



User Engagement Analyzer - An RoR Case Study

Executive Summary:

Social media has brought in a sea change in the way people make their purchasing decisions. The stark shift in the balance of power between brands and consumers is possible in these times because of the various social media platforms that act as gigantic megaphones for the voice of the customer, a key in marketing. According to a McKinsey Study, **“marketing-inspired word-of-mouth generates more than twice the sales of paid advertising, and these customers have a 37% higher retention rate”** (Source: McKinsey report).

Influencer marketing has fast becoming a norm in marketing these days owing to purchase decisions inspired by peer recommendations and their amplification through social media. This was the basis of the work that Mindfire Solutions has been doing for our client, a technology company providing marketing services to help brands spread their message. It specializes in influencer based digital marketing campaigns that can be shared across various social media platforms (viz. Instagram, Snapchat, Facebook etc.). This application rests on three pillars i.e Influencer selection, Content Creation and Reporting. It also has a unique Ranking feature which helps to find the right influencer on individual social media platforms.

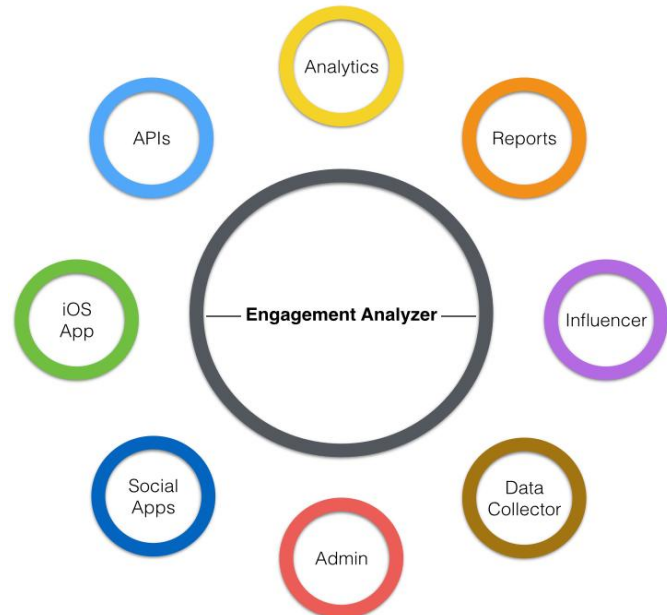


Fig 1: Illustration showing the various components of the User Engagement Analyzer App

Initially, this project was carried out to analyze the engagements and users' activity on a particular brand's Instagram account. The application allowed the companies/brands to create their own account (admin account) and add the Instagram accounts related to their company. Using the mobile app, users can publish the approved and scheduled media on Instagram. The application would pull all recent media and its engaged users for each registered Instagram account periodically and subsequently, the data (number of likes, comments and engagements) is presented in a report.

About the client:

Client: Advertising and Social Media consultant

Industry: Advertising and Social Media

Location: USA

Technologies Used:

ROR, MongoDB, JQuery, MySQL, iOS 6.0 onwards, Xcode 6.0