SUMATOSOFT

Client: Nectarin

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

PROJECT TYPE
CRM, CMS, API Integration

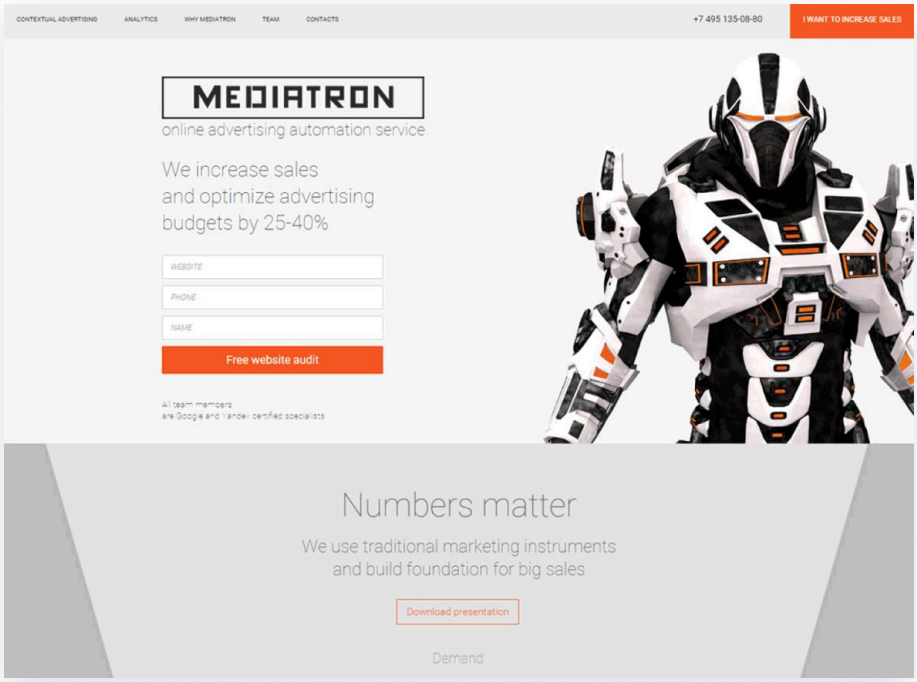
TECHNOLOGIES
Ruby on Rails 4.0, PostgreSQL, MongoDB, Angular, Chef

DURATION
9+ months

TEAM
2 Software Developers

Mediatron – Online Advertising Management Platform

A PPC campaign management platform for a leading digital marketing agency that reduced ad spend by 25-40% through automated bidding - consolidating campaigns from Google Ads, Yandex Direct, and Google Analytics into one unified dashboard.



Project background

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 the daily routine of PPC campaign management.

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

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

Business challenge

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

sumatosoft.com
info@sumatosoft.com

SUMATOSOFT

“

We were looking for a professional outsourcing company to extend our in-house team and help us to solve difficult technical problems. We held a large-scale tender to select a partner. Even at the tender stage, the SumatoSoft team showed a desire to go deep into our project and suggested an architectural solution we liked. Other bidders, including top Ruby on Rails agencies, showed much less interest, sending formal business proposals with prices for their services. Therefore, we started to work with SumatoSoft. The SumatoSoft team not only knew well how to build a partnership-based working process, but also offered sensible suggestions and advice helping us to reach our long-term business goals. We are completely satisfied with the results of our cooperation and will be happy to recommend SumatoSoft as a reliable and competent partner for development of web-based solutions.

Andrey Kubka
Product Technology Manager, Mediatron

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 for the system were the high speed of data parsing and easy Big Data management.

Project Distinctive Features

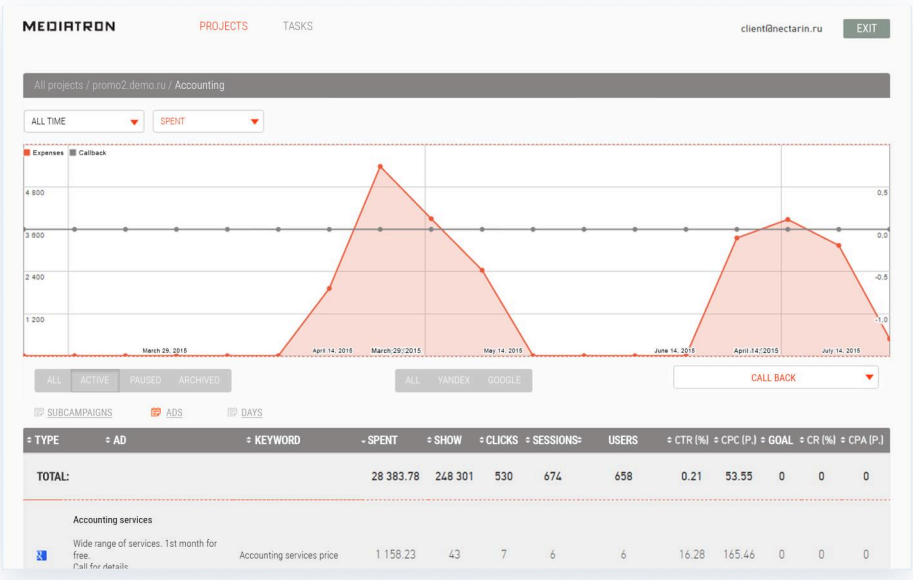
- ✓ Autobidding strategies for ad campaign optimization
- ✓ Data gathering from multiple systems: Google Analytics, Google AdWords, Yandex Direct
- ✓ Extensible architecture – additional APIs (Bing, Yandex Metrika) can be added with minimal effort
- ✓ High-speed big data processing with MongoDB

Our solution

To meet the requirements, we developed a custom module for fast collection and storage of a large 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.

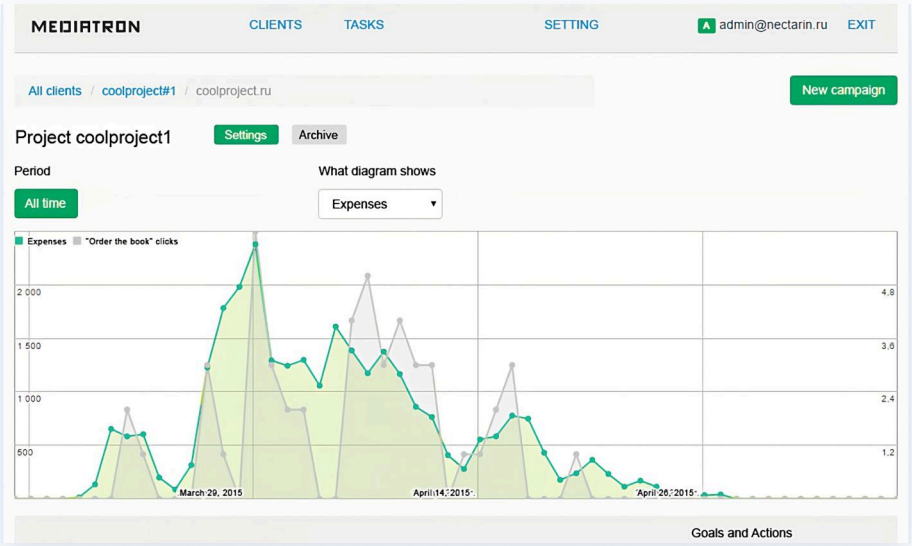


Customer's benefits

Mediatron gave the agency full control over its PPC campaigns across Google Ads, Yandex Direct, and Google Analytics in one unified dashboard, reducing ad spend by 25-40% through automated bid optimization strategies. Automating the daily routine of campaign management reduced hands-on management time by approximately 55%, freeing PPC specialists to focus on strategy rather than maintenance.

sumatosoft.com
info@sumatosoft.com

SUMATOSOFT



What's happening with the project right now?

Today we work on the system's implementation.

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

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

sumatosoft.com

info@sumatosoft.com

One Boston Place, Suite 2602 Boston, MA 02108, United States