Insight AI

CLIENT STORY

How Insight AI Transformed Marketing Promotions for a Leading Media Services Provider



Marketing

Story Snapshot

A global marketing promotions agency sought to modernise its campaign management by consolidating two outdated tools into a single, user-friendly platform.

The objective was to enhance operational efficiency, improve partner and data management, and provide a seamless experience for stakeholders running promotional campaigns.

Insight AI delivered a bespoke, full-featured marketing campaign setup platform designed to streamline campaign management and support future scalability.

The Challenge

The client, a global leader in marketing promotions, relied on multiple legacy tools that were inefficient and prone to errors.

Budget constraints further complicated the project, as the client had previously halted engagements with external providers due to cost concerns.

These outdated systems resulted in the following challenges:

- **Time-consuming processes:** Delays in accessing campaigns and distributing rewards to customers.
- **Lack of flexibility:** Difficulty adapting campaign configurations to rapidly changing business needs.
- **Operational bottlenecks:** Campaign managers manually handled complex and error-prone workflows.
- **No prior technical solution:** A complete digital transformation was required from the ground up.





The Solution

Insight AI developed a fully customisable rewards programme configurator designed to be intuitive and highly scalable.

The solution was delivered using agile development principles, supported by ongoing stakeholder workshops to ensure continuous alignment with business goals.

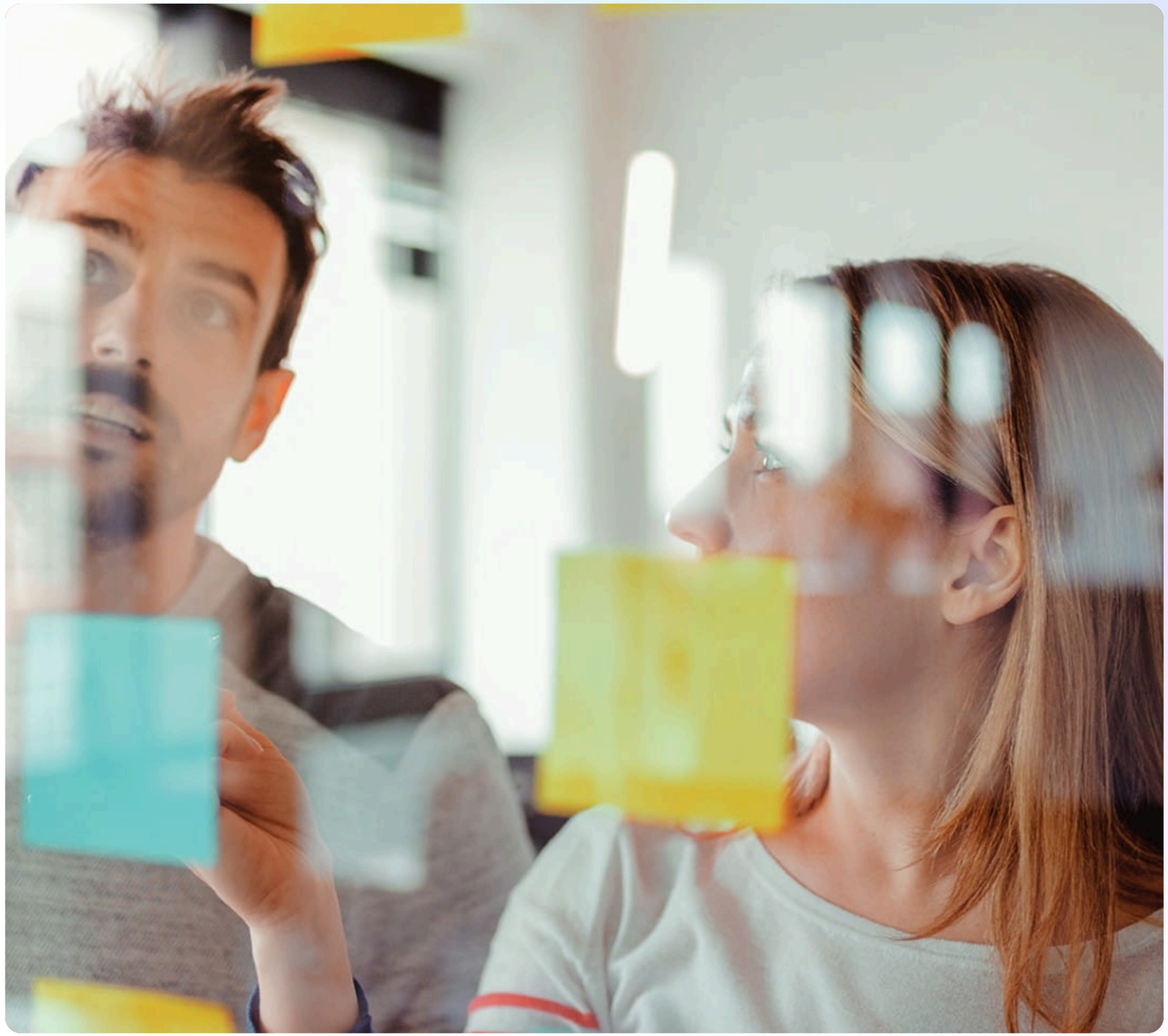
The solution included:

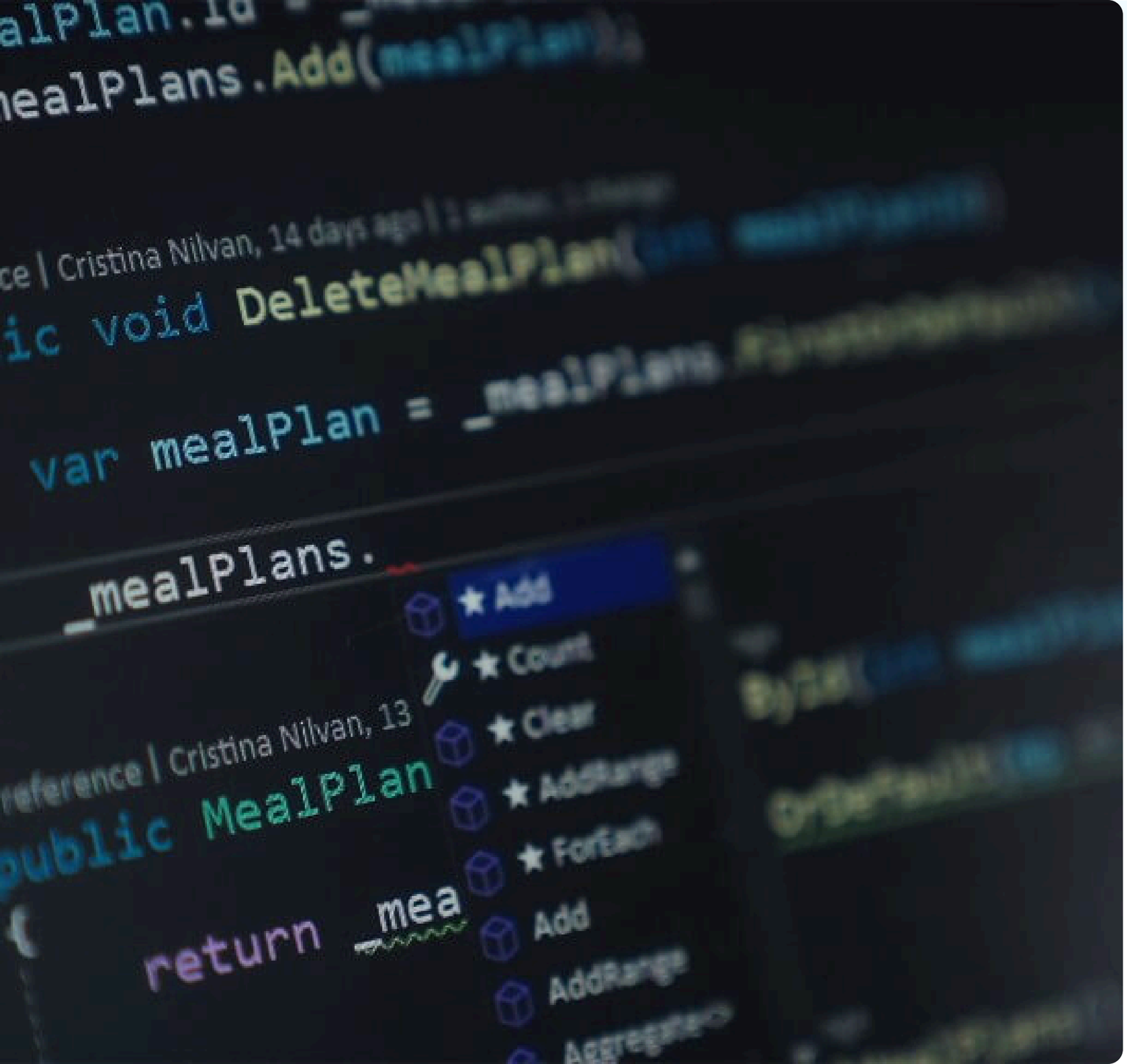
- **Robust microservices architecture:** Ensuring flexibility, performance, and long-term scalability.
- **Modern technology stack:** ASP.NET Core 3.1, Angular 9+, Docker, Node.js, and MSSQL Server 2018+.
- **Cloud-based deployment:** Implemented across two Kubernetes clusters to ensure resilience and efficient load distribution.
- **Seamless integration:** Connected with the client's partner network to improve data management and campaign execution.
- **User-friendly interface:** Enabled non-technical stakeholders to create and manage promotions with ease.

Results

Although the project concluded before long-term performance metrics could be fully assessed, the bespoke platform delivered significant benefits:

- **Streamlined operations:** Campaign management was consolidated into a single, centralised platform.
- **Increased efficiency:** Reduced time required to configure and launch new campaigns.
- **Enhanced flexibility:** Campaign managers could tailor promotions more effectively.
- **Future-proof architecture:** Enabled easy feature expansion and integration with evolving business needs.





Technical Highlights

- **Agile development:** Scrum methodology with iterative releases and recorded demo sessions at the end of each sprint.
- **Scalable infrastructure:** High availability and resilience achieved using Kubernetes clusters.
- **Secure API deployment:** Modern authentication and data encryption ensured secure transactions.
- **Efficient testing and deployment:** Comprehensive QA process with automated testing and staged rollouts to minimise risk.



Why Insight AI?

Insight AI was selected for its technical expertise, deep industry understanding, and collaborative approach to software development.

By working closely with stakeholders and adapting to evolving requirements, Insight AI delivered a scalable and future-proof solution tailored specifically for marketing promotions.

Insight AI

Thank you for reading

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