

CASE STUDY

“Mobile Marketing Strategy Development”



A LEADING FORTUNE 500 COMPANY BOOSTED ITS GROWTH BY LEVERAGING COGNATE'S CUSTOMIZED INTEGRATED MOBILE MARKETING STRATEGIC APPROACH

The Industry:

A leading Fortune 500 company

The Client Profile

Our client is a leading provider of IT products and services for the global marketplace including hardware, software, networking, business solutions and more.

The Client Requirement:

Our client was looking for an integrated mobile marketing strategy to boost their growth. Integrated mobile marketing strategy would help the client to launch focused targeted marketing campaigns.

The client wanted to adopt a three pronged approach:

1. Improve mobile web traffic by monetizing mobile usage
2. Analyze real-time transaction data and create behavioral patterns to direct targeting
3. Roll out targeted mobile advertising campaign

The Cognate Approach:

To monetize mobile usage, Cognate's mobility team immediately geared up and designed a cross-platform environment solution that enabled developers to create added value and context based applications for users using HTML5 and JS instead of native Android / IOS based Apps. Cognate also:

- Enabled JS injection in real-time
- Built SDK, so that developers could create widgets
- Integrated with GetJar for AppStore and AdMob for app advertising
- Prototyped a client-based solution (Android & IOS)

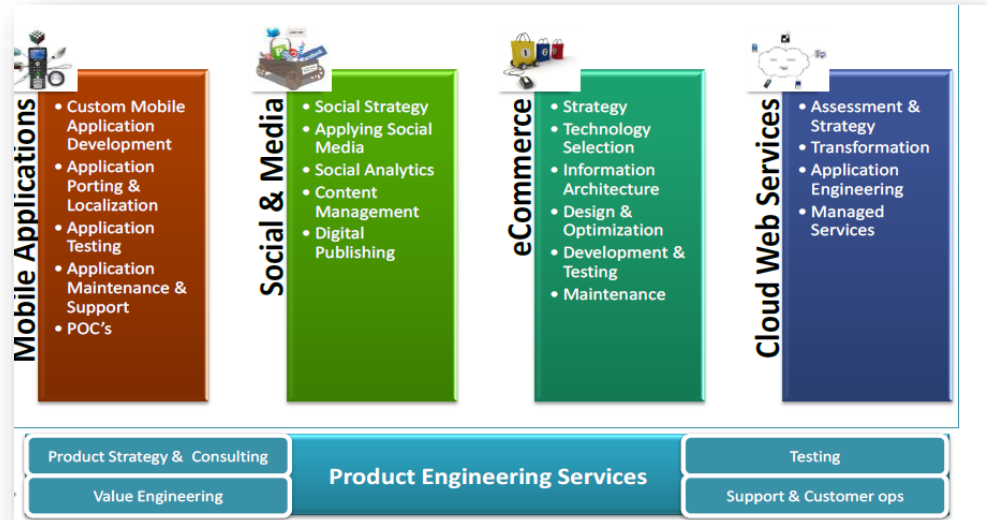
To address the analyzing real-time transaction data requirement, Cognate:

- Created a data warehouse solution using Oracle with in-house ETL and used Business Objects for reporting needs
- Developed a cloud-based solution using aggregated data as the low end solution
- Built a recommendation engine to create behavioral data
- Evaluated NOSQL DB for a data marketplace concept

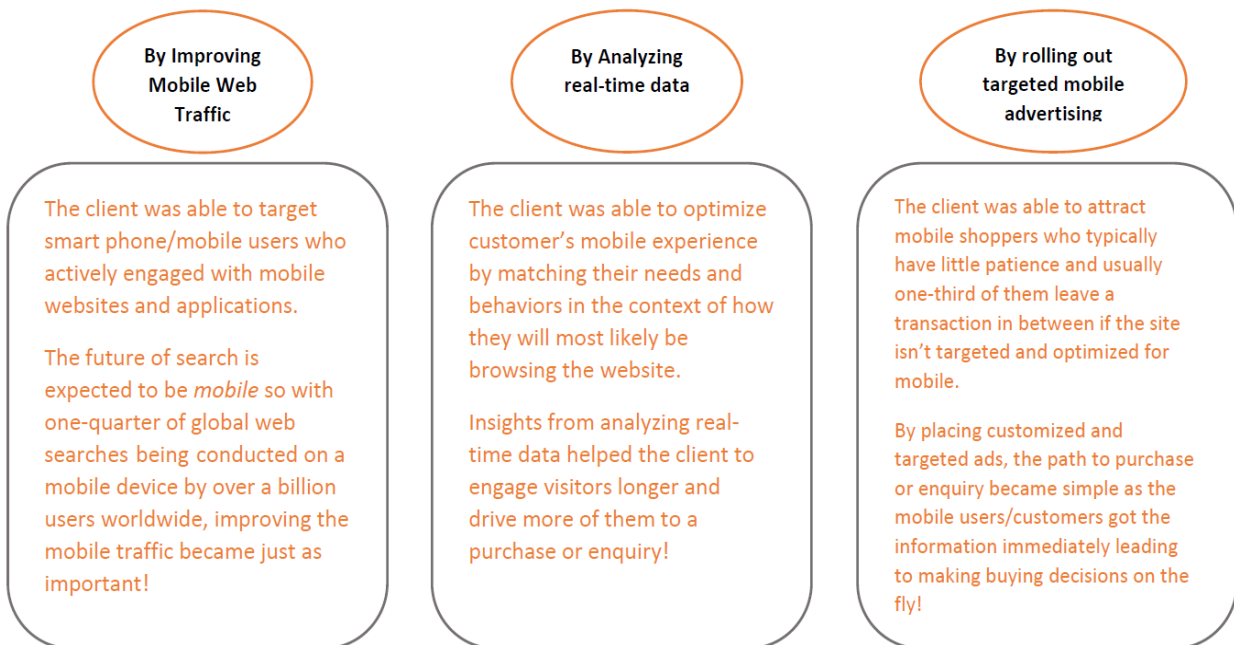
To roll out targeted mobile advertising campaign, Cognate:

- Created an in-house algorithm to categorize the page content
- Designed in-house taxonomy which had category-keyword mapping
- Used SOAP interface with AdBroker that reacted with the banners for ad insertion
- Modified the page content (html parser) to insert the banner / text ad

Cognate Suite of Service Offerings:



The Benefits:



Cognate's direct hands on experience in product development and expertise have helped clients to leverage their own products. Cognate's Single point project management support for clients has successfully acted as a repository of all required services which has saved valuable time, resources and money for our clients. Cognate's ability to align its services with client needs and End-to-end project responsibility has ensured Reduced Development Time/Time to Market leading to measurable Cost Savings.

For more information on our Mobility services, please contact sanjay@cognateinc.com