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Building Future of IT Today

PROJECT SPECS

Project Type: CRM, CMS, API Integration

Technologies: Ruby on Rails 4.0, PostgreSQL, MongoDB, Angular, Chef

Team: 2 developers

Duration: 9+ months

Methodology: Scrum

Why chose us: our tech expertise in Big Data management allowed of making a more advantageous offer



NECTARIN

Client: Nectarin

Headquaters: Russia, Moscow

Industry: Marketing and PR, Big Data Analysis, Business and Finance

Website: <http://mediatron.digital>

Mediatron - Online Advertising Management Platform

Mediatron is the web service developed for Nectarin, one of the leading digital agencies in Russia. It is a **professional web service** for digital marketers who want to increase online advertising effectiveness and automate daily routine of ppc campaigns management.

Mediatron service gathers all possible data from 3 main systems: **Google Analytics, Google Adwords and Yandex Direct.**

Moreover, thanks to the Mediatron's autobidding strategies users have a possibility to **optimize and improve ad campaigns performance.**





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Client's Business Challenges

Nectarine LLC aimed to develop an online service allowing advertisers to get a full control of campaigns launched in **Google Adwords and Yandex Direct**.

The data from advertising and analytics systems should be gathered in one place, standardized and presented to users in a **user-friendly interface**.

The key requirements to the system were the **high speed of data parsing** and **easy Big Data management**.

Our Solution

To meet the requirements we developed a custom module for fast gathering and storing of big volume of raw statistics using **Google and Yandex APIs**.

To reach the maximum speed of recording we used **MongoDB**.

Another module gathers all the data loaded and collates them in a unified form.

Results

Today we work on the system's **implementation**.

One of the systems' distinctive features is that in future the module for data gathering **can be easily extended** with other APIs use, for example Bing API or Yandex Metrika API.

Mediatron should help our client to **increase its current market share** and to **gain additional competitive advantage**.

Find Out How We Can Help Your Business

Get in Touch

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