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PROJECT SPECS

PROJECT TYPE

CRM, CMS, API Integration

TECHNOLOGIES

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

TEAM

2 Software Developers

DURATION

9+ months

METHODOLOGY

Scrum

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



Mediatron – Online Advertising Management Platform

Mediatron is the web service developed for a digital marketing agency. 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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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.

WHAT'S NOW

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.