Symphony Services developed a SaaS-based Advertising Analytics Application for a leading US-based software vendor specializing in advertising portfolio management that provides Internet Retailers and Marketers with a telescopic insight into their online advertising investment and helps determine ROI of PPC advertising effectively.

The Client

The client is one of the leading US-based advertising portfolio management technology solution providers for marketers. They help marketers identify ways to effectively and profitably allocate ad spend across a complex mix of online advertising investments. Their unique offering to optimize online ad investment attracted major brand customers, such as American Greetings and Nationwide Insurance.

The Challenges

The client is a recognized thought leader in the fast-growing scientific field of attribution management. Their endeavor was to develop a Purchase Path technology that accurately attributes profit and ROI across the multiple marketing touch points that contribute to and influence a sale.

They preferred to focus their efforts on their domain expertise and outsource the product development to a software R&D partner rather than build and maintain an in-house engineering team.

The Solution

Symphony adopted an Agile delivery framework to design a web-based analytics solution to deploy Software-as-a-Service well-supported by a series of Web Services.

The web-based application had a very intuitive user interface styledon the Office 2003 look and feel that brought in familiarity for the end-users.

End-users can sign-up using the tool and utilize it to manage all their Pay-Per-Click (PPC) ads across

New Product Development

Platform
.NET / SaaS

Industry / Domain
Media / Advertising

Engagement Key Points
- SDLC: Agile using Scrum
- Release Cycle – sprint iterations with short release cycle

Technology and Tools Used
- ASP.NET
- C#
- SQL Server 2000
- Charting tools from ComponentArt

Major Product Features
The advertising analytics platform provides
- **Cross-Media Profit Tracking** – allows to measures any campaign's success based how much profit was generated
- **Accurate Attribution Management** – enables to precisely track, assemble, sequence and value all of the ads that contributed to a sale or conversion
- **Technology Infrastructure and Support** - a scalable, secure technology infrastructure that performs flawlessly even during peak times of online traffic, including the holiday season
- **Additional Features and Functionality** - like Market Intelligence, Offline conversion tracking, Campaign management, keyword suggestion and Bid management enable users to efficiently track, compare and optimize marketers online advertising investment

Google, MSN, Yahoo. The application had extensive reporting features powered by rich reporting options of MS SQL server 2000. End-users could use the graphical and charting tools to make campaign-specific lead analysis to maximize the investment on PPC investments.

The web-based application has a built-in audit mechanism that allowed end-users to track the leads generated online through PPC investments to actual sales results. Users also had options to view performance reports on-demand.

The application underwent extensive testing for load and performance over the web before its market release on schedule.

The Benefits

Outsourcing the product development to Symphony Services brought in the following benefits to the client:

- Superior architecture helped deploy an innovative advertising analytics platform
- Accelerated releases to market while reducing TCO