

Case Study – Mobile Application

Q-Commerce

SURANGANI

- Scan 'n buy commerce for the end customers
- Targeted advertisement campaigns (based on geolocation, demographic profile and customer preferences) for the merchants with an exotic multi-media storefront
- Socially networked platform that lets the users “like”, “comment”, “share” and “tweet” about the products/ deal ads of the merchants that makes their campaign go viral and gets them the bang for the marketing buck

