

ROCKET LABS

Internet Platform for Interaction Between Advertisers and Influencers

Development service

Platform for interaction between advertisers and influencers

Business niche

Social media advertisement

Time spent on the project

3000 hours

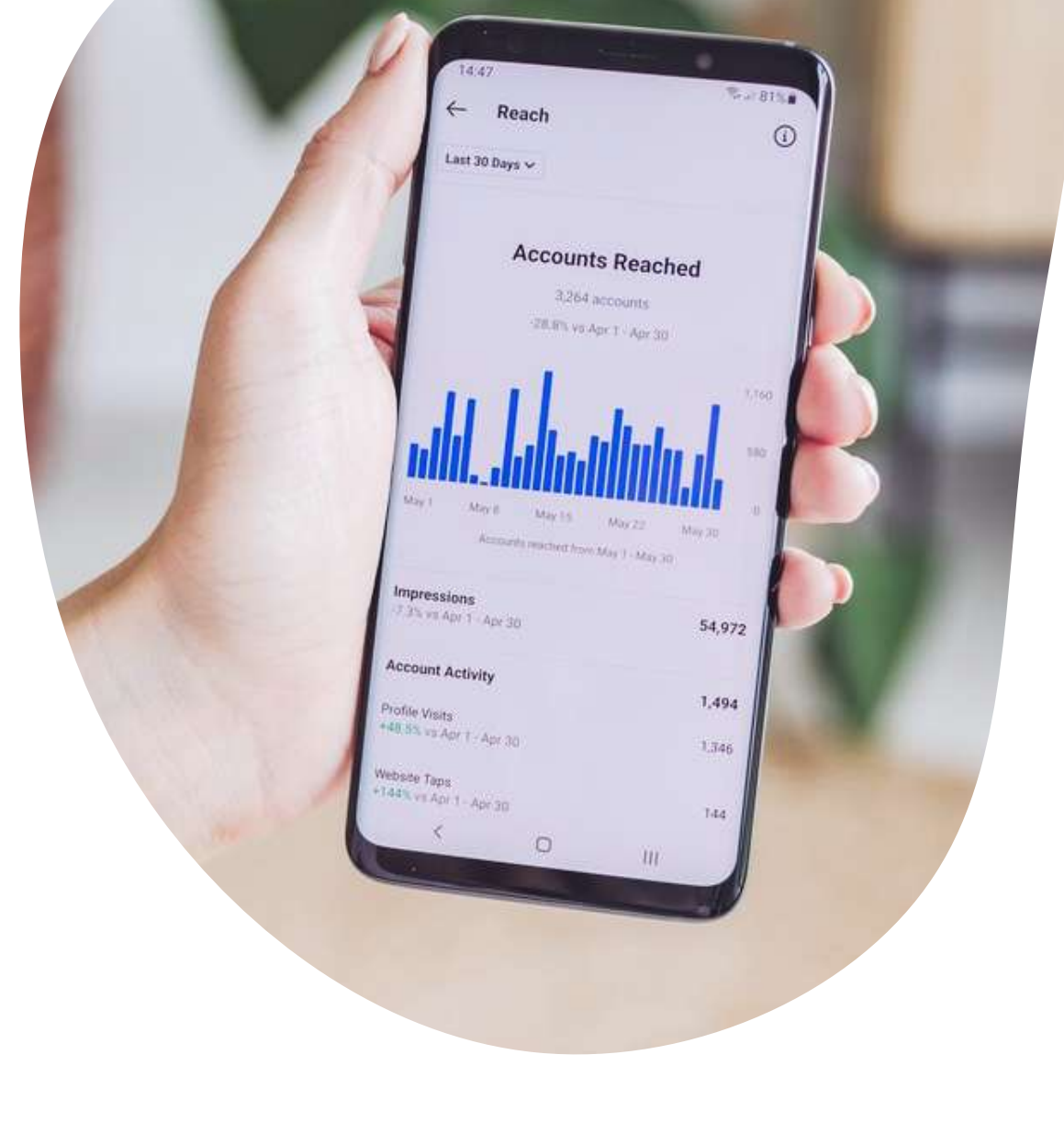
Technologies we used

React, Django, Swift, Java, PostgreSQL

CHALLENGE

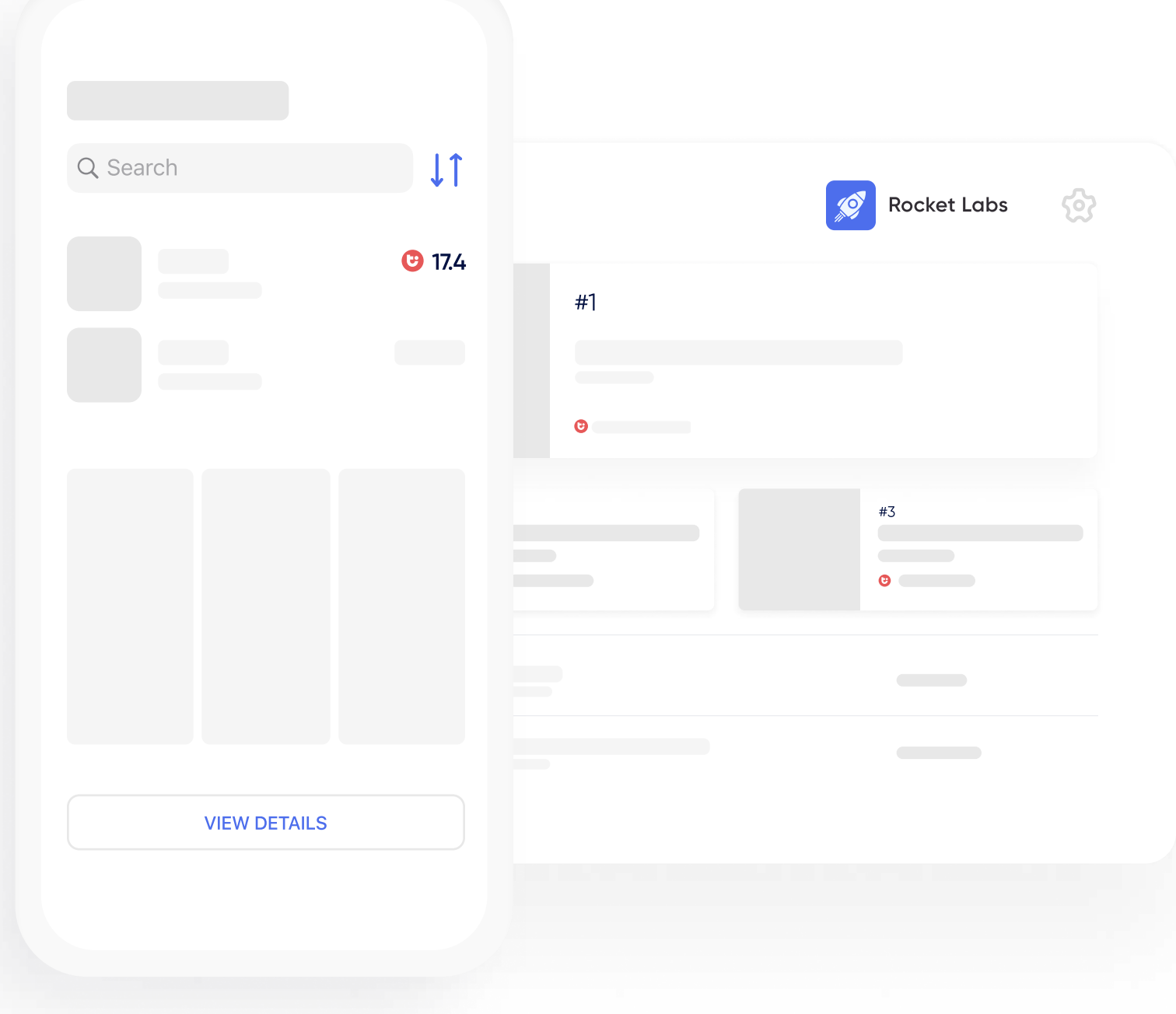
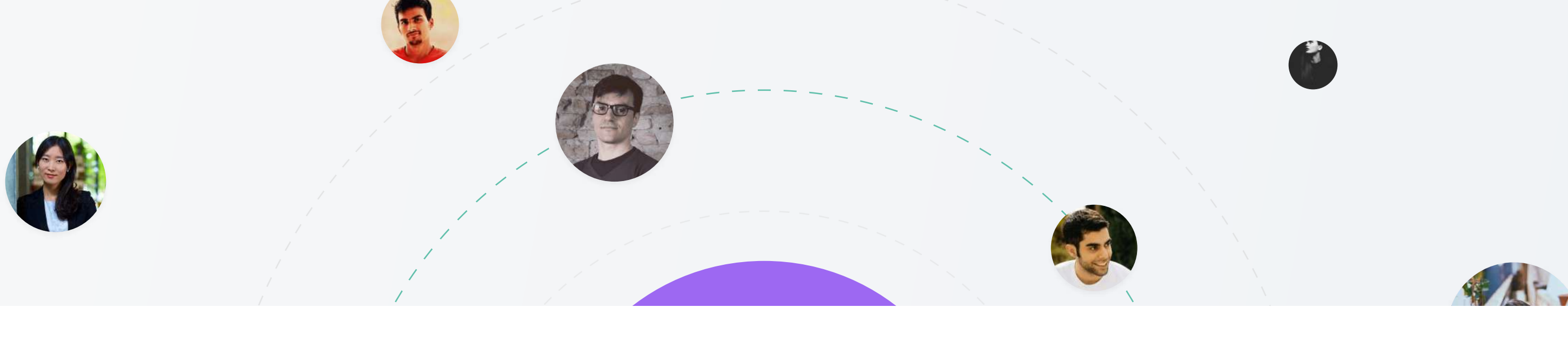
Lack of multifunctional advertising services for influencers forced our client to think about creating his own solution

Influencer marketing is the process of communicating and partnering with influencers on social media to promote products or services. Many companies employ influencers to promote new products and include influencer marketing in their advertising strategy to attract new customers. The benefits can be huge if done right. Most social media influencers charge based on the reach of their posts and often promote their content through paid ad services.



Client/Target audience

The target audience of the product is influencers and their potential employers - business owners who want to promote their products and or services on the web.



Product overview

Product owner, within their scientific activities, develop effective mathematical models that allow automating tasks that previously were solved manually by financial departments of companies, relying only on their own (and often irrelevant) experience.

In turn, we received the task to transfer the obtained mathematical calculations to the software environment and create a full-fledged application in which each user could use ready-made algorithms for forecasting, or build our own and share them with other users.

Our approach

From a technical point of view, we considered it right to create two products at once with identical functionality - an iOS application and a website, so that a user with any device could get acquainted with this project.



React JS



Django



Java



Swift



PostgreSQL



Testing

Our development team

Our development team consisted of 14 specialists. Despite the small team, we managed to implement the project within established deadlines.

1

Project manager

3

QA specialist

1

Designers

2

Mobile developers

4

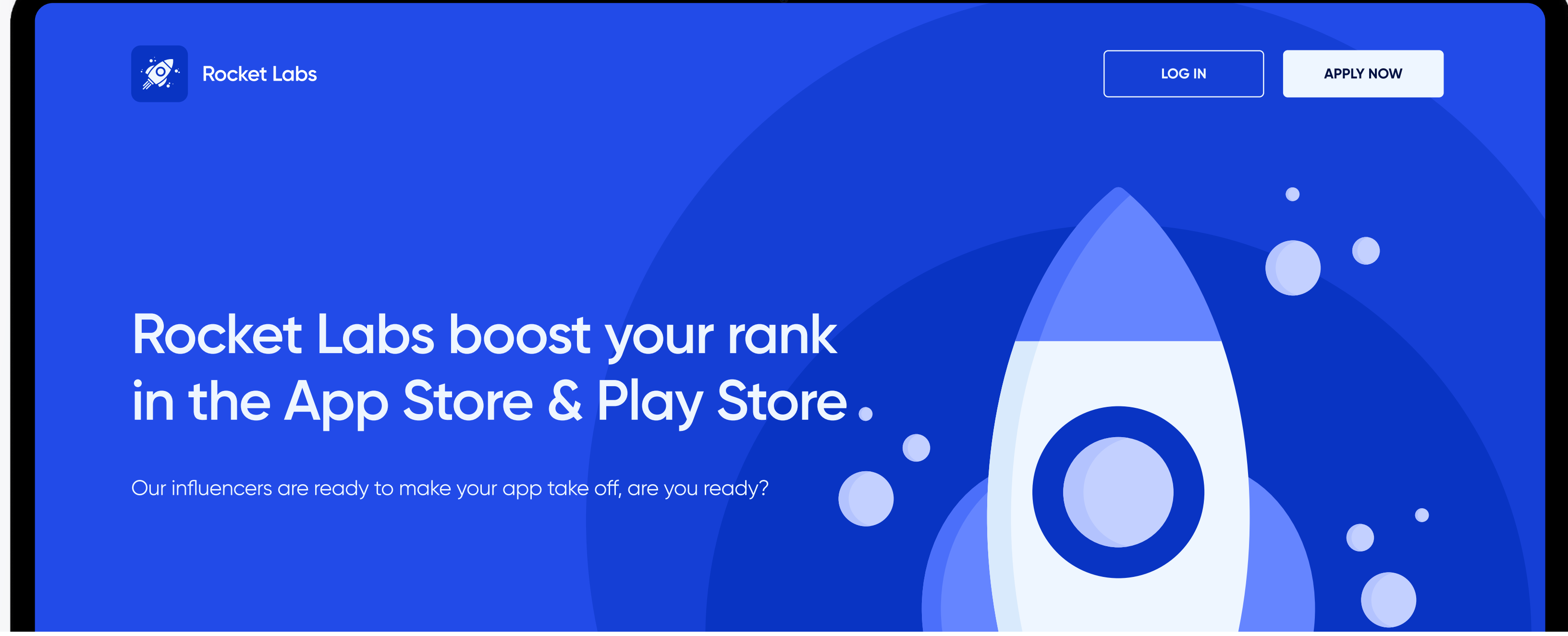
Front-end developers

3

Back-end developers

Solution overview

As a result, we have created a platform for interaction between advertisers and influencers. Here, the main interaction tools are advertising videos for social networks (or requirements for them) from advertisers, as well as their publications from influencers.

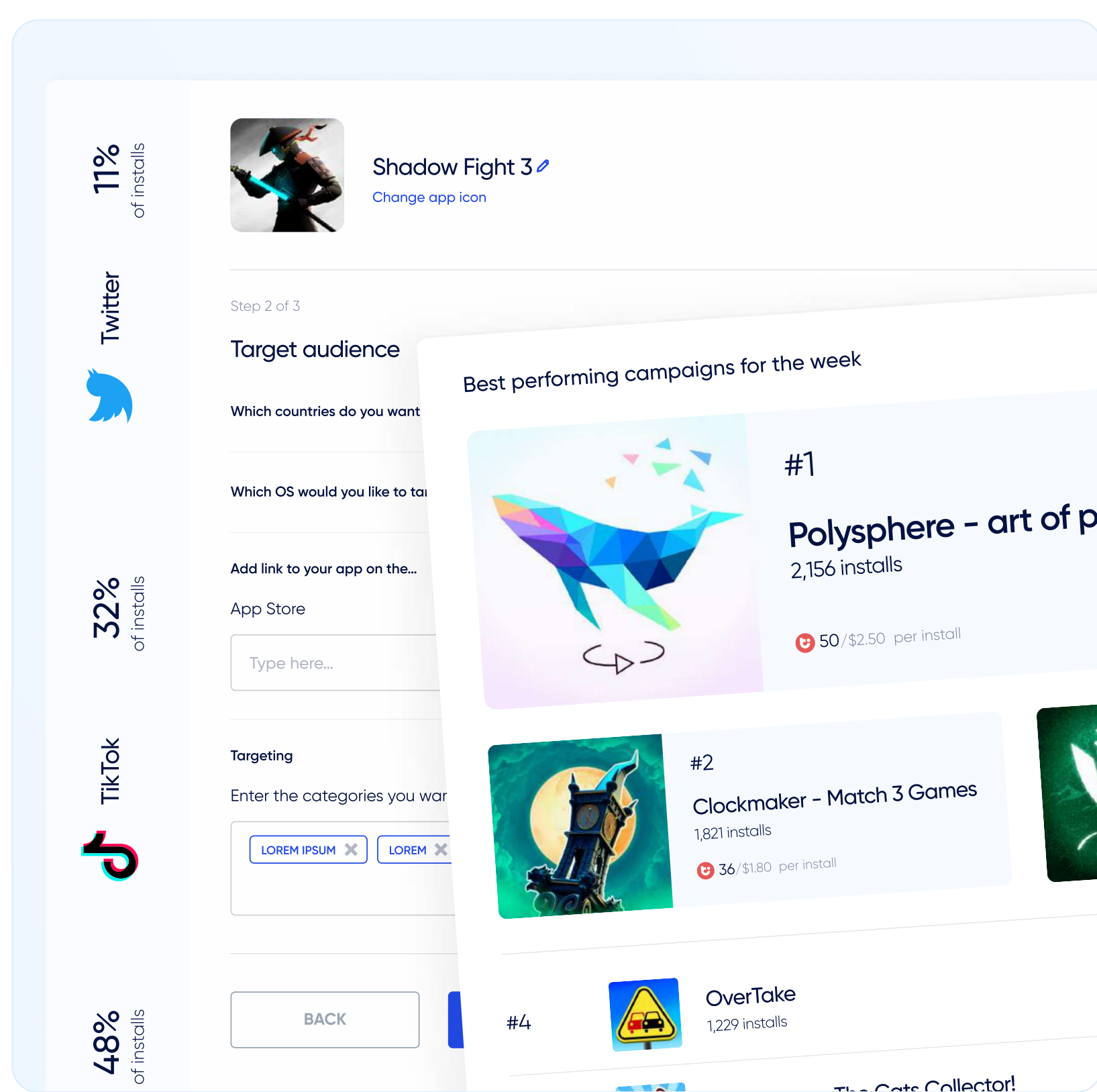


It is also worth mentioning that from a technical point of view, we also created a completely custom tracking library for integration into mobile applications.

PM at OwlLab Ivan Selivanov

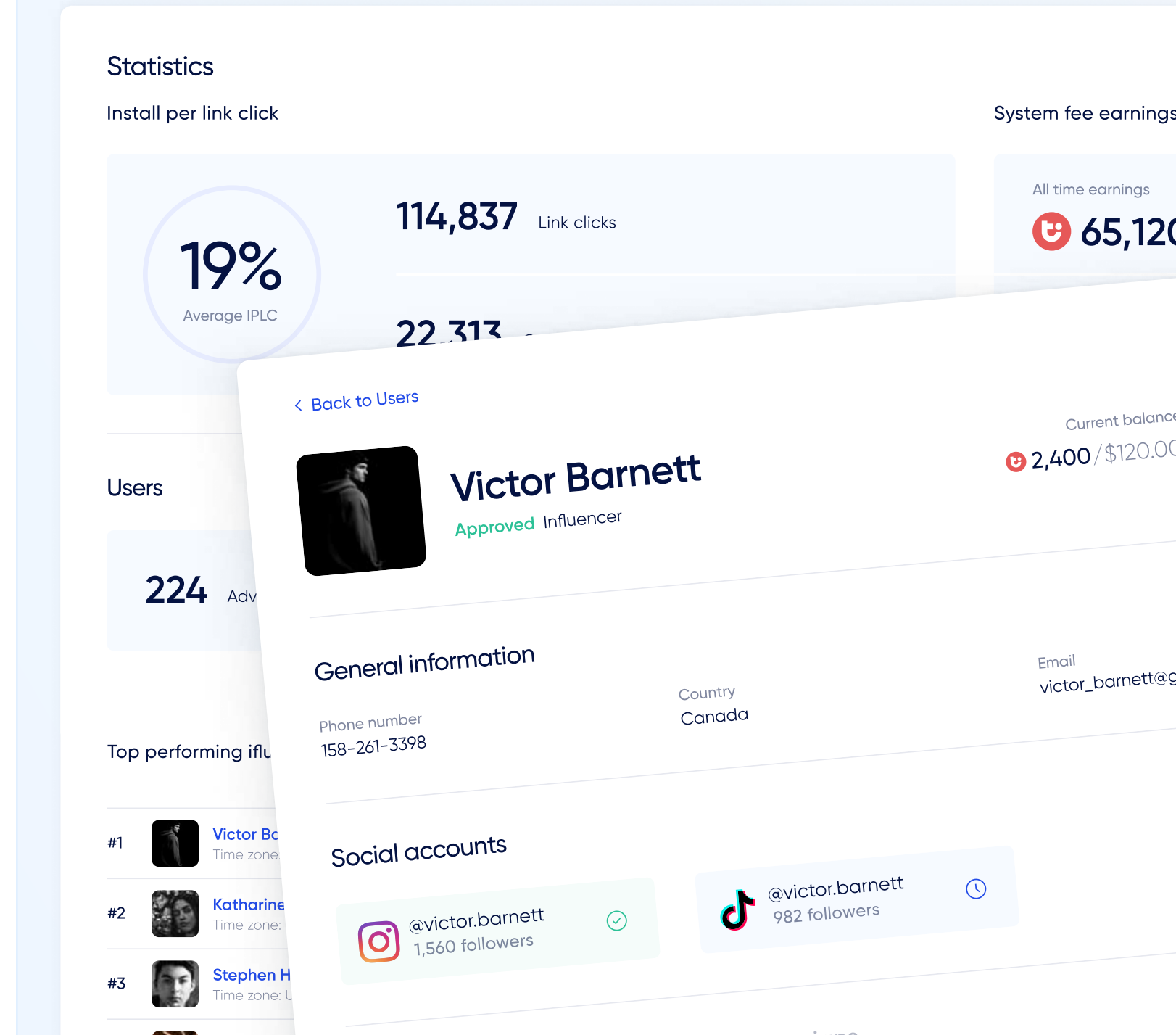
Features for advertisers and influencers:

- ✓ We integrated more third-party tracking solutions from AppsFlyer and Adjust, giving advertisers the ability to choose which solution to use;
- ✓ Ratings of the most popular ads among advertisers;
- ✓ Ratings of the most successful publications among influencers;
- ✓ We made it possible for influencers within the platform to make money with their ads through those who use them (that is, other influencers).



Features for administrators and owners:

- ✓ The ability to view detailed information about influencers and advertisers and their actions;
- ✓ Approve and block advertising campaigns;
- ✓ View the employment rate of influencers;
- ✓ View system statistics about earned money and commissions;
- ✓ Communicate with advertisers and influencers using personal chats.



Thanks for watching!

Talk to us and get your project start

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