

# CUSTOM ERP SYSTEM

Optimize analytics & control costs with custom ERP

Case Study

**Industry:** Marketing

**Summary:** Our client needed a tool for improved analytics, cost control, and enhanced user journey to streamline the management of gaming applications.

**Challenges:**

- Lack of unified tool for managing apps efficiently
- Struggles with integrations, hindering efficient operations
- Limited analytics tools and cost control
- Inconsistent designs among platforms

**Services and expertise:** ERP System Development

**Value:**

- Provided compatibility
- Enhanced campaign management
- Improved user engagement
- Increased campaign efficiency

**Technology:** React.Js; Next.Js; React Native; Swift; PostgreSQL; Docker and Kubernetes; GraphQL API; OneSignal

**Project goal:**

Develop and implement an ERP system that equips media buying teams with comprehensive functionality to manage playmarket, AppStore, and PWA applications. Create an ERP system that integrates various traffic sources and has unique marketing campaign management capabilities.

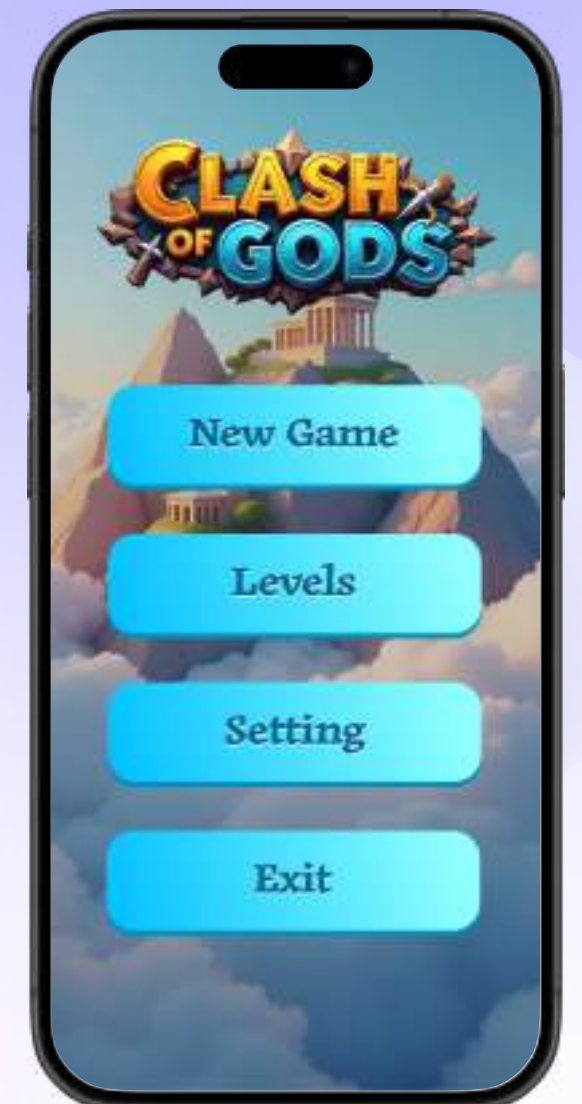
**Key objectives:**

1. Equip media buying teams with a multifunctional platform for handling gaming applications.
2. Ensure seamless integration with leading advertising platforms and traffic sources.
3. Provide effective tools for analytics and cost control across all traffic sources.
4. Deliver high-quality designs and visual elements for applications.

# RESULTS

## Curie Tech delivered:

1. A CRM for IOS, Android, and PWA applications, including namings and deep link creation, API integrations, and ban control.
2. Role and team management with flexible permission and task settings.
3. Integration with Facebook, Tik Tok, uac, OneLink, InApp, and Unity for campaigns.
4. Automated push notifications, including standard, conversion-focused, motivational, and location-based notifications.
5. A Telegram bot for notifications on bans, new apps, and support.
6. Comprehensive analytics tools and cost control across all traffic sources.
7. Enhanced designs for maximum user engagement.
8. ASO for a **4.7+** rating, which reviews and installs improvements.
9. Audience transfer for traffic management between apps.
10. Built-In tracker with API integration for data control.



**Provided compatibility.** We created a comprehensive CRM system for media buying teams that supports IOS, Android, and PWA apps.

**Enhanced campaign management.** Successful integration with major traffic sources and advertising platforms significantly simplified campaign management processes.

**Improved user engagement.** The deployment of an advanced push notification system and Telegram bot development for real-time notifications (regarding bans and user support) led to increased user engagement.

**Increased campaign efficiency.** Improved analytics and expense control resulted in cost reduction and enhanced campaign performance.



# ABOUT CURIE TECH

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**Curie Tech** is a full-service software development company that helps businesses turn ideas into top-quality digital products. We also know what it takes to make white-label a success.

Extensive IT market expertise enables us to spot our clients' needs and deliver the perfect solution. We help businesses grow and avoid pitfalls that might harm their resources.

Our clients rely on our expertise to develop the best solutions in Affiliate Marketing, Custom Software Development, WEB3 Development, Web Data Extraction, AI, ML, and Data Science. We offer the following services in Healthcare, Agriculture, Professional Services, Marketing & Sales, iGaming:

- **AI Development**
- **Cloud and DevOps**
- **CRM, HRM, ERP Systems Development**
- **Responsive Web Designs**
- **Intelligent Automation**
- **Distributed Systems Services**
- **Mobile Application Development Services**
- **IT Network Services**

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