CASE STUDY

FOR NASDAQ LISTED USA BASED LEAD SOLUTION PROVIDER
COMPANY

Improwised
TECHNOLOGIES PVT. LTD.

Our Client

NASDAQ listed integrated lead solution provider for small businesses. They come up with a simple solution to complex advertising challenges, by leveraging omnichannel marketing and an AI-integrated end-to-end customer experience platform to turn each business lead into a loyal customer. Their main activities are targeted advertising for small businesses.

Goals

- Develop a dedicated rich UI & backend management platform.

- Development of multi-channel component.

- Highly scalable system for handling a large amount of data.

- Provide complete solution for lead budget allocation, campaign management.

- Provide integration with third-party platforms for, Number provisioning, Call tracking, Call Analytics, Tag management, Click tracking, Webform analysis, etc.

Strategy & objectives

Develop a multi-channel, multi-media campaign management system.

Advertisement channels are intelligently allocated using a combination of multiple techniques including machine learning.

Create a multi-region platform with an SLA of 99.99%

Development of a highly scalable system.

Develop an administrative user interface that enables support teams to obtain more information.

APIs development based on event-driven architecture.

Generate campaign performance and analysis reports for customers.

Services Offered

- Developed a system for the campaign management - creation, distribution & broadcast.

- Advertisement channels creation as per Campaign budget allocation.

- Developed APIs to handle up to 1000 requests per second.

- Developed a horizontally distributed multi-region platform with an SLA of 99.99%.

- Designed a highly scalable, event-driven architecture, and the fault-tolerant system to handle millions of requests per day.

- Optimum cost management through Kubernetes and auto-scaling microservices.

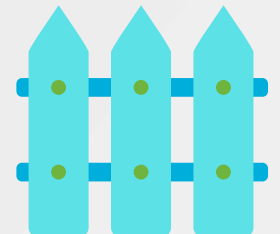- Activity & performance reports for customers to analyze business outcomes.

Value delivered

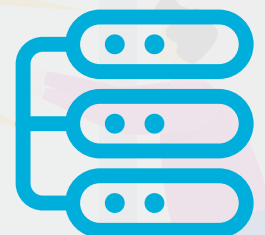Optimum cost management through Kubernetes and auto-scaling microservices.

Horizontally distributed multi-region platform with SLA of 99.99%

Developed APIs to handle up to 1000 requests per second.

Highly scalable & event-driven architecture to handle millions of requests per day.

Contact Us

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