Softude by systematix

Great Place To Work.

CMMI DEV | ML5 APPRAISED
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ISO 27001

Smartech SDK Developed for a Global MarTech Company

Disclaimer: Systematix Infotech is rebranded as Softude w.e.f. April 2022

Client's Background

Our client is a leading global MarTech product company serving to 6500+ brands across 45 countries. They help B2C brands in customer acquisition, user engagement, and retention through their AI/ML-powered cloud-based marketing automation and omnichannel customer engagement platform. Through this, the client aims to enhance the marketing efforts of brands and help them deliver unparalleled digital experiences to their customers.

Business Situation

Our client needed a dedicated development team who can effortlessly develop the SDK of their Smartech products and enhance its capabilities.

Solution

Softude leveraged its expertise and team of highly skilled developers to take the client's Smartech products to the next level. We adopted an agile approach for developing SDKs that will work on platforms built on React Native, Flutter, iOS, and Android.

What does Smartech SDK do?

The SDK has capabilities to enhance customer engagement and personalized experience across multiple channels such as websites, and mobile apps.

SDK for Customer Engagement

- Custom push notifications such as audio, video, GIF, and action-based notifications enable tailored messaging to users
- Smart analytics for intelligent insights into user behavior
- Custom and system event tracking for tracking and analysis of specific user actions

SDK for Personal Experience

- Segmentation and mapping of users' journey enabling understanding of user behavior,
- Nudges to prompt users toward specific actions
- A/B testing to compare the effectiveness of different versions of an app

B2C brands integrate this Smartech SDK into their applications for better customer engagement and personalization. Softude is also providing constant technical support to these brands in case they face any challenges during the integration process.

Solution Impact

After implementing the client's Smartech SDK, brands experienced numerous business benefits.

- Over 38% uplift in conversion rate
- 50-60% rise in user retention rates
- More than 40% increase in user engagement
- 10x ROI with marketing automation and personalization

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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