



SOFTWARE

CASE STUDY

Fixing & Enhancements of email marketing intelligence product

Client

The client is based in Australia offers a comprehensive range of innovative solutions to efficiently manage back office processes.

Industry

Email marketing

Business Challenges

- Implementation of Visual email search functionality from mail collection of 20 GB with optimal response time.
- Implementation of sliding chart functionality to show the Web Traffic Reach historical information with easy navigation.
- Implementing Engagement Score for the email based on the Alexa Web Traffic Metric data.

Technology

.NET with

- Ajax Control Toolkit
- Advanced Image Flow 3D Gallery
- .net Charting
- NLucene
- Chilkat 2.0

Benefits to the Client

- Provided 'Email Marketing Intelligence' Platform With Advanced Visual Search Capabilities.
- Provided Sliding Feature in Chart, to analyze the Email Campaigns/ Web Traffic Reach across dates.
- Provided email Auto de-duplication functionality.
- Storing the Alexa Web Traffic Metric and calculate the Email Engagement Score.

Description

The Client had requested Zenith Software Limited (ZSL) for Enhancing of their Email Marketing Intelligence Product. After seeing a demo of the product and reviewing the detailed requirements sent by the client, ZSL enhanced their website based on client's requirement.

Functionality

Enhancement implemented in existing Email Marketing Intelligence website

- Auto de-duplicate emails collected
- Dashboard Week Trend Chart to display always Sunday to Saturday instead of last 8 days
- Local storage of daily Alexa web traffic metric for each day
- Calculation (and storage) of engagement score for each email sent based on Alexa web traffic metric data stored
- The engagement index chart should have sliding facilities
- Advance Visual Search to search and display the image.

ZSL Approach

Chilkat is POP3/SMTP email .NET component, this helps in reading the mail from Mail Box. The mails are stored in the database.

NLucene is a high-performance, full-featured text search engine library implemented in .NET. The mail information stored in database is indexed using NLucene and this index is used in Visual Search functionality.

Separate services were created for indexing the mail information using NLucene and also converting the email to Images to have Visual search result.

Advanced Image Flow 3D Gallery component is used display the email Images result as slide show.

Using Ajax Control Toolkit slider and .net Charting component Chart sliding facility is implemented for showing the Web Traffic Reach across dates.

Development Process

ZSL offshore team implemented Modified Water fall model for this Project execution. The requirements were delivered in different phases at regular interval of time to the client. These helped in achieving and understanding the client better and deliver to his delight.