

HIRING CHALLENGE

# Build the Future of AI-Powered Marketing

Join our exclusive hiring hackathon event to solve real-world challenges, showcase your **skills**, and land a high-impact role on our engineering team.

ROLE	STARTING SALARY	PROBATION (6 MONTHS)
Full Stack Developer	6 Lakhs / year	20K / month

Hiring Challenge	Problem Statements	Announcements	Top Submissions
------------------	--------------------	---------------	-----------------

Submission Deadline, Sun Nov 16, 3 p.m. IST

0

DAYS

1

HOURS

33

MINUTES

30

SECONDS

Submission Form

1,602

Total Registrations



Event Date: Nov 14-16, 2025

Format: Fully Remote

Participation: Individual (No teams)

## Hackathon Challenges

### 1. Brand Mention & Reputation Tracker

Marketers struggle to stay ahead of conversations happening across social media, blogs, forums, and news outlets. Important brand mentions often go unnoticed, especially when they're negative or trending quickly. This results in missed opportunities and delayed response.

**Your Challenge:** Build a web app that helps marketing teams automatically track brand mentions across multiple online platforms in real time. The system should identify where conversations are happening, categorize mentions by sentiment and topic, highlight unusual spikes, and present insights in a clean dashboard.

- Aggregation of mentions from various public data sources
- Sentiment analysis (positive / negative / neutral)
- Topic or theme clustering
- Alerts for conversation spikes
- Real-time monitoring dashboard

### 2. Competitive Landscape Monitoring Platform

Marketing teams must track competitor actions like product releases, campaigns, and pricing changes — but manually monitoring these is slow and unreliable. Important updates are often discovered late.

**Your Challenge:** Build a web app that continuously monitors competitor activities across publicly available channels and organizes insights so marketers can react faster.

- Pull competitor updates automatically from sites and social platforms
- Classify updates (pricing, campaign, release, etc.)
- Detect trends and repeated patterns
- Notify users of high-impact competitor actions
- Insights dashboard for decision-making

### 3. Audience Query Management & Response System

Brands receive thousands of messages across email, social media, chat, and community platforms. Many are lost or delayed, leading to dissatisfied customers and missed opportunities.

**Your Challenge:** Build a unified system that centralizes all incoming audience queries, categorizes and prioritizes them automatically, routes urgent issues to the right teams, and tracks progress.

- Unified inbox for all audience channels
- Auto-tagging (question, request, complaint, etc.)
- Priority detection and escalation
- Assignment, status tracking, and history
- Analytics on response times & query types

### 4. Knowledge Discovery & Internal Search

Marketing teams generate massive amounts of documents — but finding the right file becomes challenging as content becomes scattered, leading to wasted time and inconsistent messaging.

**Your Challenge:** Build a smart internal search tool that indexes all marketing documents and assets, delivers fast and relevant results, and helps teams find information instantly.

- Index internal documents and digital assets
- Smart search across multiple formats
- Automatic categorization by topic/project/team
- Preview or link directly to files
- Clean UI optimized for quick access