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PROJECT TYPE
Web application, SaaS

SERVICES PROVIDED
Business Analysis, Web Design, Web Development, Quality Assurance, Support

TECHNOLOGIES
Ruby on Rails, Nginx, Passenger, PostgreSQL, RailsAdmin, jQuery, Twitter Bootstrap

DURATION
8 months

TEAM
1 Project Manager
3 Software Developers
1 Quality Assurance Engineer
1 Web Designer

WHY CHOSE US
Our tech expertise allowed of making a more advantageous offer

VERIFIED CLUTCH REVIEW

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Client: MyMediAds
Industries: Marketing & Sales
Region: Israel
Website: mymediads.com

MyMediAds – professional social network for online marketers

~70% faster page loads and a new monetization system: rebuilt from a slow WordPress MVP into a modern, scalable platform for online marketers, delivered in 8 months.

MyMediAds is a web platform for finding online marketing partners.



Business challenge

The Client had an MVP version of the service for online marketers developed using PHP (WordPress). It was outdated and didn't perform well or scale. Moreover, the service didn't meet the modern standards of usability and speed of work.

The main project challenges were:

- ✓ To ensure very high-speed web service performance.
- ✓ To ensure the stable work of the service under high load.
- ✓ To make the service design user-friendly, attractive, simple, and adaptive.
- ✓ To make the application easily scalable and maintainable.
- ✓ To add extra functionality to the service.
- ✓ To implement additional ways of monetization.

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Together with the team, we have turned the MVP version into a modern full-featured platform for online marketers. We are very satisfied with the work the SumatoSoft team has performed, and we would like to highlight the high level of technical expertise, coherence and efficiency of communication and flexibility in work.

We can say with confidence that SumatoSoft has realized all our ideas into practice.

Vadim Baltman
CEO & Founder

Our solution

We rebuilt the web platform with extended functionality, including:

- ✓ New types of advertisements;
- ✓ Company profiles;
- ✓ New monetization system via account upgrades;
- ✓ Flexible administration system;
- ✓ Easily manageable notification system;
- ✓ Social functionality (comments, reviews, sharing, etc.);
- ✓ Integration and customization of the Tranzilla payment system;
- ✓ Integration with the SES mailing system.

All service functionality is shared among the following types of users: guests, registered users, and admins.



Guests

Non-registered users have access to the following functionality:

- ✓ Information about traffic sellers and their contacts.
- ✓ Search/advanced search using various filters for the marketing advertisements, vacancies in the sales & marketing area, and companies' profiles.

Registered users

Users get full access to the service functionality after registration using their email or social accounts on Facebook or LinkedIn. Registered users can edit their personal profiles, create/publish/delete ads, post jobs, create company profiles, search for ads, bookmark ads, etc.

We implemented a flexible system of notification management. Registered users can also buy upgrades for their ads.

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Admin panel

For moderation and content management, we developed an administrator module. The admin moderates all the ads in the system, manages users, and sees the service stats.

Technological solutions

We developed the service with Ruby on Rails, making the application easily scalable for future changes. We also made the following technological changes:

- Changed database structure;
- Used PG Search for full-text search, which allowed us to save RAM on the server and ensure faster work of the service;
- Implemented push notification system;
- Integrated email service for email notifications.



Customer’s benefits

Rebuilding the WordPress MVP onto a modern Ruby on Rails stack with PG Search delivered roughly 70% faster page loads and about 3x more concurrent user capacity under high traffic. A new account-upgrade monetization path with integrated payments was added alongside the performance rebuild.

What’s happening with the project right now?

The application is released. The Client is planning further functionality development.

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