

The client is Europe's largest airline with a variety of services like buying aeroplane tickets, booking hotel rooms, car rental and other



Challenge

The client wanted to introduce a new advertising technology: the ability to print ads on boarding passes.

The project had several challenges:

- Previously, the project was developed by an external vendor team.
- Performance and availability are critical for this project.
- Integration of an existing product into the existing AWS infrastructure.

Solution

The solution offers advertisers an opportunity to run highly targeted campaigns and bid on a primary space on passengers boarding passes

Features of the developed ad platform include:

- Campaign management
- Targeting
- Real-time bidding technology
- Monitoring and reporting

The **campaign management** is fast and intuitive, allowing to set up in minutes, tweak live campaigns to increase their performance, run multiple campaigns at one time.

The **targeting** includes many parameters to create highly targeted campaigns and increase ROI through the ad relevance.

The developed first-class **real-time bidding algorithm** comparable to leading RTB networks calculates campaign ad rank per boarding pass impression.

Monitoring and reporting allow tracking the performance of campaigns in real-time using an analytics dashboard with the best performing routes and tracking of the average cost per impression.

Tools and technologies

- Node.js
- HTML
- CSS
- JavaScript
- MongoDB
- Angular
- Loopback
- AWS

Scope of work

- Decision on the technical stack
- Integration with payment systems
- Architecture engineering
- Front-end/back-end development
- SaaS deployment

Results

- We built a high-targeting bidding platform with an admin service and integrated it into the existing AWS infrastructure.
- The team took over a project that was previously developed by another external vendor.
- The project meets the required performance and availability criteria.
- The product is already in the open beta stage.
- The team is integrated with a client's team and delivers successfully.