Creation of a Location Based Advertising & Social Media Mobile Solution To Transform Users Into Consumers

Objective

The client wanted to create an integrated location based advertising and social media solution for mobile users. The solution would enable users to leverage location based services and discover offers and deals at nearby retailers through advertising. They can even communicate through social media features like chat and share the offers with their friends. After selecting the offer the user can visit the store and show the deal at the point of sale for redemption, helping retailers reach out to more customers.

Challenges

- Limited audience size and lack of engagement
- Adapt the user interface to minimize user interaction
- Integration of location based advertising and social media utilities
- User privacy and security

Approach

The development team at Rishabh Software analyzed and mapped the client's requirements into multiple phases. To deliver rapid mobile application development, the team created reusable components to provide location based advertising and social media features enabling retailers to tap into the ever-growing smartphone user base. The solution is integrated with Facebook and Twitter for sharing offers easily through these social media platforms.

Business Benefits

- Cost Savings - Purchasing a published deal and getting more customers
- User Convenience - Finding friends and deals around your location
- User Friendly - Acquiring and using paperless deals on the smartphone
- Staying Connected - Messaging and sharing through the app on Facebook and Twitter

Industry Segment

Technology

Customer Profile

An organization helping retailers and marketers to proactively spark audience engagement, build brand awareness and establish higher customer footfall.

Technology and Tools

- iOS
- Objective C
- Apple Maps
- iAD
- Sqoot
- Parse

About Fastispeed Software

Fastispeed Software provides software services and solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 150+ software developers, we have implemented 220+ successful projects across 22 countries. Our process-driven approach has helped Rishabh to achieve CMMI Level-3, ISO9001 and ISO27001. Our team works on .NET, Java, PHP, iOS, Android and others technologies. We are a certified Microsoft Gold partner.

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