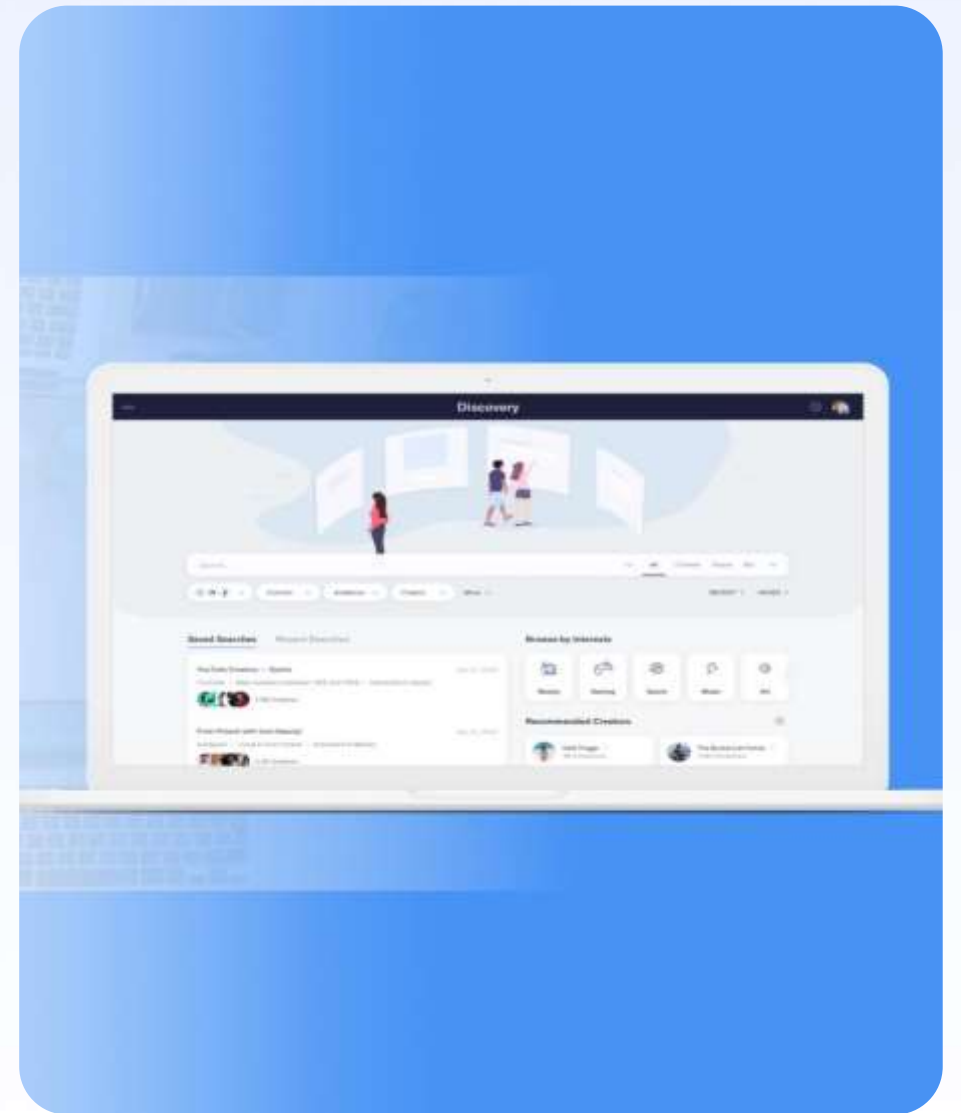


CreatorIQ

About the project

A unique and cutting-edge software solution for companies seeking to advance their brand awareness through influencer marketing maturity in the age of the creator economy.



PROJECT DETAILS

Industry

Media&Entertainment
Marketplace

Services

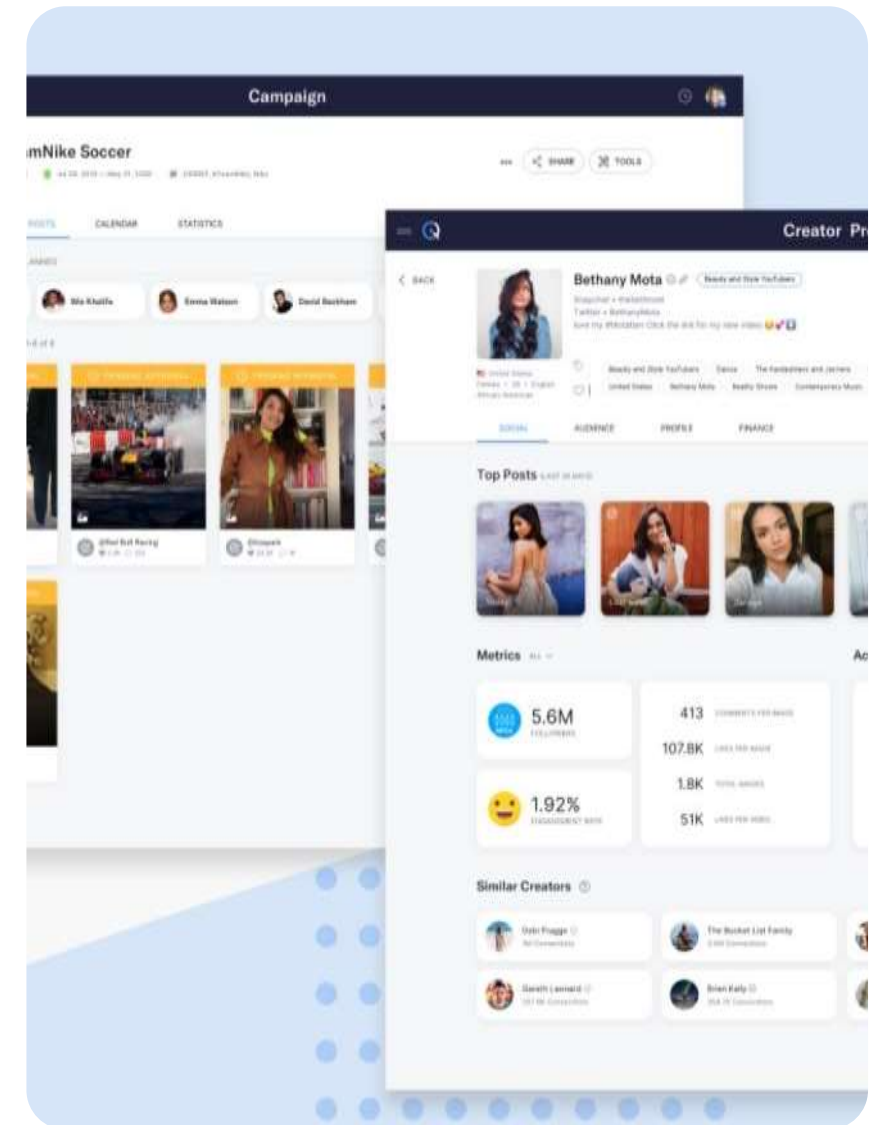
Digital Business Transformation
Application Support & Maintenance
Technology Consulting
Security Solutions
UI/UX Design

Technologies

Python, AWS Lambda, AWS S3 buckets

Country

United States

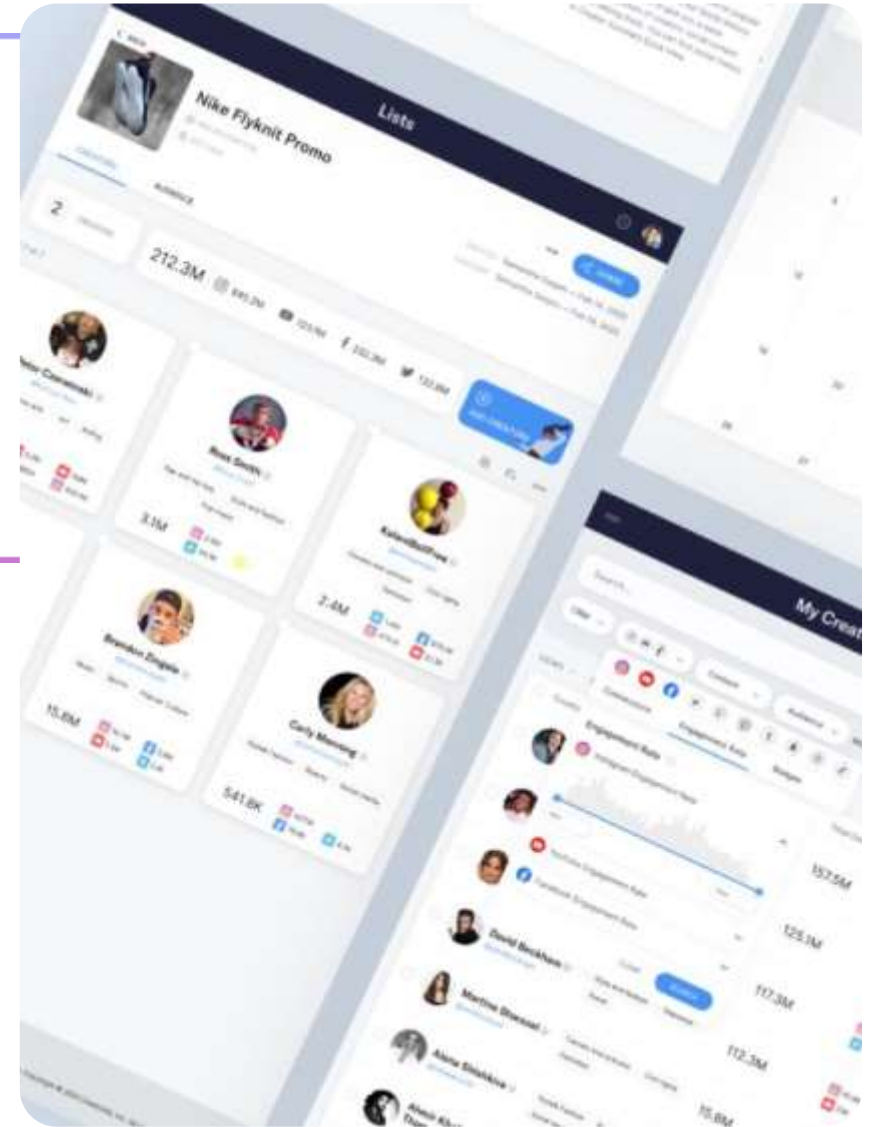


CHALLENGE DESCRIPTION

Client works in the trend market with high competition. The task was to achieve a leading position in the market quality and adaptability of service provided by the company. Therefore, the company needed a unique platform for managing and optimizing creator-driven campaigns at scale using social media.

SOLUTION DESCRIPTION

We created a platform that seamlessly helps agencies, media companies, and brands execute their branded content campaigns. Its CRM system allows users to monitor how effective each campaign is. It also enables prediction and the campaign's revenue plan.



TECHNICAL IMPLEMENTATION

We need reliable tools, so we used AWS to store and process data because they offer the best solution with a high level of availability and scalability for this type of project. With such Atlassian products, like Jira, Confluence and BitBucket, we could define requirements, plan the work of teams, control the construction of versions and integrate with communication channels.

We also used React, Angular, Marionette, Backbone, PHP, Python, Node.js to create the platform.

