Import contacts: Yahoo! | GMail

} Import Contacts

MANAGE PLEDGE REFERRALS

Import contacts: Yahoo! | GMail

Add Email

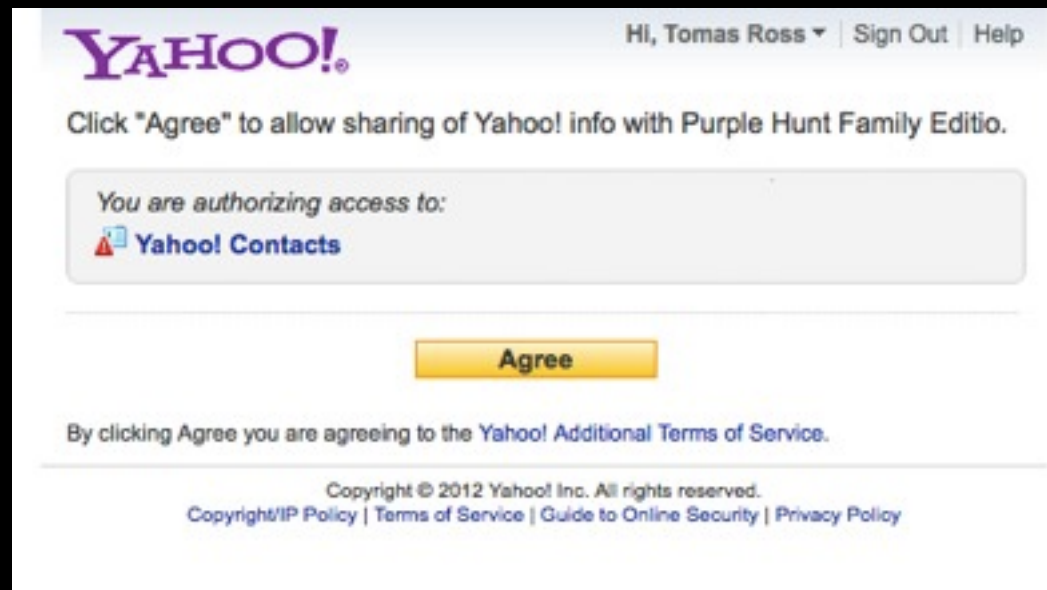
# Yahoo! Purple Hunt 2011

API Used: **Yahoo! Contacts API & Google Contacts Data API**

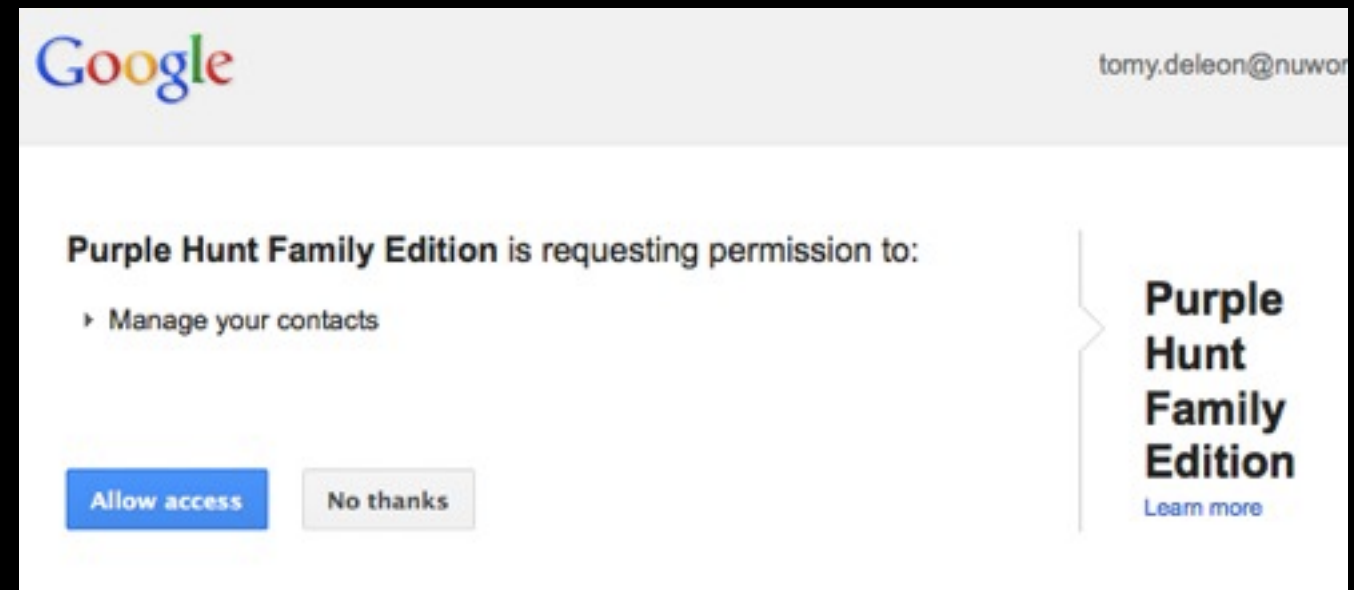
Function: **To acquire Y! and Gmail address books to be used for referrals**



## Yahoo! Contacts Authorization



## Google Contacts Authorization



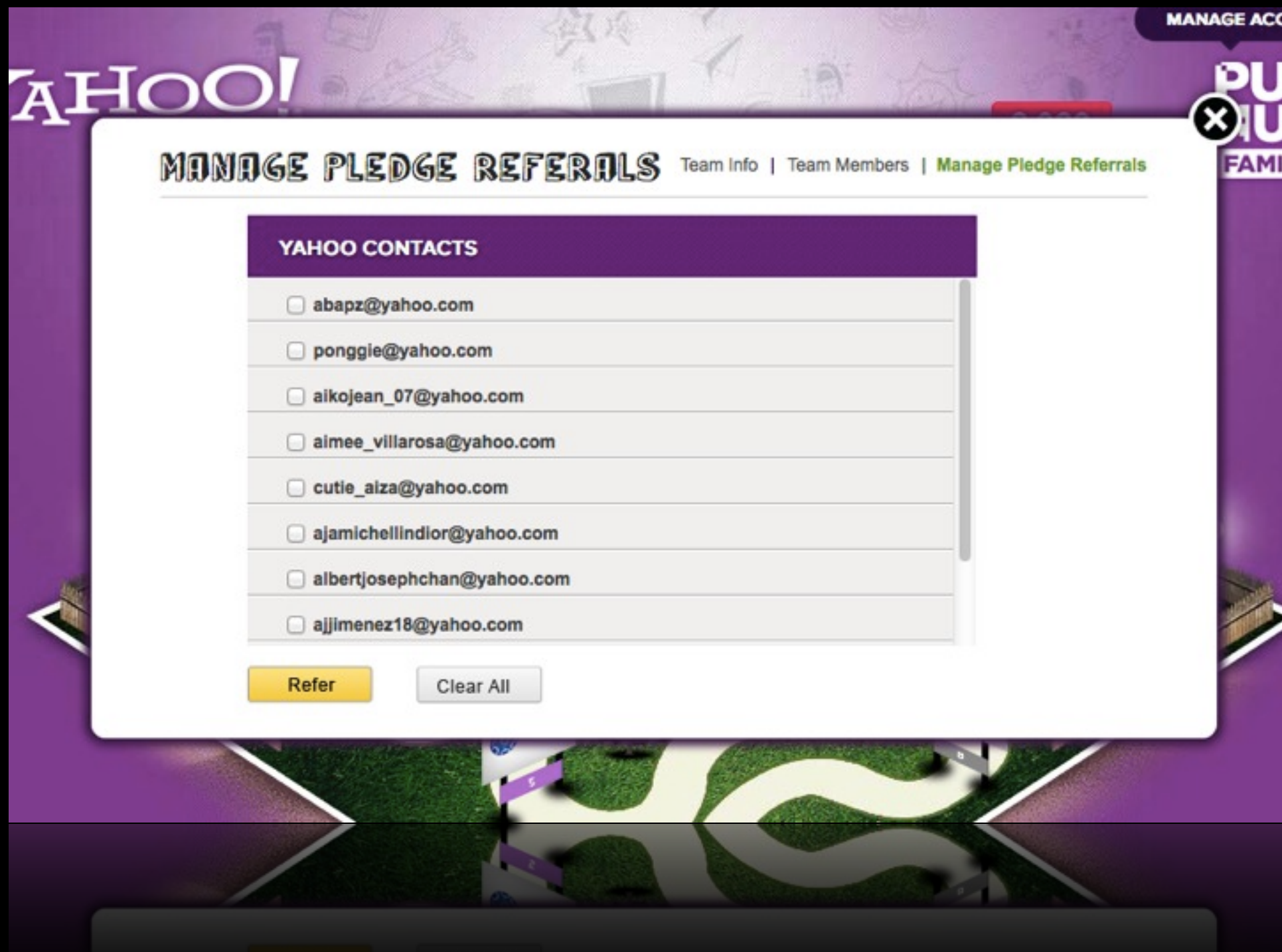
# Yahoo! Purple Hunt 2011

API Used: Yahoo! Contacts API & Google Contacts Data API

Function: To acquire Y! and Gmail address books to be used for referrals



■ Displays Yahoo! Contact List upon successful authorization



# ■ Yahoo! Purple Hunt 2011

API's Used: OpenID | Y!Contacts | Google Contacts Data API

Challenge: Promote new Y! Services and acquire potential Yahoo! PH Users

Results = Successful 

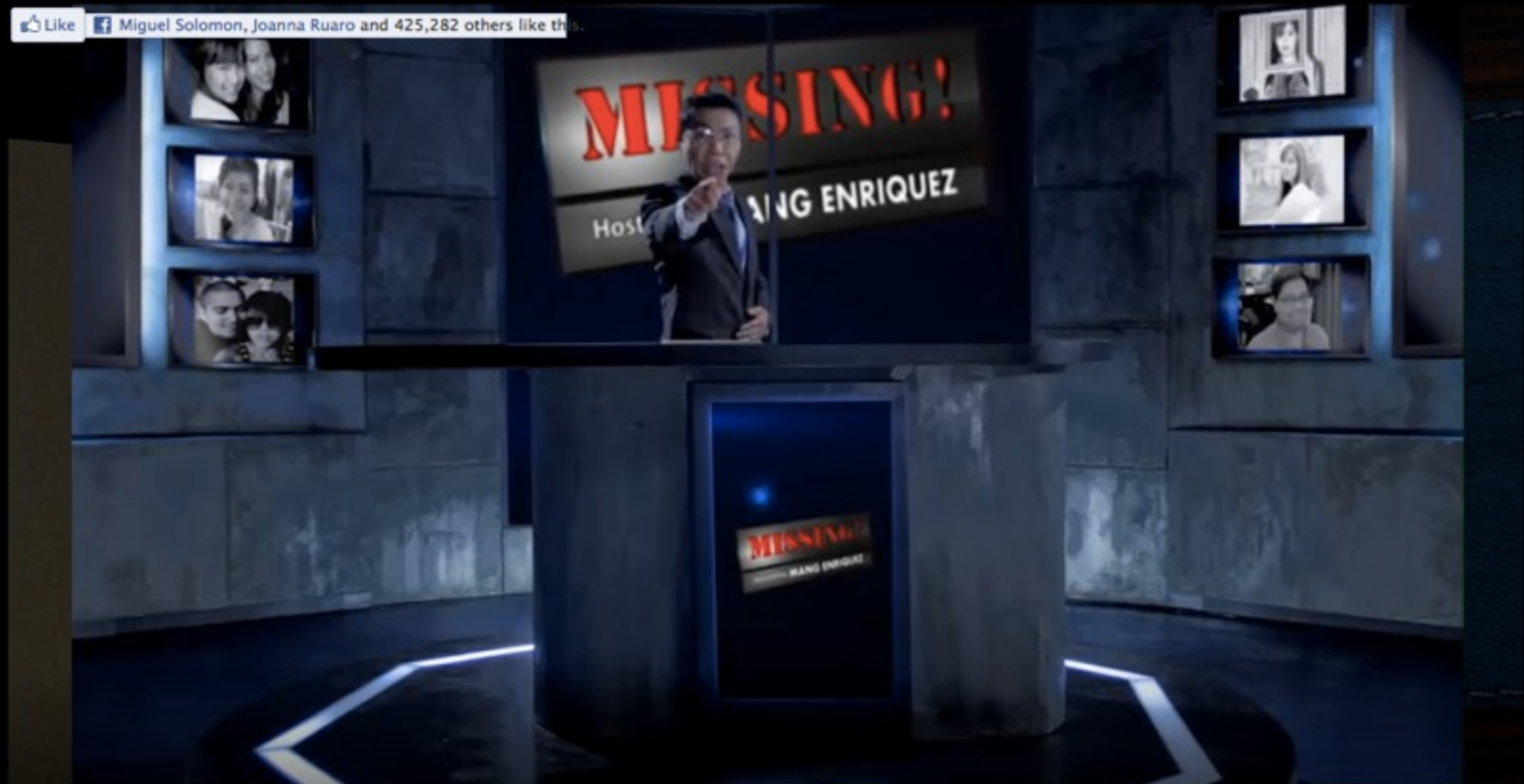
**2k** + new sign-ups

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- > Quality referrals
- > Brand exclusivity

# Globe Business (Missing Campaign)

challenge: Create a video app that dynamically pulls data from each user



In partnership with Harrison Communications

# Globe Business (Missing Campaign)

challenge: Create a video app that dynamically pulls data from each user

PH ranks #8 in the total FB Users 29.3+ million users (via Social Bakers)

The screenshot displays the 'List of Countries on Facebook' interface from Social Bakers. It features a sidebar with navigation options for Facebook, Twitter, Google+, LinkedIn, and YouTube statistics. The main content area shows a table of countries ranked by Facebook user count. The table includes columns for rank, country name, number of users, change in users, percentage change, and penetration rate. The Philippines is highlighted as the 8th most populous country on Facebook with 29,308,940 users.

| List of Countries on Facebook                                                     |                |                 |              |         |             |
|-----------------------------------------------------------------------------------|----------------|-----------------|--------------|---------|-------------|
| Last 6 months      Last 3 months      Last month      Last 2 weeks      Last week |                |                 |              |         |             |
| #                                                                                 | Country        | Number of Users | Change       | (± %)   | Penetration |
| 1                                                                                 | United States  | 163 328 640     | +5 303 020 ↑ | +3.36%  | 52.65%      |
| 2                                                                                 | Brazil         | 56 782 480      | +6 824 300 ↑ | +13.66% | 28.24%      |
| 3                                                                                 | India          | 53 652 940      | +5 530 380 ↑ | +11.49% | 4.57%       |
| 4                                                                                 | Indonesia      | 39 741 520      | -3 178 260 ↓ | -7.41%  | 16.36%      |
| 5                                                                                 | Mexico         | 37 460 480      | +3 434 480 ↑ | +10.09% | 33.31%      |
| 6                                                                                 | United Kingdom | 31 963 740      | +8 680 700 ↑ | +27.63% | 51.27%      |
| 7                                                                                 | Turkey         | 31 700 000      | +911 880 ↑   | +2.96%  | 40.74%      |
| 8                                                                                 | Philippines    | 29 308 940      | +2 137 180 ↑ | +7.87%  | 29.34%      |
| 9                                                                                 | France         | 24 938 980      | +166 800 ↑   | +0.68%  | 38.50%      |
| 10                                                                                | Germany        | 24 488 500      | +346 900 ↑   | +1.45%  | 29.76%      |
| 11                                                                                | Italy          | 21 923 180      | +225 800 ↑   | +1.04%  | 37.74%      |

# Globe Business (Missing Campaign)

API Used: Facebook Graph API

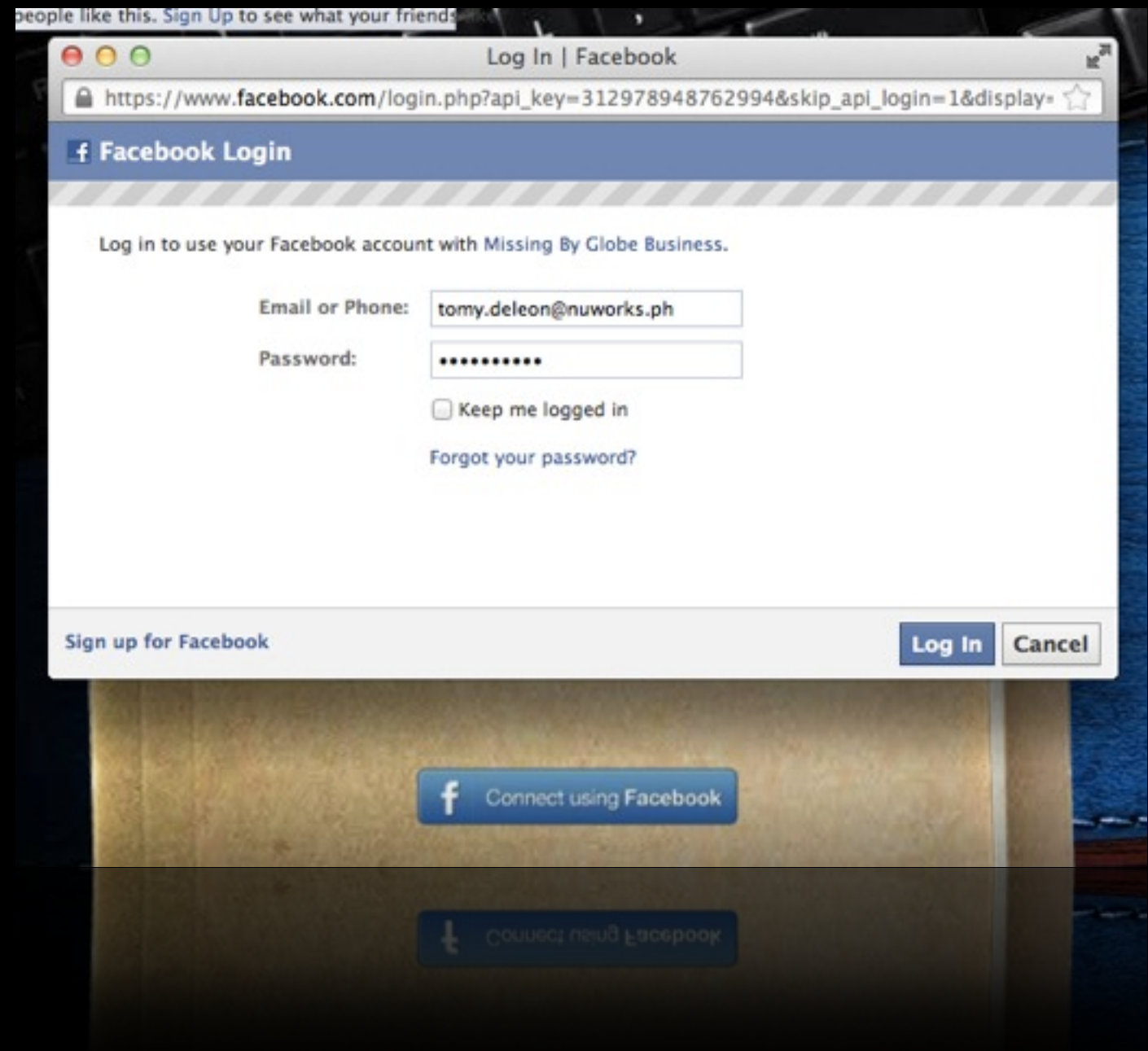
Function: Access full social graph or profile of an FB user

facebook DEVELOPERS

## 1. Connect to FB



## 2. Authenticate via FB



# Globe Business (Missing Campaign)

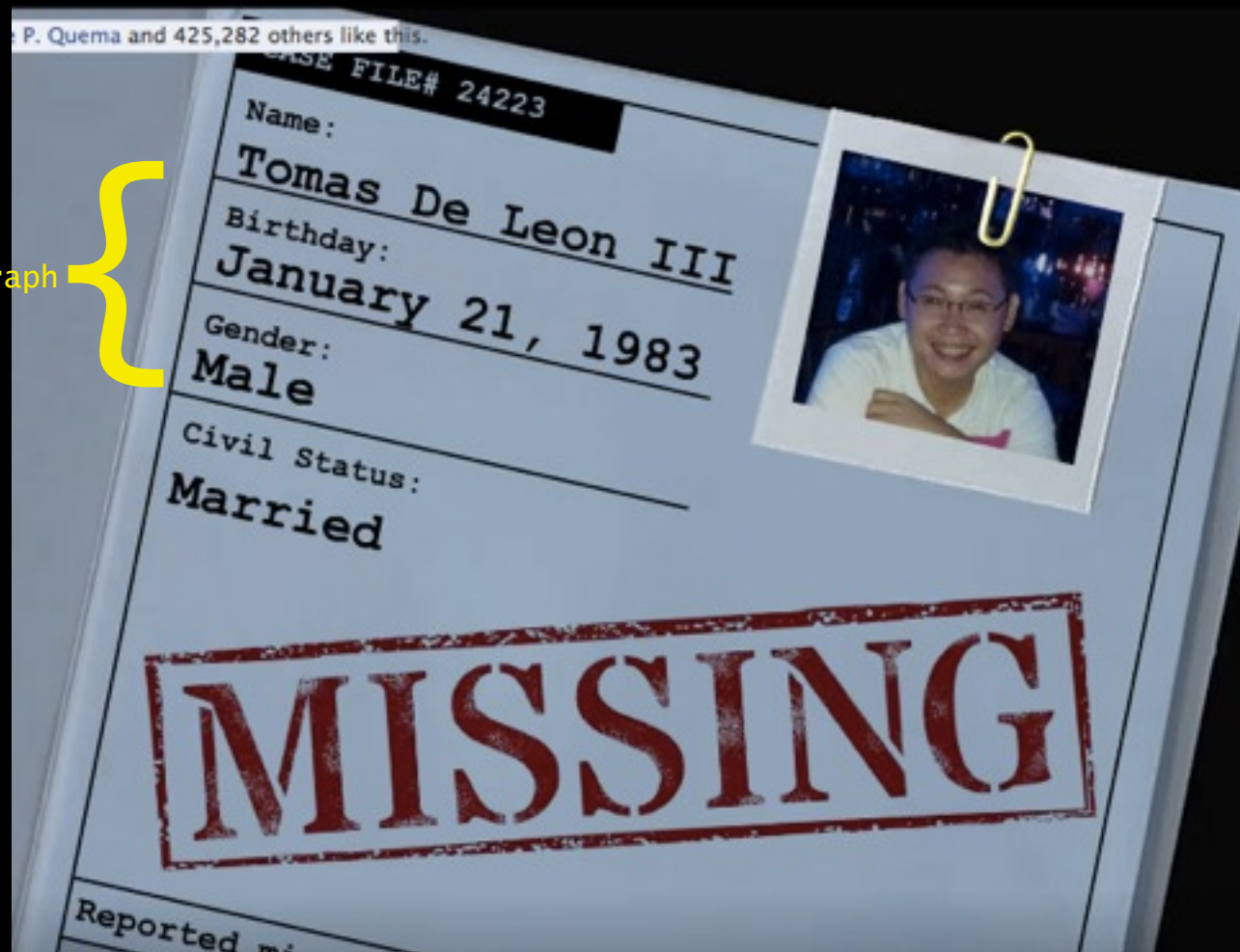
API Used: Facebook Graph API

Function: Access full social graph or profile of an FB user

facebook DEVELOPERS

FB Permissions accessed

FB social Graph



<http://missing.globe.com.ph>



## ■ Globe Business (Missing Campaign)

API Used: Facebook Graph API

Challenge: Create a video app that dynamically pulls data from the user's FB profile

Results = Successful 

**4k+** Registrants

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- > Easy access to a user's social graph or FB Profile details
- > Real-time display of dynamic data without manual input

# Jollibee Float Tunes

Challenge: Make people upload any video tracks in the easiest and fastest way possible



A Message from Enchong!

A Message from Enchong!

1153  
tunes submitted

## Enchong's Top 20 Float Tunes

[What is a Float Tune?](#) [Submit Float Tune](#) [Vote](#)

**ENCHONG IS ASKING YOU TO SHARE SOME GOOD VIBES.**

Jollibee Float is Enchong's favorite way to get a refreshing lift. Cheer him up even more by helping him build a playlist of his 20 happiest songs, his Float Tunes.

In partnership with Publicis Jimenez Basic

Float Tunes.

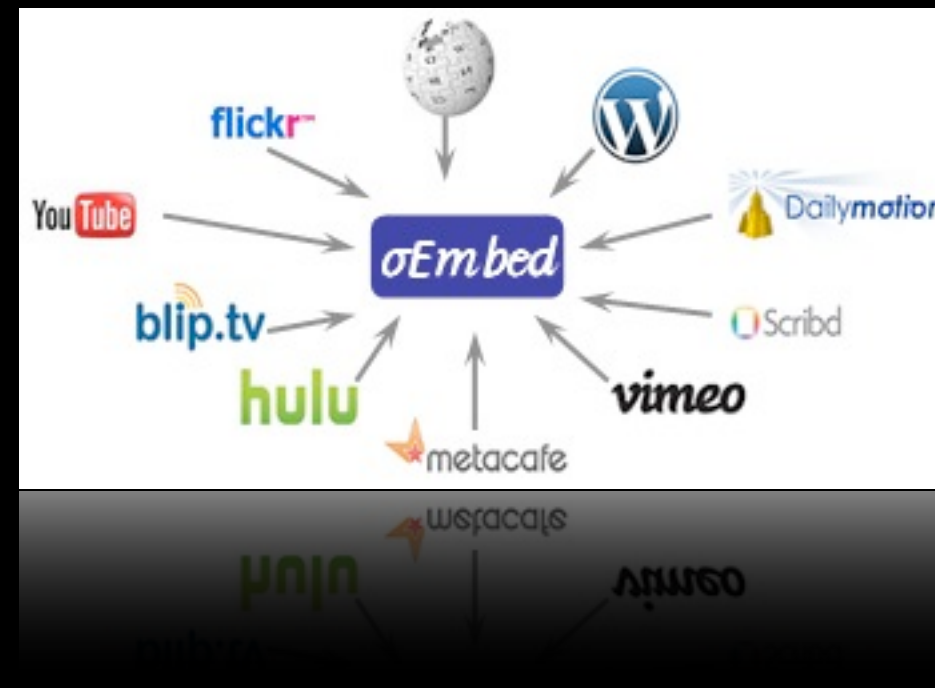
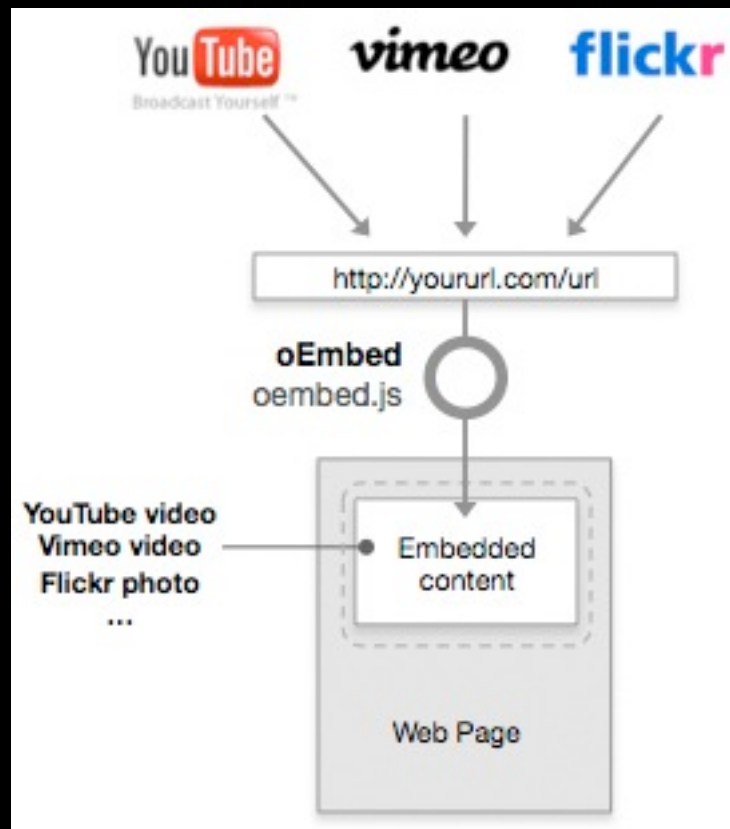
nb even more pl helping him build a playlist of his 20 happiest songs' his  
Jollibee Float is Enchong's favorite way to get a refreshing lift. Cheer him

# Jo1libee Float Tunes

API Used: **oEmbed**

Function: **Displays embedded videos and photos and auto-adjusts to the referenced page**

**oEmbed**



# JoLibee Float Tunes

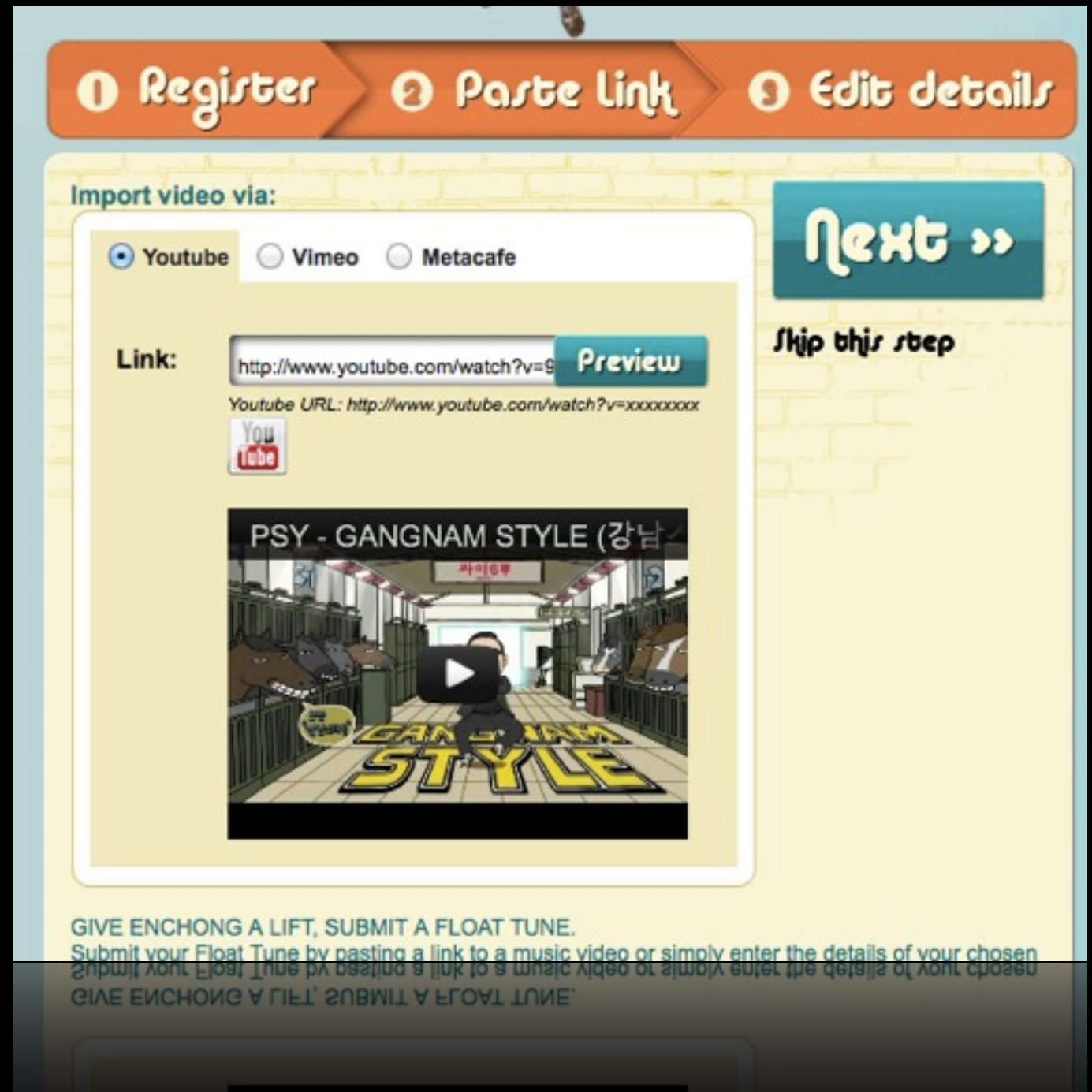
API Used: oEmbed

Function: Displays embedded videos and photos and auto-adjusts to the referenced page

oEmbed

1. Paste video link

2. Connects to oEmbed to auto displays the video



# ■ Jollibee Float Tunes

API Used: oEmbed

Challenge: Make people upload any video tracks in the easiest and fastest way possible

Results = Successful 

# 1154k

Submitted Tunes via Youtube, Vimeo & Metacafe

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- > Entry submission is easy
- > All entries are accessible
- > Minimal bandwidth consumption

# Acer PH

API Used: Youtube Data API v2.0

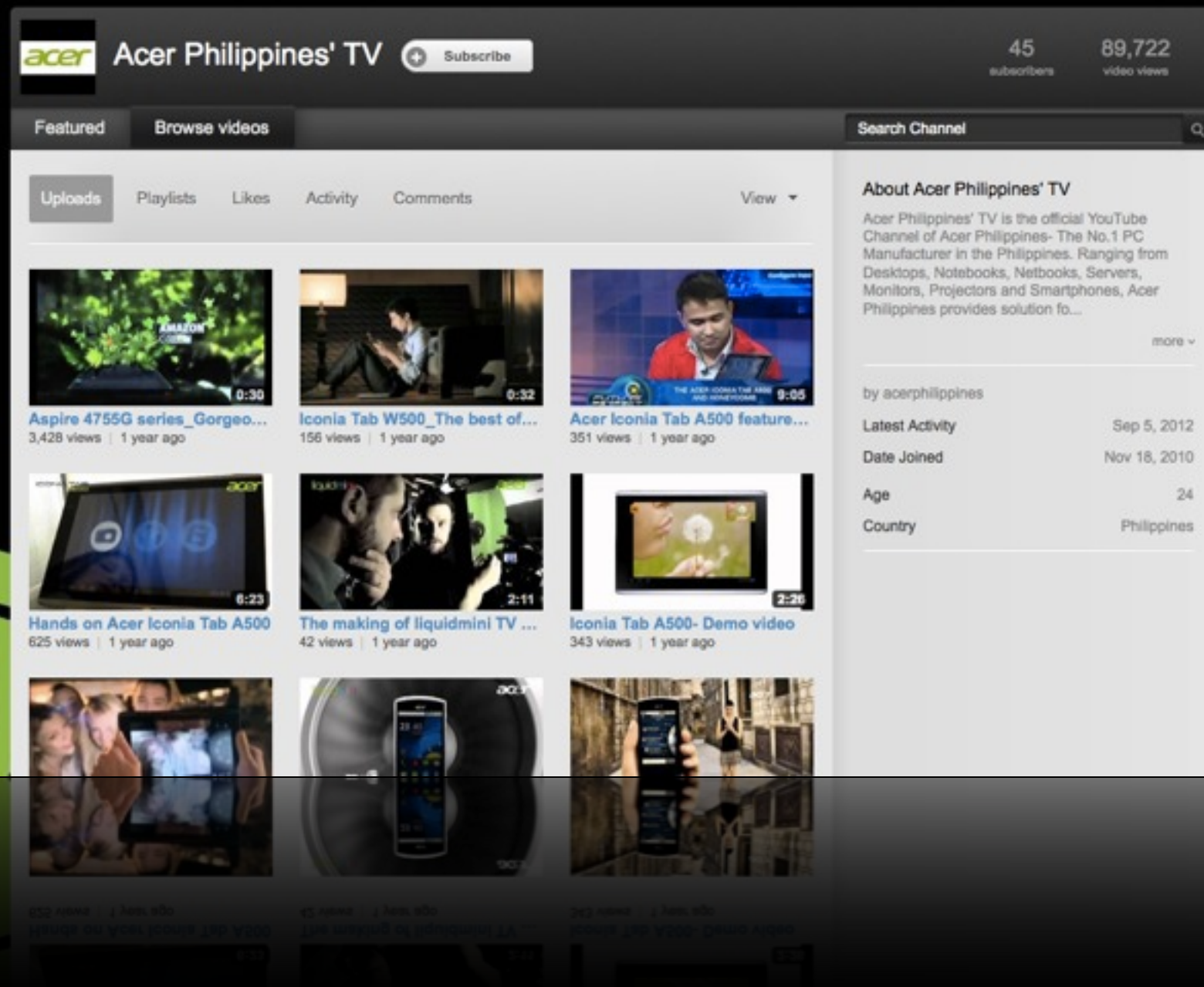
Challenge: Make people upload any video track in the easiest and fastest way possible



# Acer PH

API Used: Youtube Data API v2.0

Function: video gets saved and converted directly to the Youtube Channel



## ■ Acer PH

API Used: Youtube Data API v2.0

Challenge: Make people upload any video track in the easiest and fastest way possible

Results = Successful 

**70k+** FB fans watching videos in the AcerPH gallery tab

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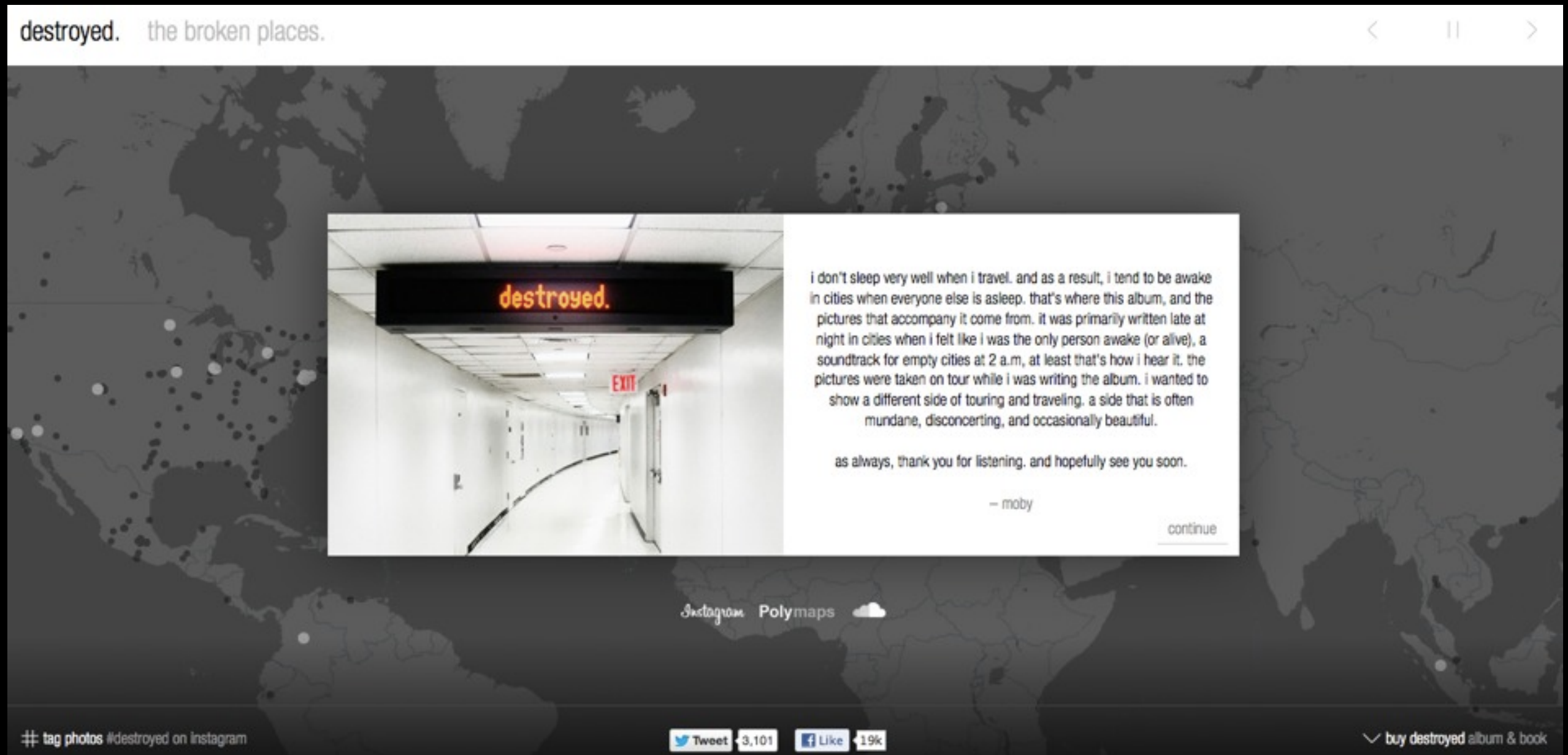
- > All entries are accessible
- > No additional server installations required for FLV conversion

■ Up and coming API's

# Instagram API

functions: Provides access to authentication, photos and friend connection

(ex. [www.destroyed.moby.com](http://www.destroyed.moby.com))

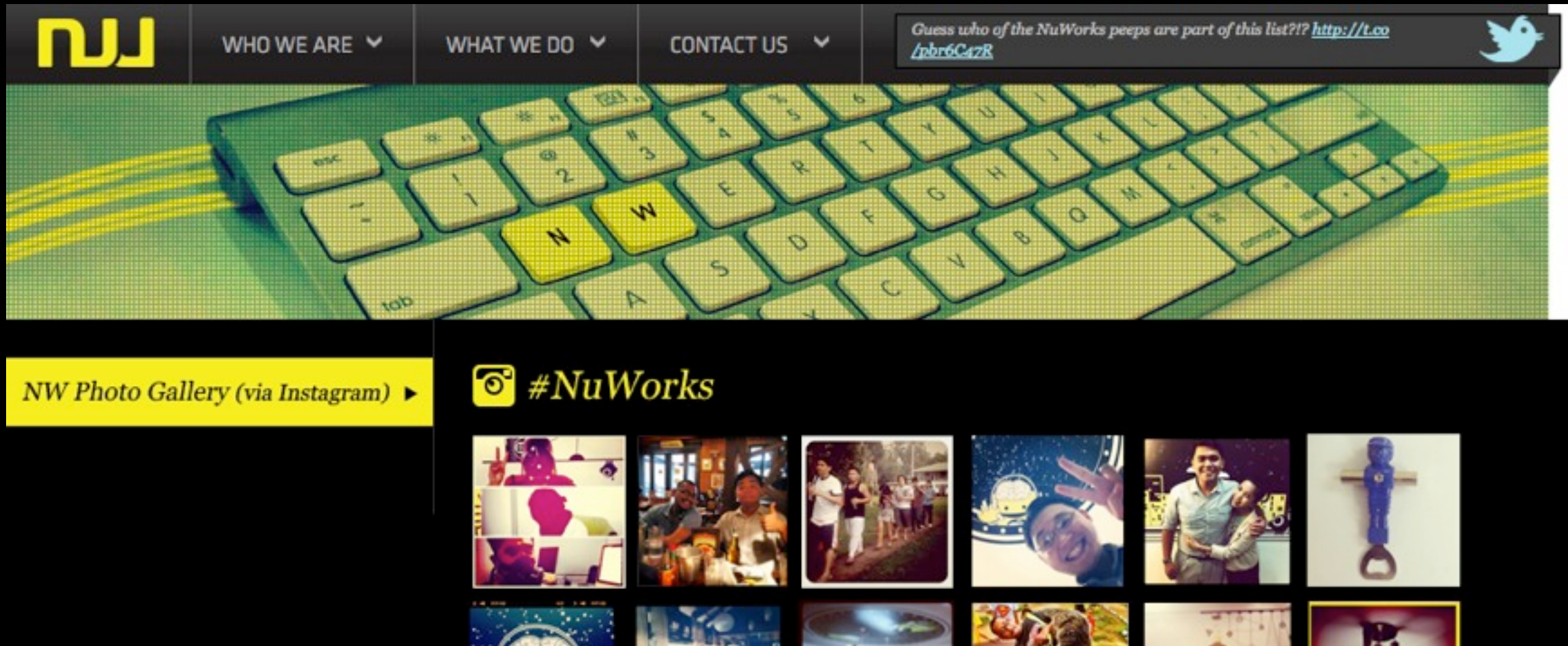


■ Up and coming API's

# Instagram API

functions: Provides access to authentication, photos and friend connection

■ NuWorks.ph utilizing Instagram API for aggregated photo sharing



■ Up and coming API's

# Foursquare

functions: Real time venue push API

■ Rank #21 as the most popular API's (via [programmableweb.com](http://programmableweb.com))

|                     |                                        |           |     |
|---------------------|----------------------------------------|-----------|-----|
| Facebook            | Social networking service              | Social    | 373 |
| Twilio              | Telephony service                      | Telephony | 352 |
| Last.fm             | Online radio service                   | Music     | 221 |
| eBay                | eBay Search service                    | Search    | 219 |
| Google Search       | Search services                        | Search    | 182 |
| Microsoft Bing Maps | Mapping services                       | Mapping   | 175 |
| Twilio SMS          | SMS messaging service                  | Messaging | 170 |
| del.icio.us         | Social bookmarking                     | Bookmarks | 159 |
| Yahoo Search        | Search services                        | Search    | 144 |
| Yahoo Maps          | Mapping services                       | Mapping   | 135 |
| Google Ajax Search  | Web search components                  | Search    | 134 |
| 411Sync             | SMS, WAP, and email messaging          | Messaging | 120 |
| Google App Engine   | Developer platform                     | Tools     | 120 |
| Google Homepage     | Portal gadgets                         | Widgets   | 101 |
| Yahoo Geocoding     | Geocoding services                     | Mapping   | 99  |
| foursquare          | Social networking and city exploration | Social    | 93  |
| Amazon S3           | Online storage services                | Storage   | 86  |
| GeoNames            | Geographic name and postal code lookup | Reference | 82  |
| Google Chart        | Chart creation service                 | Other     | 81  |
| Box.net             | Online file storage                    | Storage   | 77  |

■ Up and coming API's

# Foursquare

functions: Real time venue push API

(ex. [www.locamoda.com](http://www.locamoda.com))

■ Place based social media



**Creative**<sub>idea</sub> +  
**Technology** =  
**SUCCESS!**

■ Follow us @  /NuWorks

# Thanks!

> We are currently hiring as well!  
[jobs@nuworks.ph](mailto:jobs@nuworks.ph)