

CAMPY

Management System for Ad Campaigns With User Rewards

Development service

System for creating, managing and analyzing advertising campaigns with user rewards

Business niche

Digital marketing, advertising

Time spent on the project

1200 hours

Technologies we used

Django, Cloudinary, Celery, React, Redux

CHALLENGE

Currently, there is a problem in the digital marketing niche of a lack of decent ad management solutions

Some of them are very expensive, some do not have the necessary set of functions, and some have rather high entry thresholds. That is why we made the decision, focusing on the omissions and oversights of existing products, to create our own solution that would meet the requirements of the target audience as much as possible.

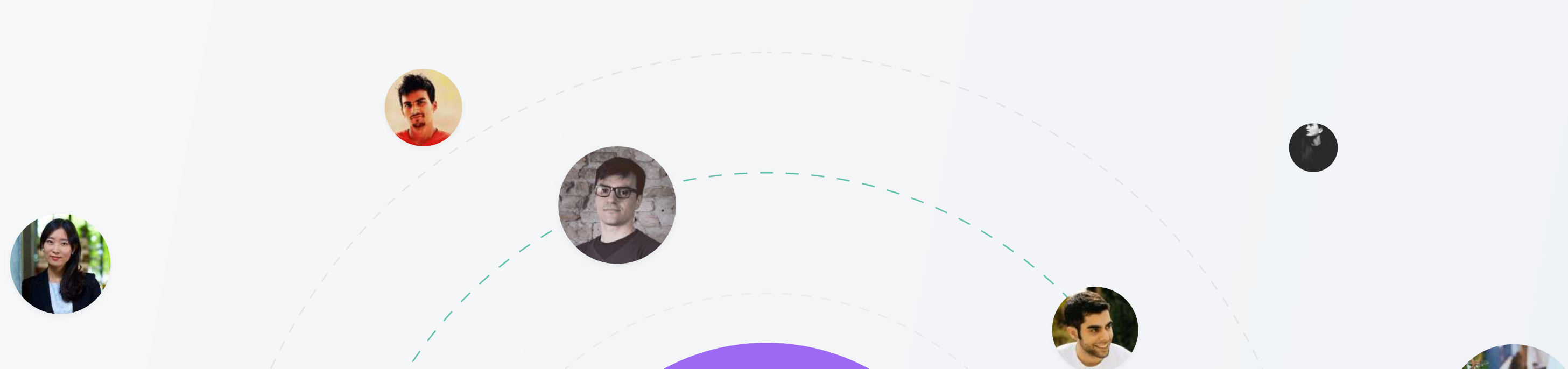
In particular, we provided the opportunity to launch mobile applications with integrated advertising campaigns, where users, after completing them, receive some kind of rewards.

This approach to attracting and retaining target audience ensures a steady increase in conversion rates and a constant influx of new customers.

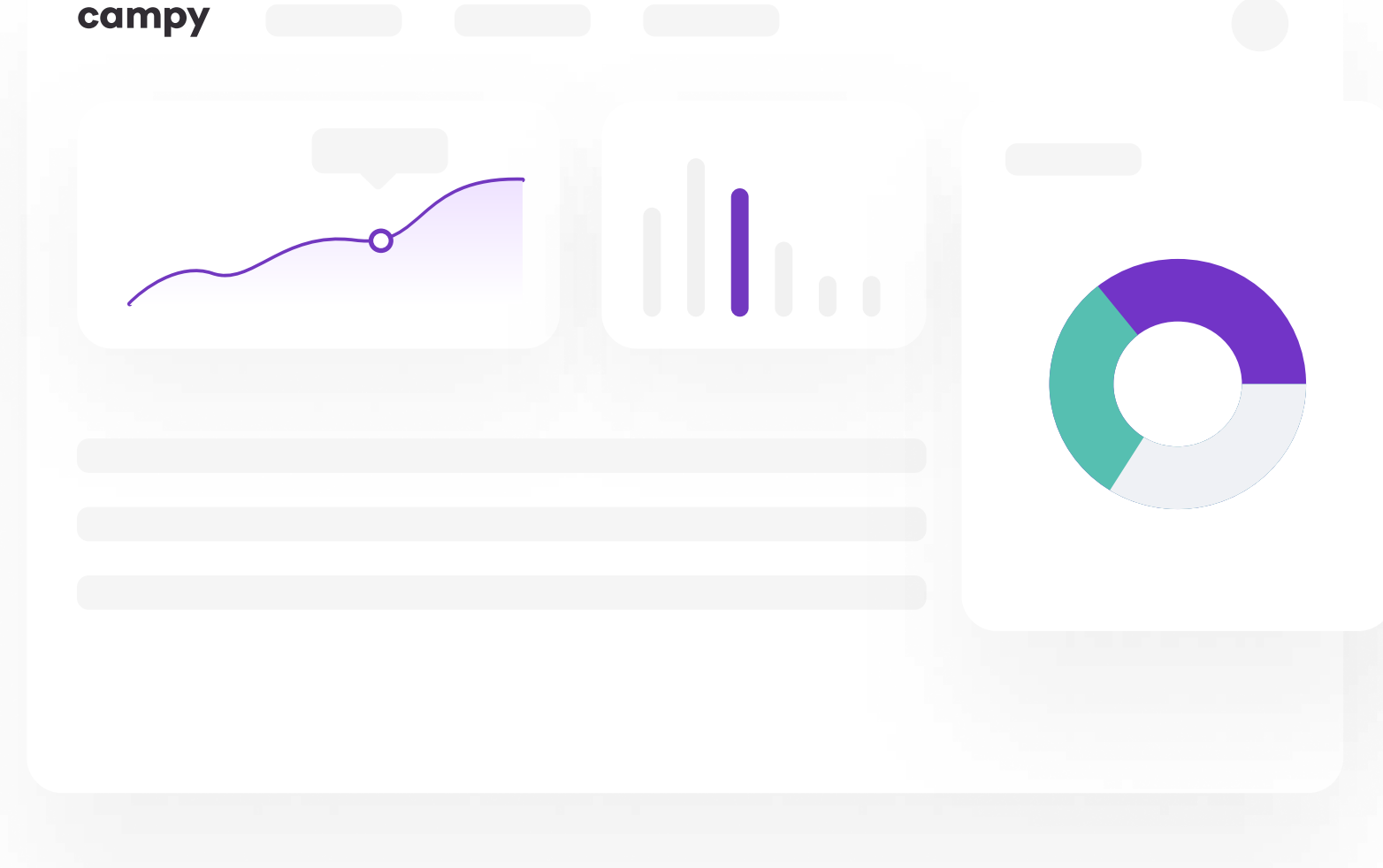


Client/Target audience

The target audience of the created solution includes the mobile ad campaign administrators and the owners of advertising companies.



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Product vision

We have implemented an intuitive advertising campaign designer, which is equipped with a Drag & Drop interface and allows administrators to create advertising campaigns that guide users through various quests.

The admin interface was created in such a way that administrators could track real-time statistics of user actions and manage an advertising campaign.

As for the owners of advertising companies, we have built a mechanism for managing the goods that appear as rewards for mobile users.

Our approach

We have completely built the back-end, which includes APIs for mobile platforms. It was important for us to make the system not only multifunctional, but also user-friendly. In order to implement this service, we have selected the following tools:

Django

React JS

Redux

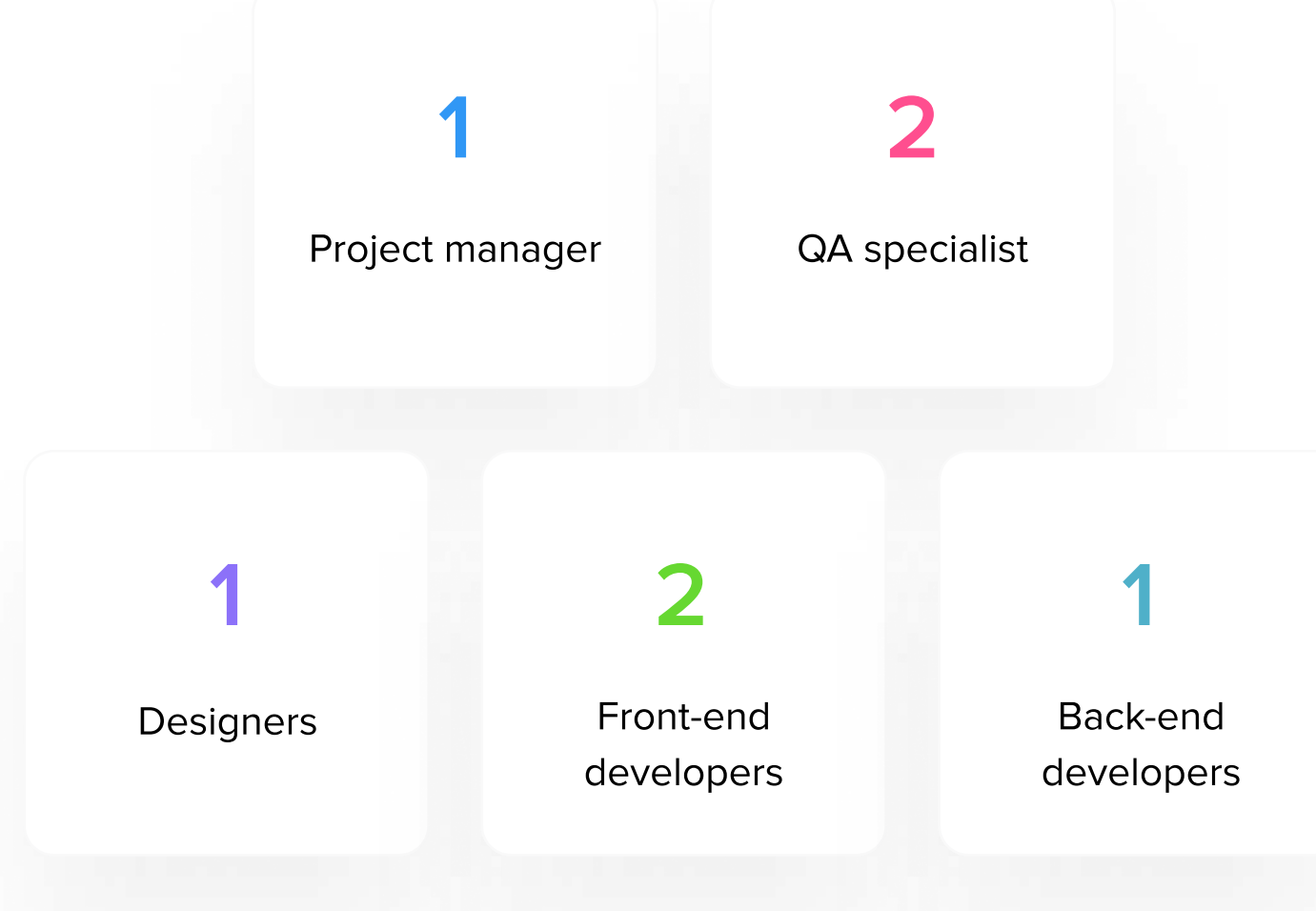
Celery

Cloudinary

Testing

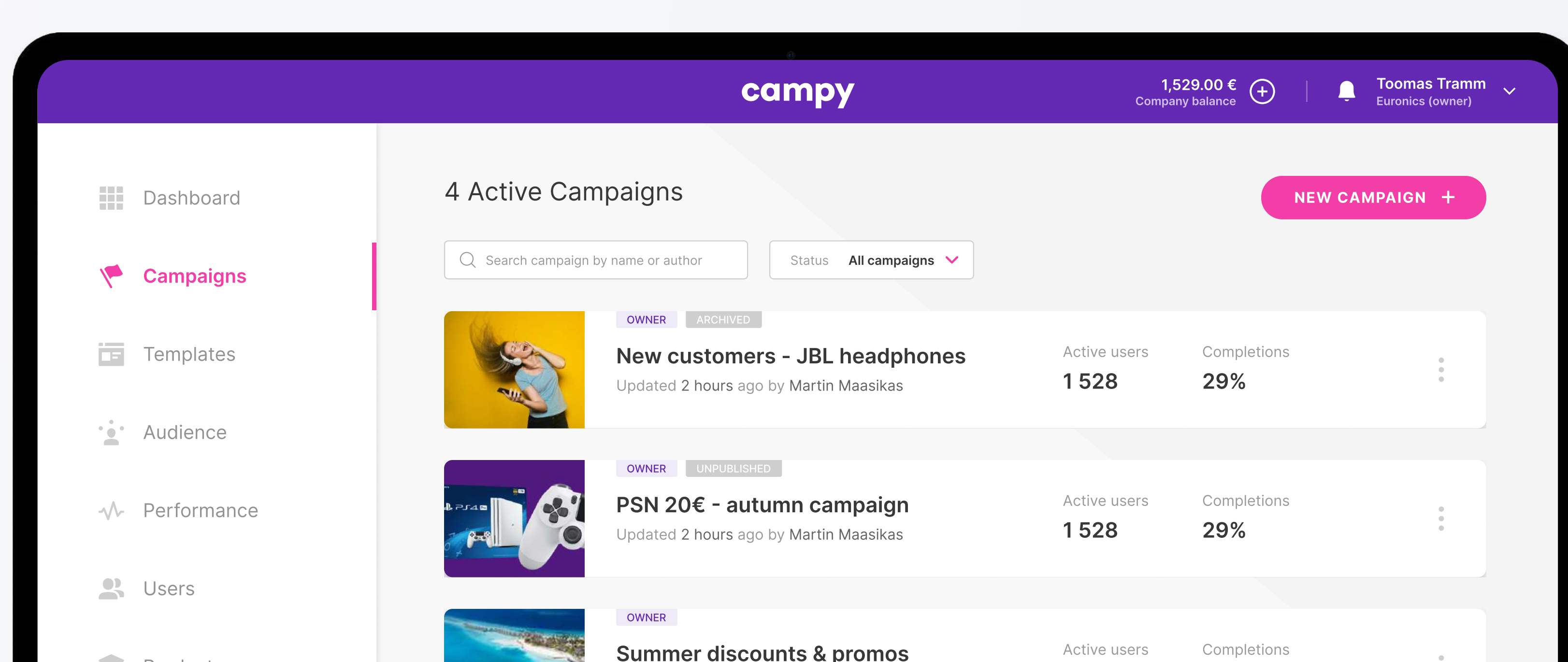
Our development team

Our project team consisted of 7 people. Despite the minimal composition of the team, we managed to implement the project on time.



Solution overview

This time we worked on the project in partnership with a mobile development company from another country. Together we have developed a modern, convenient, intuitive web solution for the creation, management, control, and analytics of advertising campaigns with user rewards. Our key part of the project was a web interface for management and analytics designed for administrators of campaigns.

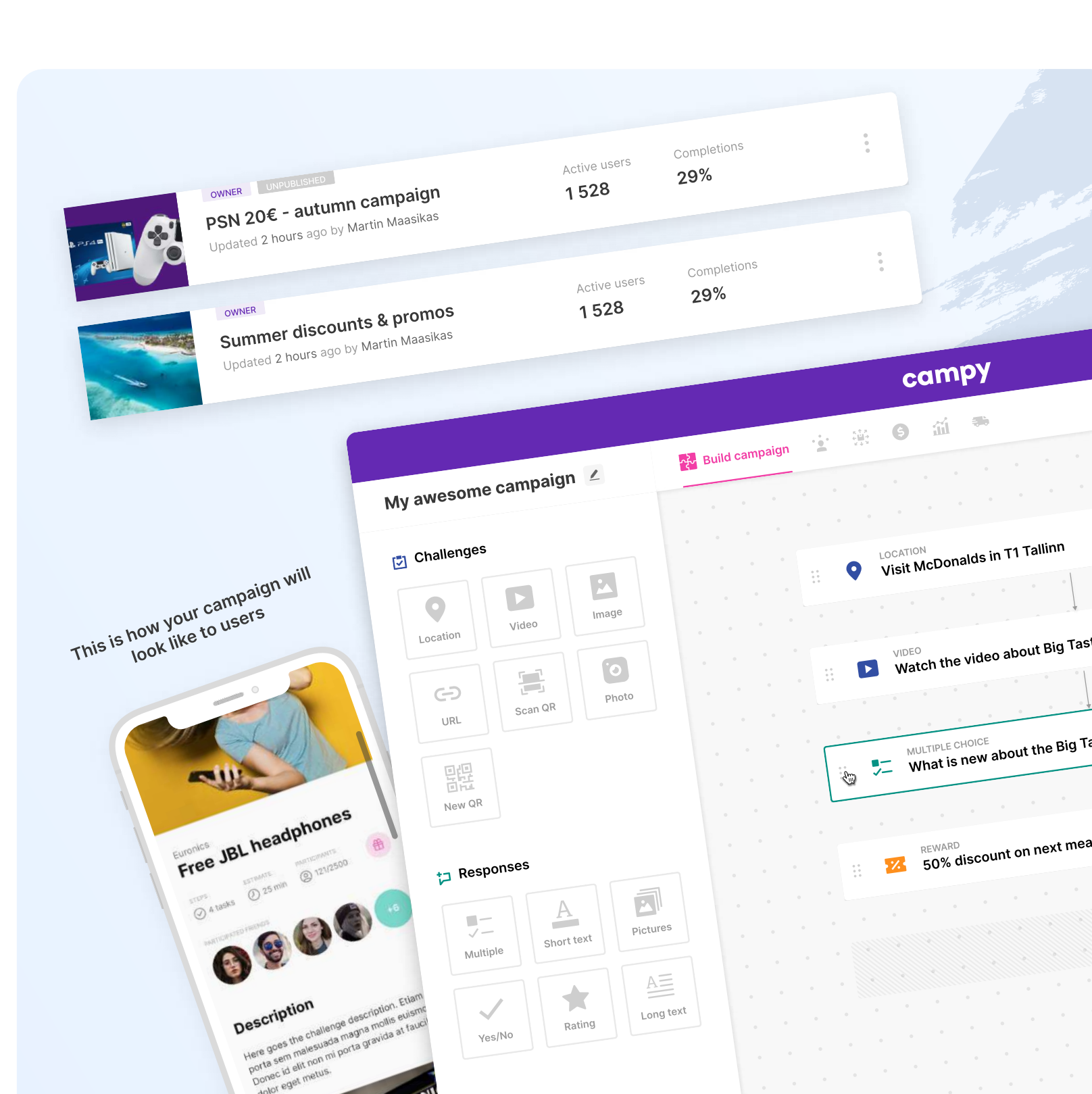


We also built a backend that is responsible for the admin interface, and also serves mobile applications.

PM at Owlab: Ivan Selivanov

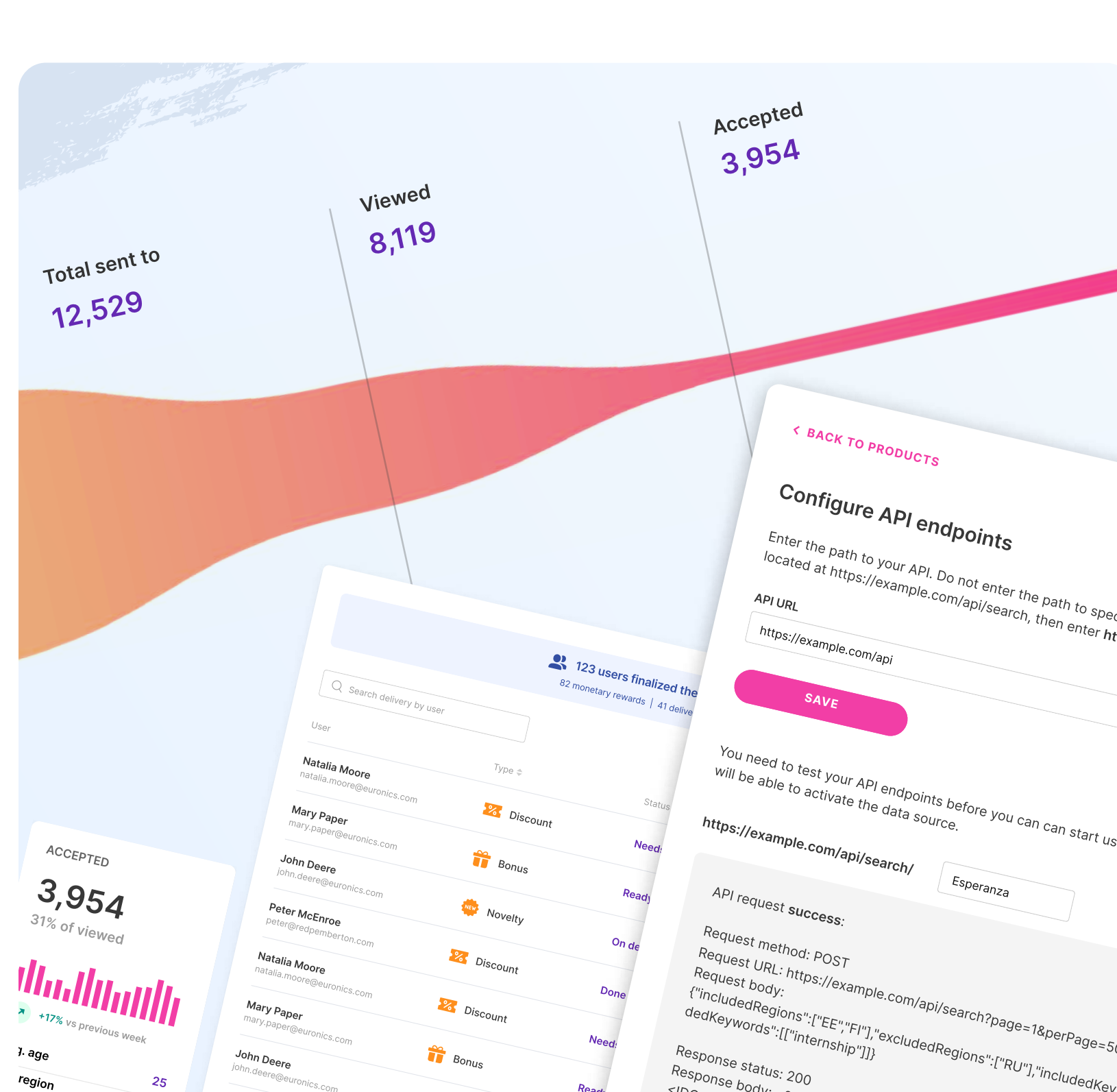
For marketing specialists who set up ad companies:

- ✓ The ability to show ad campaigns only to the target audience;
- ✓ Drag & Drop interface and allows to create advertising campaigns that guide users of the mobile application through various quests, such as "scan the QR code there", "visit the specified website", etc;
- ✓ Opportunity to see a preview of how the advertising campaign will look on the end user device;
- ✓ Implemented a complex mechanism similar to the work of Google Docs. Due to this, only one administrator can edit one campaign during the same session.



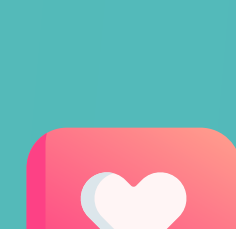
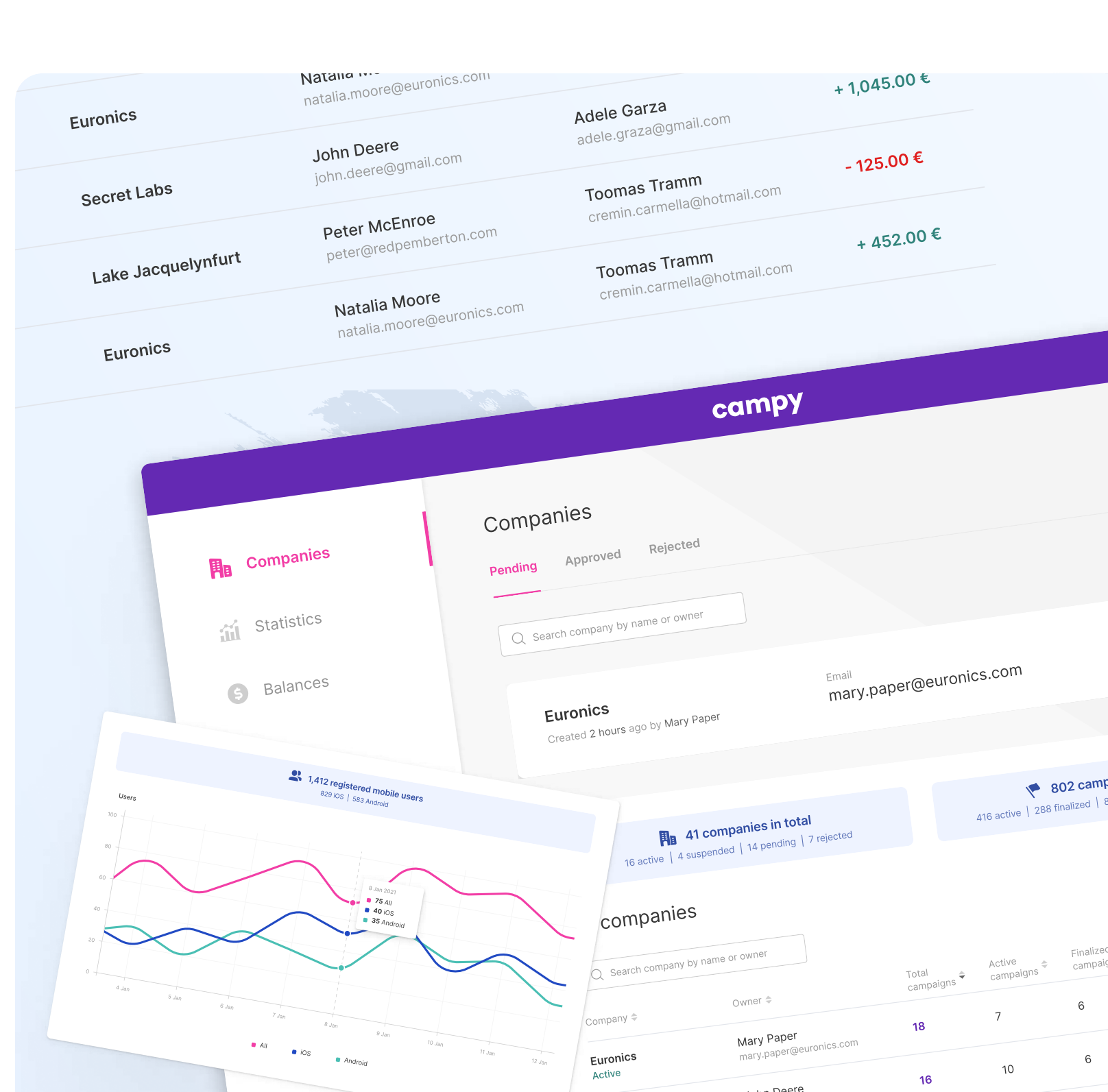
For manufacturers of goods:

- ✓ In addition to the ability to manually create products that appear as rewards in the system, we have developed a set of special APIs that allow advertisers to upload products to our system directly from their online stores;
- ✓ Set the delivery parameters for prizes, and monitor the status of each individual delivery;
- ✓ View detailed statistics data campaign statistics data that marketers have created.



For service administrators:

- ✓ Manage companies' applications for using the service;
- ✓ View statistical data on registered companies and users, as well as analyze the statistics of marketing funnels created using the service;
- ✓ The ability to keep track the balances of the registered companies account and view the history of expenses in the past.



Thanks for watching!

Talk to us and get your project start

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