

Case study.

Easy Visual

An easy-to-use advertising platform for businesses to promote their products among the right audience.

3

steps to build a campaign

3,5M

audience coverage

745M+

views since the launch

Key features

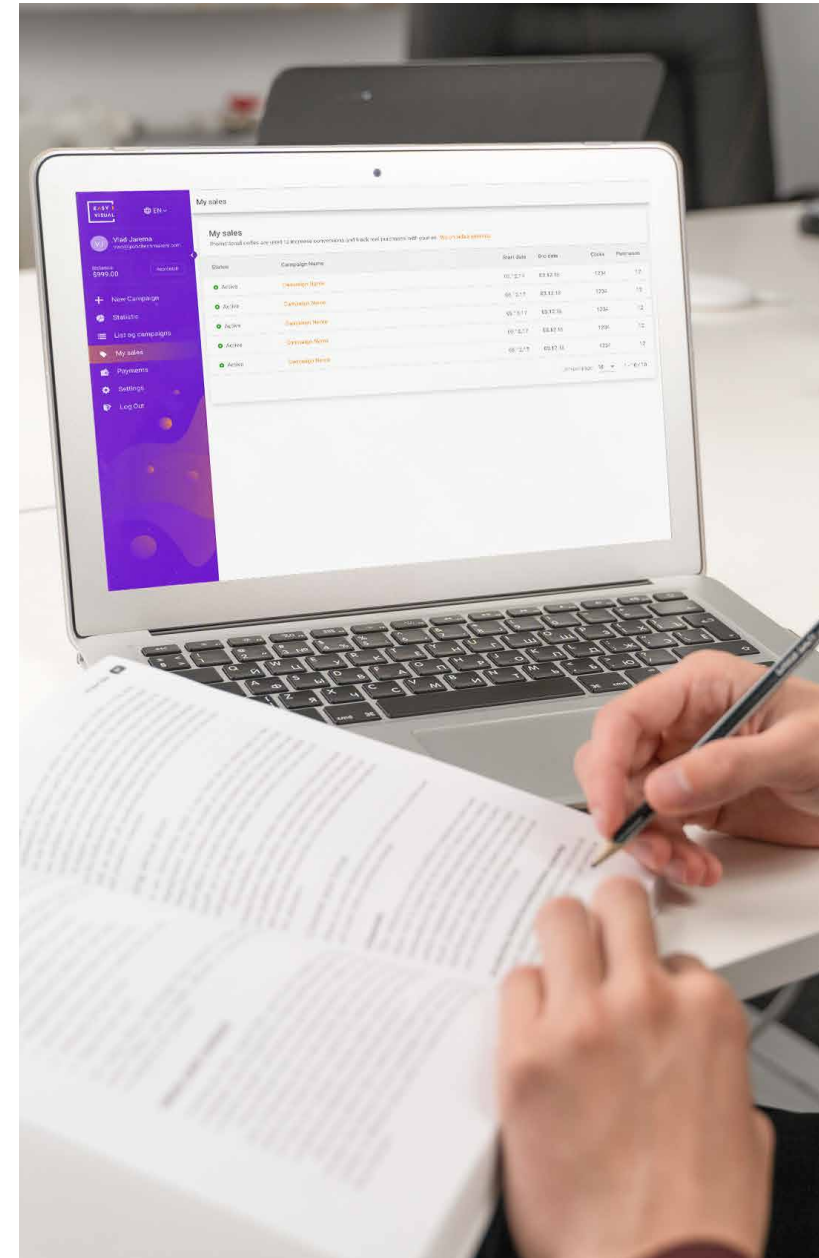
- Creating & adjusting advertising campaigns
- Setting up a campaign's budget starting from 1 cent
- Money transferring & transactions tracking
- Setting up the target audience with 8+ parameters
- Tracking the analytics of campaign's effectiveness with ad views, clicks etc

Industry

Digital Marketing | Advertising

Expertise Delivered

UI | Business Analysis | Scrum | Frontend & Backend Development | DevOps | QA



Case study.

14

team members

8

months to build
the platform

9

months of ongoing
development

Deliverables:

GTM Plus team have developed the web version, accomplishing the tasks below:

- Implemented authorization and profile management system
- Enriched campaigns management functionality
- Added possibility to gather statistics on enabled campaigns to check the KPIs and compare campaigns performance
- Built a clear user interface to make advertising for users simple as ABC
- Provided software testing to ensure a smooth app functioning

As a project is ongoing, GTM Plus team are working on a geotrapping function.

Stack of Technologies

PHP 7.2 | Symfony | MySQL 5.7 | GraphQL | Angular 7 | TypeScript

Learn more here:

<https://easyvisual.com/en/>

