

AdSplash System

Marketing app that aggregates data from advertisement campaigns

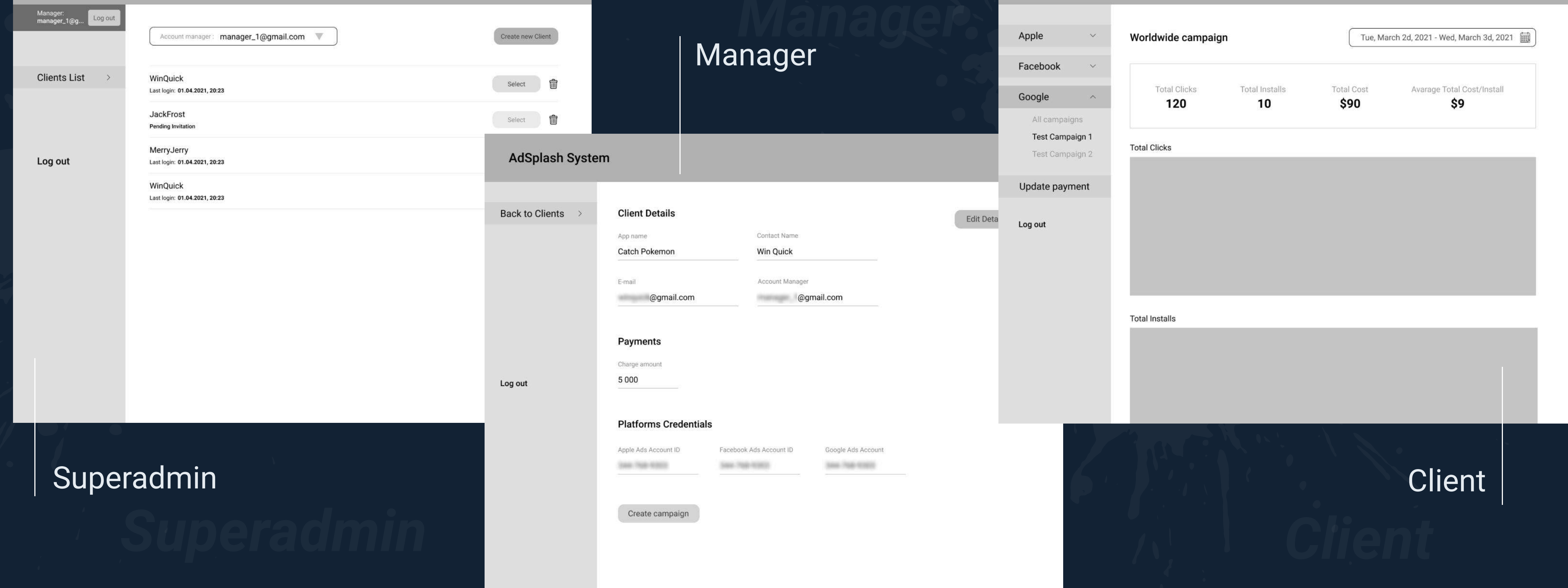
About

Industry: marketing & advertising
Location: USA
Type of software: web app
Scope of work: back-end, front-end, prototyping

Our client was a digital marketing agency which promotes other people's apps in different channels (Google, YouTube, Facebook, Instagram, AppStore, Snapchat, etc).

They have different types of clients - tech-savvy and also those who do not understand how it all works.

So their goal was to create a platform, on which their client can see the statistics on each marketing campaign created for their apps and also be able to pay to the agency (our direct client) who is taking care of all the campaigns. This platform should make it easier to check the info on all the campaigns from all the channels in one place, so the users can just login in to one place and see all the info at once.

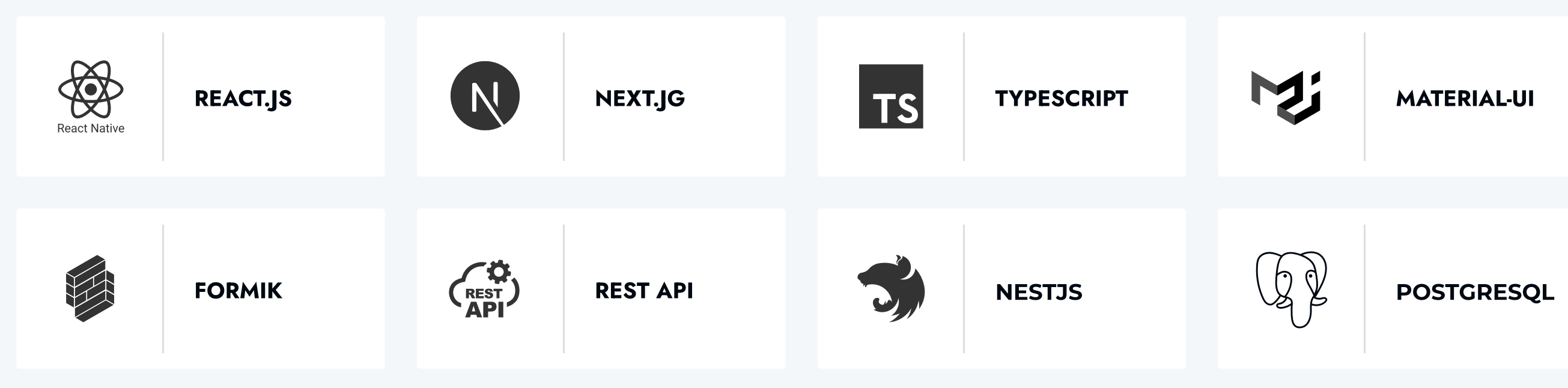


Superadmin

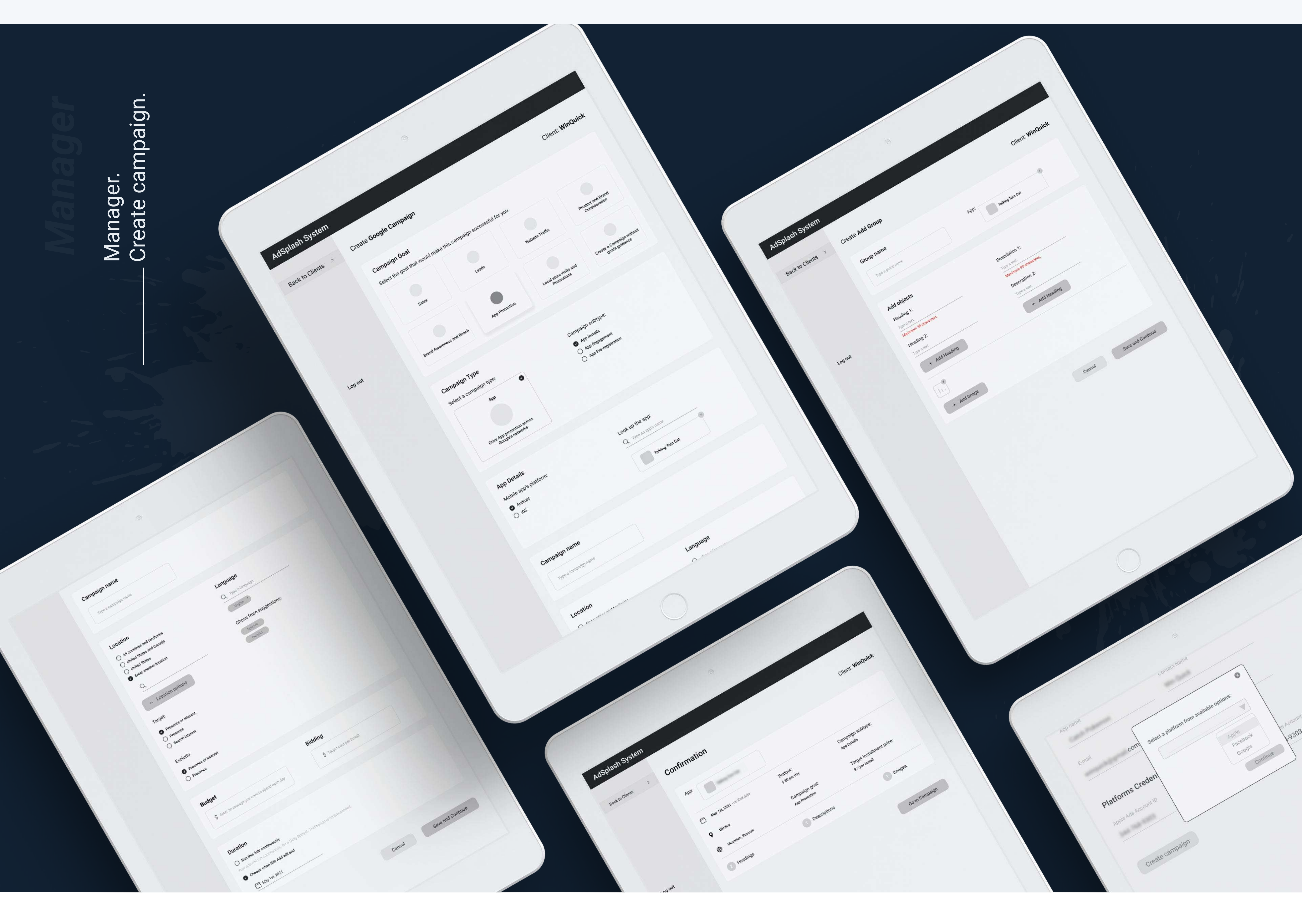
Manager

Client

Technologies



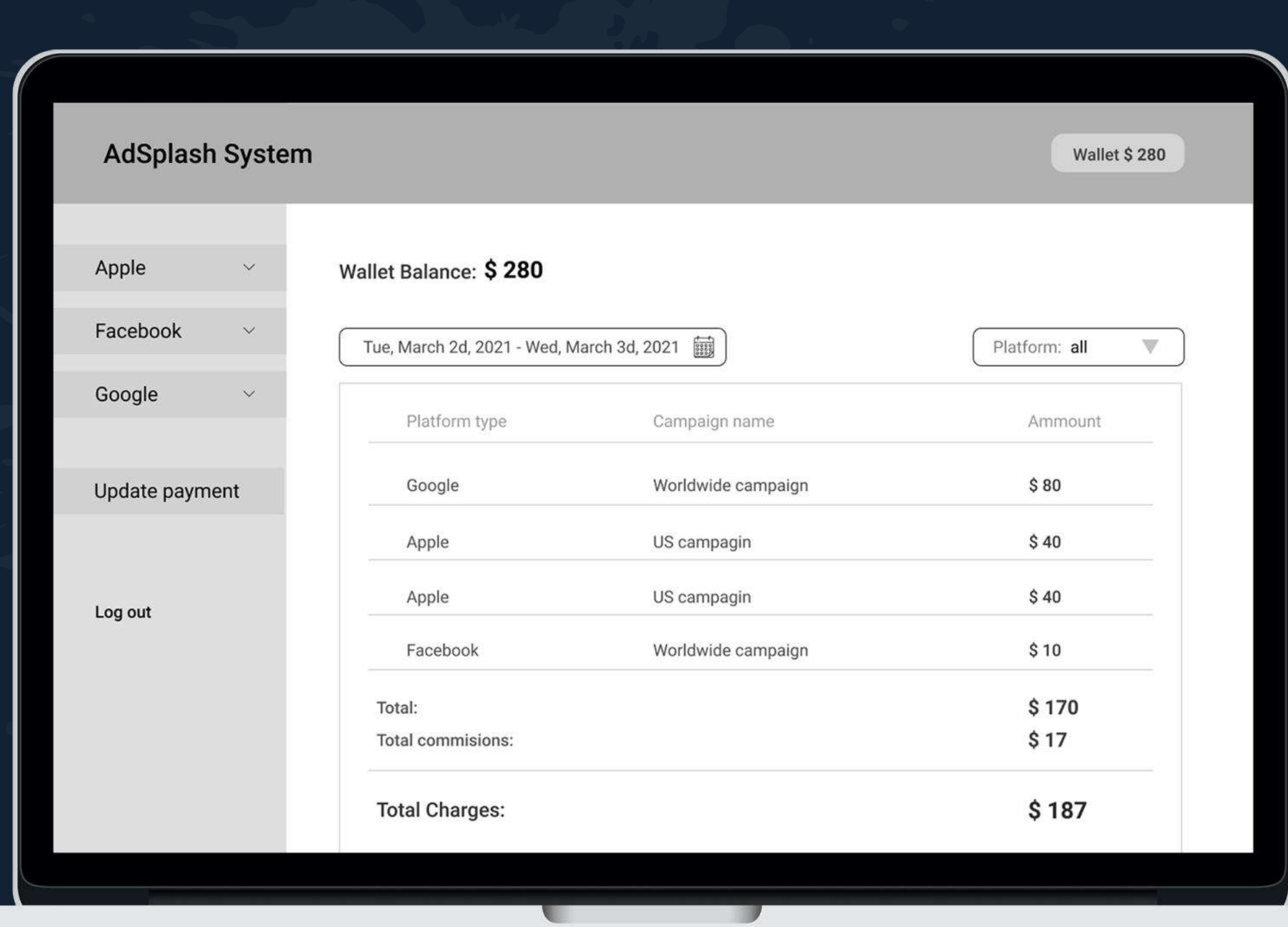
Manager.
Create campaign.



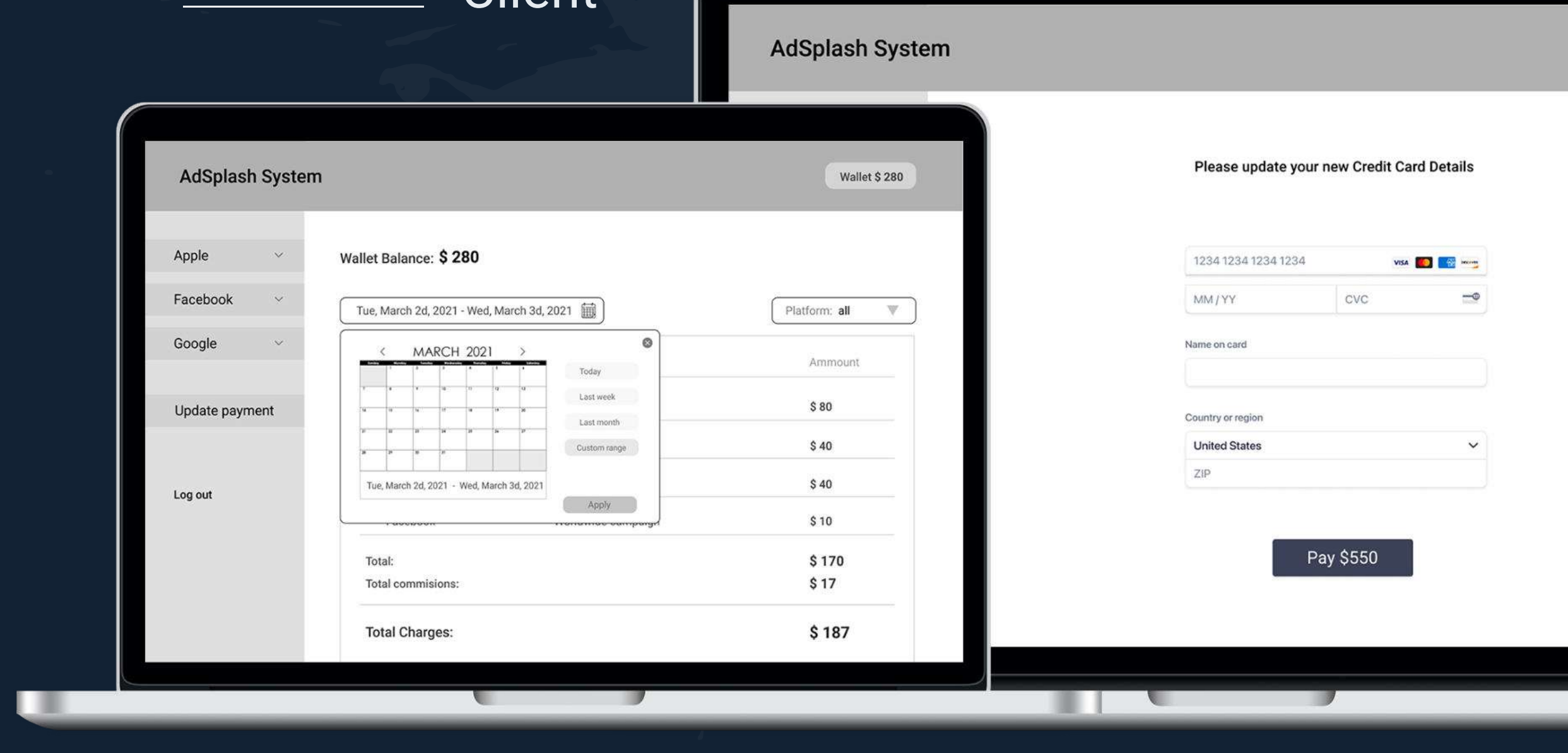
Key features

- Ability for the client to view the metrics on their marketing campaigns from any integrated system (Google, YouTube, Facebook, Instagram, AppStore, Snapchat, etc) within the app;
- Ability for managers to add new clients, archive them and manage their account details within the system, as well as see all the available metrics and transactions history data in all clients' accounts;
- Ability for the super admin to analyse the transactions history data of all the app clients in general and each client separately;
- Ability for the client to be charged for the above-mentioned campaigns and see the history of such transactions via the inner Wallet functionality;
- Ability for the super admin to manage all the above-mentioned roles with the extended option of deleting accounts and have the access to all the functionality of each role.

Client



Client



Challenge

3 different roles

Create 3 different roles within the system to provide proper access to the functionalities of the app for each role and not to overload the system with repeating features.

Solution:

We have designed high-fidelity prototypes to recreate exact flow through the system for each user role, conducted a critical analysis on it and had tested it with various types of users before approving the final version. So we simplified the screens as much as possible, keeping them functional and containing all the needed info for each user role at the same time.

5 marketing platforms

Integrate 5 different marketing platforms in the app to get the needed metrics from each one and display those in a unified way.

Solution:

We have investigated each platform thoroughly to make sure we can get all the data we need and then created a unified template both on BE (to receive the needed data) and on FE (to present it in the most understandable and clear way), so the metrics from each platform can be displayed in the same view and be easily perceived by any user.

Project team



Maksym
Lead developer



Maksym
Back-end developer



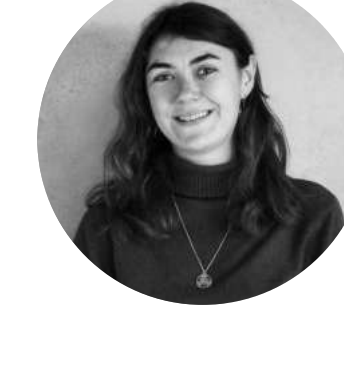
Georgii
Back-end developer



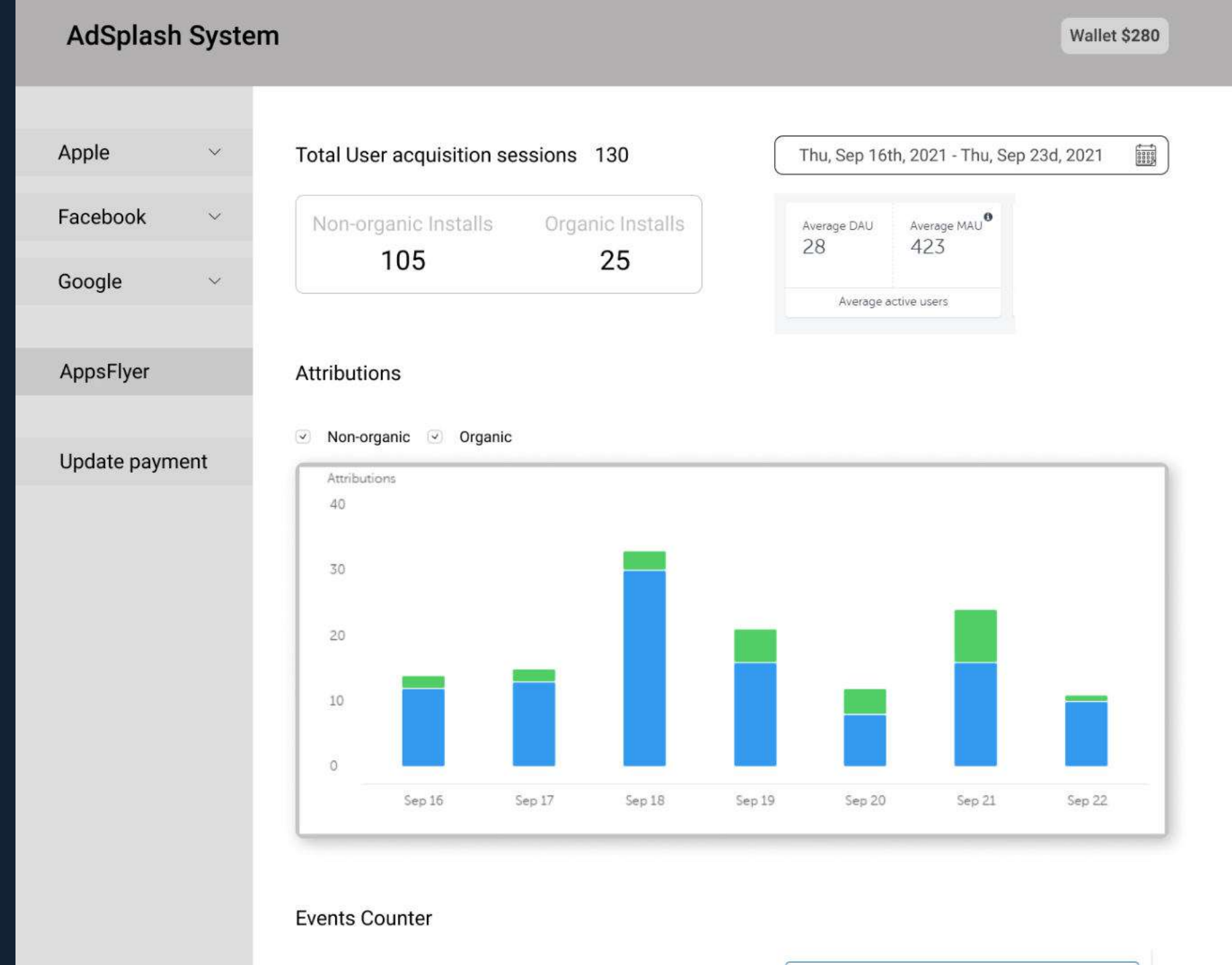
Oleksandr
Fullstack developer



Yaroslav
Front-end developer



Anna
Project Manager/
Business Analyst



Client	Assigned manager	Revenue	Commission
...	...	\$11,000	\$1,100
...	...	\$4,000	\$4,000
...	...	\$10,000	\$1,000
...	...	\$24,000	\$3,600
...	...	\$3,700	\$300
Total:		\$214,000	\$21,400

Results

We succeeded to release the MVP of the project and move to beta testing with the real client data. So far there are more than 20 clients connected to the platform who can see metrics from 5 marketing platforms combined in our app. Each of the clients already has a chance to enjoy the benefits the app provides.

These include: simple, but intuitive UX, an easy way to reach the needed metrics in one place, and not so complicated, but very useful functionality of the inner Wallet which makes the regular payment process quick and transparent. Currently, we continue to extend the product and move forward to releasing it to a much bigger audience soon.