



SUMATOSOFT

Building Future of IT Today

PROJECT SPECS

Project Type: SaaS

Technologies: Ruby 2.3.0, Rails 4.2.6, JavaScript, PostgreSQL, Elixir, Phoenix, DoubleClick, Sizmek, AOL, AppNexus APIs

Services Provided: Web Development

Team: 1 Project Manager, 1 senior RoR developer, 1 middle RoR developer

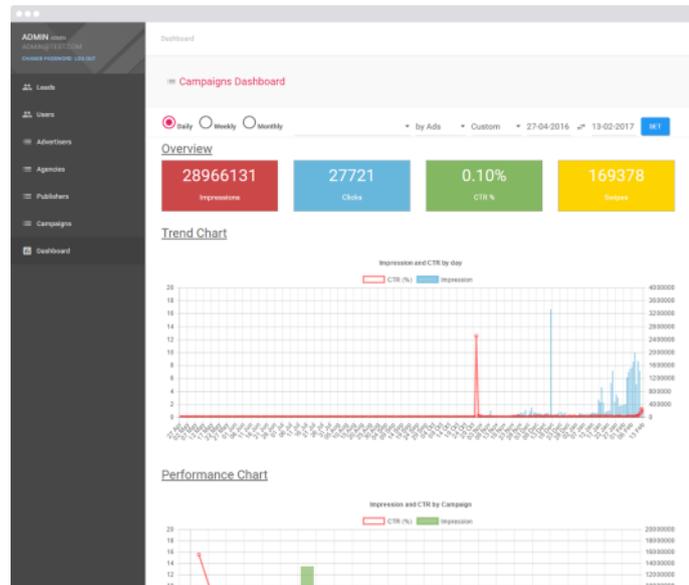
Duration: 6 months

Methodology: Kanban

Client: NDA
Headquarters: Singapore
Industry: Advertising

Content Ads Management Platform Development

The application is a tool that enables advertisers and agencies to create, manage and optimize smart advertising content.



BUSINESS CHALLENGES

The Client needed to build a content ad management platform for their startup. The solution's key feature required was to facilitate creating smart advertising content in a few clicks. The project of such level of complexity required the following tasks to complete:

CONTENT ADS CREATION AND CURATION

to make a platform for content ads creation and AI-powered content curation

BIG DATA ANALYTICS AND VISUALIZATION

to implement an advanced analytics dashboard

VIDEO ADVERTISEMENTS

to implement video advertisements

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AI-POWERED OPTIMIZATION

to provide optimization for ads via artificial intelligence

AD SERVERS

to organize support of major ad servers.

Machine learning algorithms enable a higher performing ad to be displayed more frequently than a less performing ads.

All these allow marketers, agencies and publishers to create high performing smart ad campaigns for their marketing activities without any related background or design skills.

OUR SOLUTION

We started the project by building a high performance database structure and distributed services architecture. Then we proceeded to the implementation of a banner tag generation for the most popular ad servers. Our team developed an advanced data analytics dashboard and incorporated AI into the solution

Now the application can be seamlessly integrated with industry leading Ad Servers and major Demand Side Platforms (DSPs).

The tool makes possible to:

- create content ad units just by adding a URL and title;
- take away the guesswork: AI-powered system analyzes each impression and select the best ads to be served.

DISTINCTIVE FEATURES:

- The possibility to create multi-ads within an ad unit by simply inputting a link, headline and image.
- Creative ad tags are generated and served through supported ad servers.
- Customers see smart advertising content.

RESULTS & BENEFITS

The platform was successfully launched and proved its viability The Client is gaining new customers and attracting investments.

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