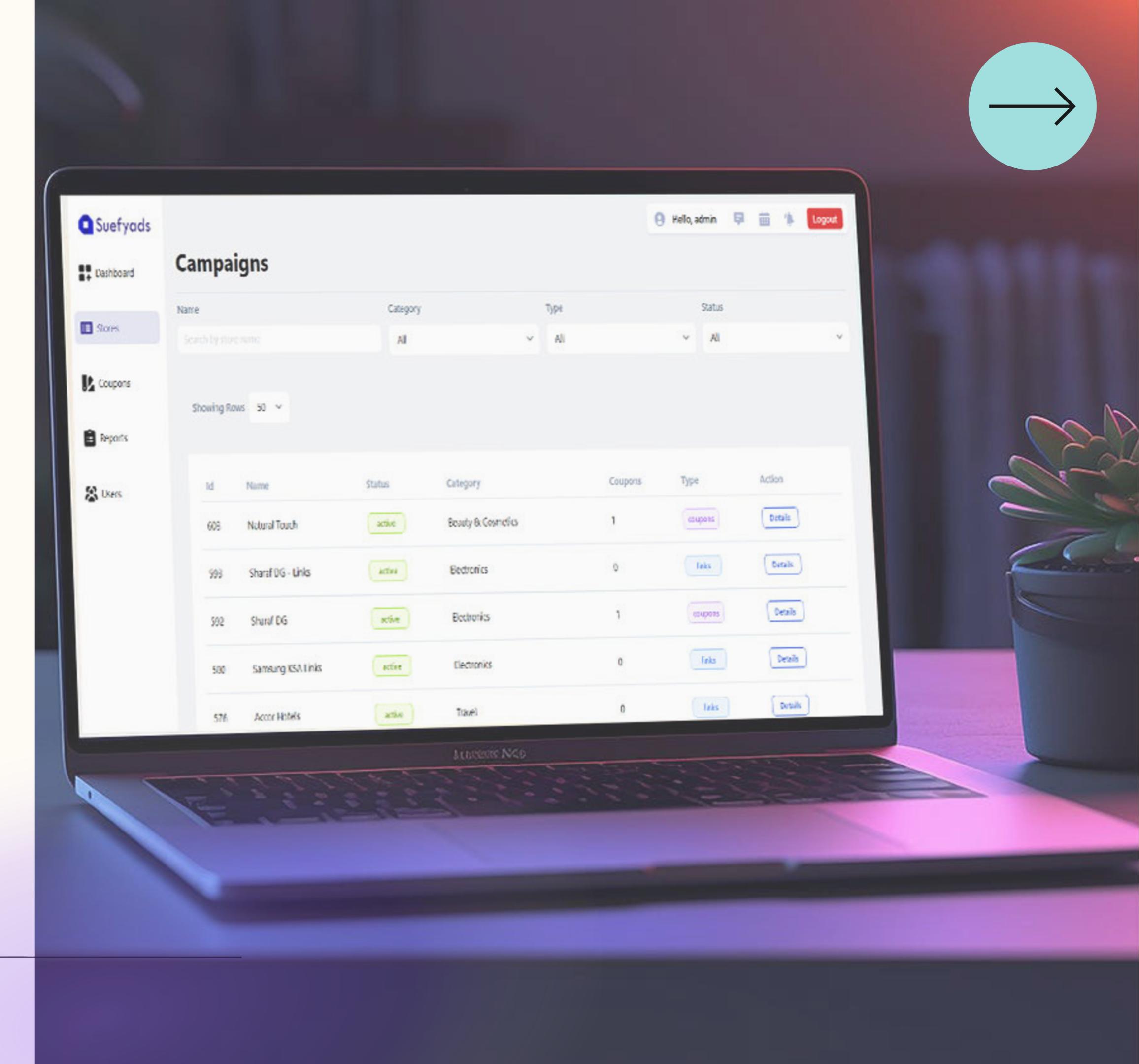


# SuefyAds Showcase

Presented by

**Ahmed Hussein**

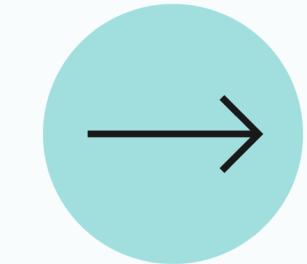
Frontend Software Developer





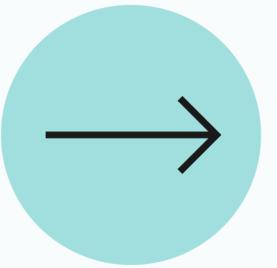
# Company Overview

- SuefyAds is a digital marketing company specializing in affiliate marketing in the MENA region.
- Operates a website offering coupon codes and discounts for major e-commerce platforms like Noon and Amazon.



# Problem Statement

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- Managing and organizing affiliate coupons and referral links from multiple sources is highly time-consuming and inefficient.
- **Challenges include:**
  - Difficulty in keeping coupons updated due to the variety of affiliate platforms.
  - Inefficiency in tracking campaign performance and ROI for individual campaigns.

# Challenges



Data Management Issues	Performance Tracking	Operational Inefficiencies
<ul style="list-style-type: none"><li>Gathering, organizing, and updating discount coupons and referral links from multiple affiliate networks.</li><li>Lack of a centralized repository for all affiliate data.</li></ul>	<ul style="list-style-type: none"><li>Difficulty in monitoring campaign performance across platforms.</li><li>Limited visibility into ROI and conversion metrics.</li></ul>	<ul style="list-style-type: none"><li>40% of the team's time wasted on manual updates</li><li>25% slower campaign updates due to scattered tools and inconsistent workflows.</li></ul>

# Objectives

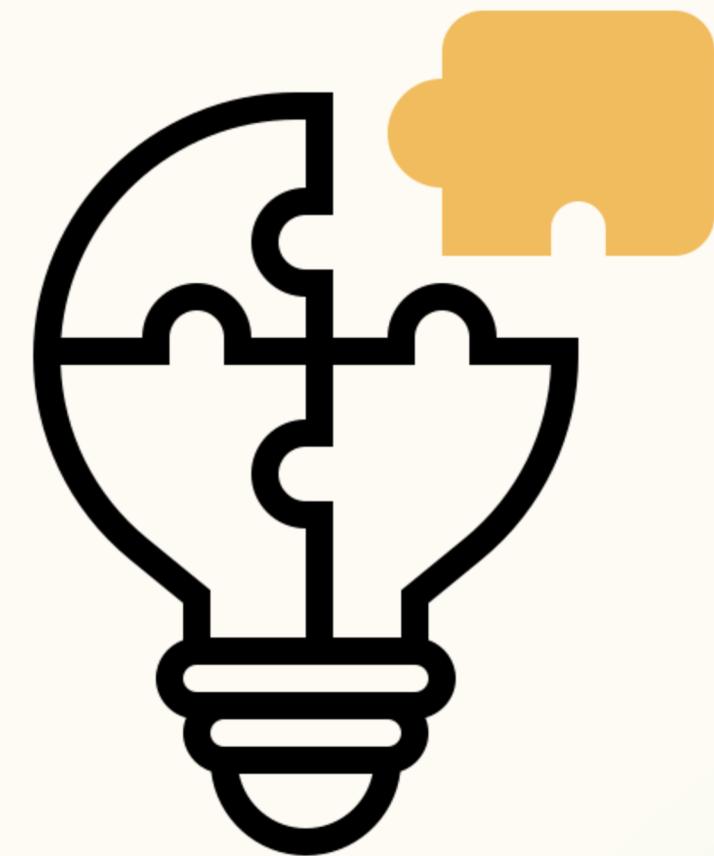
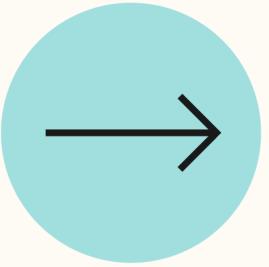


## The Proposed Solution

Develop a web application that centralizes and streamlines coupon management, enabling efficient workflows and improved campaign performance tracking.

### Key Objectives:

- Save 50% of Time Spent on Data Management
- Use APIs to centralize data and streamline coupon updates.
- Enhance Campaign Management Efficiency by 30%
- Integrate Google Ads API for real-time performance tracking.
- Enable Faster Team Access
- Reduce search and update times by 40%.



# Solution **Approach**

# 1. Research & Needs Collection

- Conducted a detailed analysis of the workflow challenges faced by the content management team, focusing on inefficiencies and bottlenecks.
- Benchmarked similar affiliate management systems to identify best practices.
- Engaged with affiliate platform teams via Zoom meetings to understand their API capabilities and limitations.



## 2- Collaboration

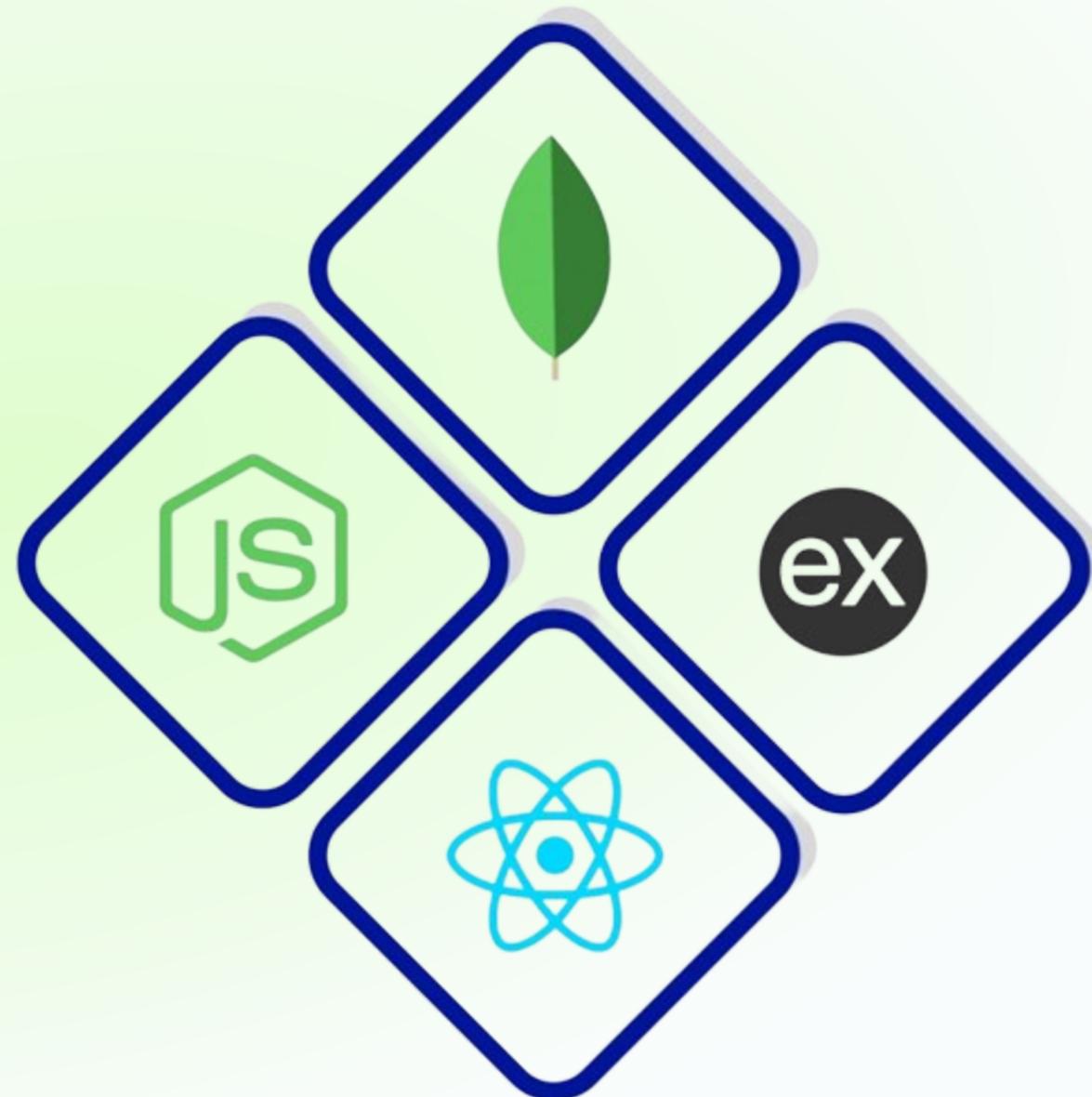
### Collaboration with Affiliate Platforms

- Held technical discussions with affiliate platform technology teams.
- Acquired necessary APIs for data integration, ensuring compatibility and scalability.
- Documented API specifications for streamlined development and troubleshooting.



## 3- Technology Stack Selection

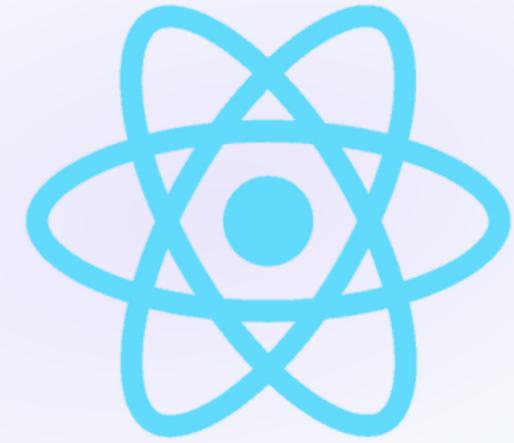
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- MongoDB
  - Express js
  - React js
  - Node js
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# 3– Technology Stack Selection

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## Why React

### React js

React is the most popular and powerful Js library to build user interface. A React application usually works fast

Chosen for its flexibility and ability to handle dynamic data updates efficiently.

### Hooks

Used hooks (`useState`, `useEffect`, `useMemo`, `useCallback`) for state management and performance optimization.

# 3– Technology Stack Selection

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## | State Management

### **Redux toolkit**

Selected to manage large datasets from multiple APIs (e.g., Google Ads reports) with minimal performance overhead.



# 3- Technology Stack Selection

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## | Backend (Server side)

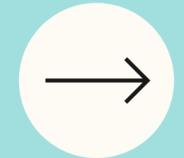
### Express js

Opted for its simplicity and capability to handle authentication and role-based access securely using JWT.



# Features Developed

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## Centralized Data Hub:

Unified repository for affiliate data categorized by network, accessible via a simple dashboard.

## Performance Tracking

Google Ads API integration for real-time monitoring of campaign ROI and conversion metrics.

## User Roles and Access Control:

Admin: Full access to all sections and user management.  
Content Managers: Access limited to stores and coupons sections for secure, role-specific workflows

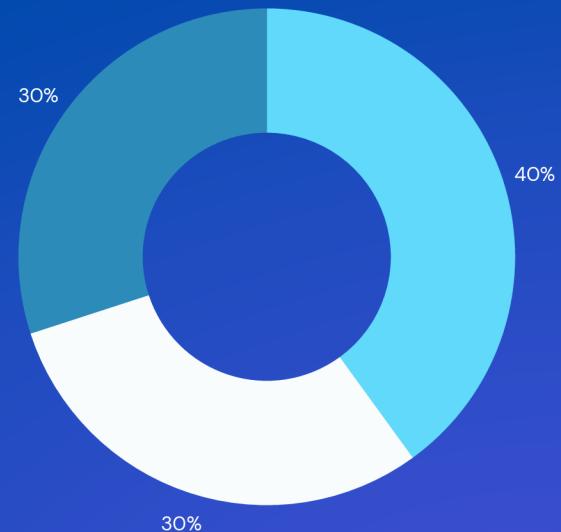
## User Management System:

Admin-controlled creation, modification, and deletion of user accounts.

# Benefits of the Solution

## Key Results and Improvements

- Reduced manual data entry and updates by 50%.
- Enabled team members to focus on strategic tasks instead of repetitive ones.
- Improved search and update speeds for coupons and stores by 40%.
- Allowed real-time access to updated affiliate data.
- Enhanced efficiency of campaign updates by 30% using Google Ads API.
- Improved tracking of conversions and ROI.
- The unified system improved team communication and reduced errors by 20%.



%40

Time Saving

+1800

updated Coupons

+238

Managed Stores

%20

Improved Collaboration

# **Areas for Improvement and Suggestions**

## **Opportunities for Growth**

### **1- Advanced Analytics**

- Add dashboards with AI-driven insights to optimize campaign performance further.

### **2- Scalability**

- Plan for higher API traffic and additional affiliate networks.
- Develop multi-language support for future expansion.

### **3- Automation Enhancements**

- Automate expiration alerts for coupons.
- Implement proactive notification systems for low-performing campaigns.

### **4- Mobile Optimization**

- Develop a mobile-friendly version of the application for better accessibility.

# Conclusion

## Outcome

- Centralized, efficient web application that addresses operational inefficiencies.
- Saved 50% of the team's time, improved access speeds by 40%, and enhanced campaign tracking by 30%.

## Future Plans

- Introduce advanced analytics, scalability options, and mobile optimization for continuous improvement.