



The Loadown and Codex Software: developing a data-driven platform

About

Codex Software took part in building The Loadown – a data-driven platform designed for mobile marketers, developers and product managers. The solution allows to monitor the rankings of mobile apps in real time and provides all the insights necessary to make timely marketing decisions.

The Challenge

The primary objective implied the delivery of the solution able to store and process terabytes of data and provide app analytics immediately on demand. The success of the software depended much on the skillful use of a pre-defined cutting-edge tech stack and required the completion of the following tasks:

- ✓ App data extraction using Appstore API and iTunes RSS subscriptions;
- ✓ Development of data aggregation and indexing subsystems;
- ✓ Development of app analytics & charting functionality;
- ✓ iTunes integration;
- ✓ Development of an effective data storage system.

With the tasks obviously being a hard nut to crack, retaining cost-effectiveness of development was a huge challenge as well, especially given that at that moment only a few companies could boast substantial expertise in building the alike software.

The Process

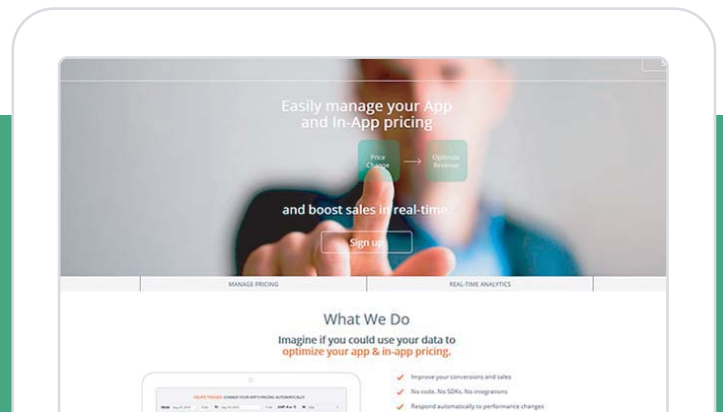
The work started with a thorough investigation of the requirements. Resulting in a detailed development plan, it also gave us a fruitful idea to use the joint expertise of our Big Data and Data mining engineers and mobile developers. Thanks to that, we've achieved the almost ultimate effectiveness of development and managed to deliver the required software components literally on the fly, including:

- ✓ App visibility & install rate monitoring tools;
- ✓ Price management and price scheduling tools;
- ✓ App pricing optimization functionality;
- ✓ Appstore research & analysis tool;
- ✓ Cost-per-app-click pricing and usage tracking functionality.

By the release the platform also got its sleek and clean user interface with unprecedented transparency of all actions and operations available for its users. Along with the rich set of functions, this made The Loadown the mobile marketing toolkit of choice for thousands of app developers, AppStore marketers and business owners.

The Result

The platform was delivered timely and on budget, leaving the Customer genuinely impressed with Codex Software's development skills, smooth communication and result-oriented approach. The two companies continued their collaboration to enhance The Loadown's capabilities further on.



Codex Software helped us create a complex, yet elegant solution for our real-time marketing platform. The offshore team rapidly integrated into our development process and became productive within days. There was a fear that communication would be challenging, but it turned out to be easy and smooth.

We highly recommend Codex Software for anyone looking for a serious IT outsourcing service provider.

David Renard, Co-Founder @ The Loadown

For more information, please get in touch

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