

Vector Media and Codex Software: developing the ads campaign tracker

About

Codex Software partnered Vector Media to build the software intended to monitor taxi advertising campaigns carried out by the Customer – a full-service ad agency. The solution provides better control over the ad campaign workflow, thus enhancing overall productivity and improving the quality of taxi media – one of the main ad opportunities in Vector Media’s wide range of visual advertising services.

The Challenge

Vector Media wanted Campaign Tracker to be powerful enough to cover all the on-going taxi advertising campaigns. To achieve that, the existing business logic had to be combined in a comprehensive software solution, and several complex programming tasks were to be completed:

- ✓ Optimization of the Customer’s business processes;
- ✓ Creation of an integrated work environment for Vector Media employees;
- ✓ Replication of the web service’s functionality in the mobile application.

The end-product was expected to acquire all the means necessary to assign, perform and manage the activities related to placing advertising units on taxi rooftops and door wraps. This turned into another challenge: as the required functionality covered several tech areas, the members of the development team had to have the expertise of building both web and mobile software to succeed.

The Result

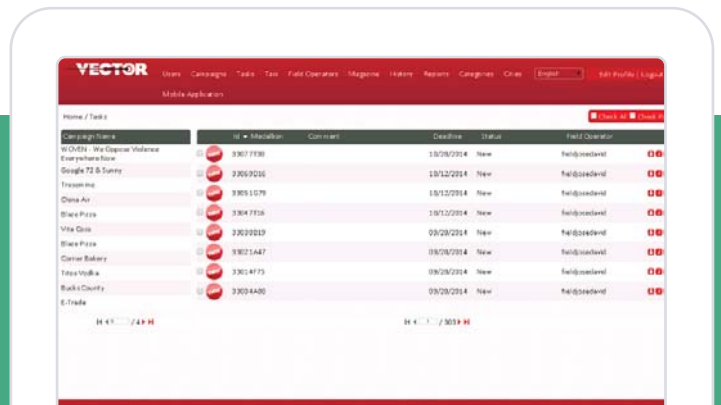
Codex Software managed to deliver the cutting-edge programming services the Customer was looking for, and the software was released successfully. Due to its rich kit of features, Campaign Tracker improved productiveness and quality of Vector Media’s taxi advertising services. It is actively maintained today, and the company works with the fleet of over 1500 cabs in 5 cities of the US.

The Process

However complex Campaign Tracker seemed to be, Codex Software was optimistic towards its successful completion. The reason for that was simple: with the proven track record of enterprise software, web and mobile apps successfully developed, our team had the expertise and all the tech skills necessary to assist Vector Media with the project. Due to this, we efficiently delivered the following components:

- ✓ Role-based functionality. Campaign Tracker incorporated the elaborate model with three user roles (company managers, campaign managers and field operators) and permission-dependent functionality granted for each role.
- ✓ Administrative facilities. The software acquired all the means necessary for user management, generation of reports, employee availability checks and other functions.
- ✓ Workflow support facilities. This kit of modules enabled real-time campaign monitoring (i.e. the tracking of job status changes, incoming reports, etc.);
- ✓ Mobile applications. Field operators (the Customer’s employees responsible for actual placing of ad units) were provided with mobile apps seamlessly integrated with the web service. These tools allowed them to use iOS and Android-based smartphones and tablets to get tasks, send reports and verify the completion of tasks by taking and sending photos.

All of the above-listed components were smoothly integrated into the customer’s processing system. We also put much weight on achieving the unprecedented level of security to prevent any unauthorized access and ensure that the Customer’s ad campaign activities remain perfectly safe during ad placement and maintenance.



Campaign Name	Phone	Customer	Deadline	Status	Field Operator
WOLFE - We Oppose Violence	33017708		12/08/2014	New	Not Assigned
Everywhere Now	33057210		12/12/2014	New	Not Assigned
Franklin	33051079		12/12/2014	New	Not Assigned
China Air	33047718		12/12/2014	New	Not Assigned
Black Price	33022229		09/08/2014	New	Not Assigned
Vita Cos	33021447		09/08/2014	New	Not Assigned
Cartier Baker	33014175		09/08/2014	New	Not Assigned
Traxx Media	33034480		09/08/2014	New	Not Assigned
Back to Basics					

For more information, please get in touch

P: +375-29-8724-928 E: contact@codex-soft.com