



# Blogmint

## End to End Product Development for Asia's First Automated Brand Influencer Marketplace

#ProductEngineering #DevOps

### Summary

TO THE NEW designed & developed Blogmint, the biggest platform in India that connects brands with influencers and bloggers. The entire platform was built using Grails & related ecosystem with many third-party integrations.

### The Client

Blogmint is Asia's first automated B2B+B2C influencer marketing platform that allows brands and social influencers to connect and collaborate with each other in a direct and transparent manner. Bloggers can earn money by writing sponsored blog posts, YouTubers can earn by creating sponsored videos, and Twiterratis can earn by sharing sponsored tweets. Brands can promote their products by running influencer marketing campaigns and expand their digital reach using real-time analytics. Blogmint, being one of the fastest growing channels for digital customer acquisition, has more than 30,000 influencers on its platform.

### The Goal

BlogMint engaged TO THE NEW as its product development partner to design, architect, develop and manage the platform. TO THE NEW has been engaged with BlogMint since the product was being conceptualized and required to provide product consulting, roadmap, User Experience Designs, architecture and cloud services.

### Key Features

- Engaging and interactive user interface
- Efficient handling and management of heavy user traffic on a daily basis
- Quick and easy search with filters based on demographics, ratings, etc.
- Automated emails to relevant influencers during campaigns
- Analytics for monitoring campaigns, tracking views/impressions

### Highlights

- ✓ India's first automated marketplace connecting brands with influencers
- ✓ Platform supports more than 30000 influencers
- ✓ Application acknowledged by Alibaba Cloud on its site as one of their most successful and seamless implementations
- ✓ Transparent engagement between brands and influencers across Asia

- Instant messaging/chat with other users
- Used Facebook, Twitter, Instagram, WordPress, YouTube, and various other APIs for faster Influencer login/signup
- Offers multiple language support (English, Bahasa, and Thai)

### Technical Excellence

- Implemented notifications and live chat feature using PubNub that facilitates faster message sending
- Used ElasticSearch for faster searching and filtering as the application has bulk data with a lot of filters
- Used data caching on Redis server to avoid frequent database hits and to facilitate higher security and faster browsing
- Configured bulk email feature for scheduled notifications using RabbitMQ
- Hosted on Alibaba Cloud to ensure fast auto-scaling in real-time
- Used Cloudinary for faster asset management and enhanced security
- CRM integration for brand sign-ups using Zoho
- Implemented a robust payment management system through intuit Quickbooks
- Executed tracking code analytics that allows influencers to track the number of likes/visits on a particular post
- Managed all project infrastructure requirements and provided 24X7 support to keep services up and running

### Technology Stack

**Frontend**



**Backend**



**Cloud Hosting**



**Cloud Services**



**Third-party integrations**



## Testimonials



**Irfan Khan**  
CEO, Blogmint

*"TO THE NEW helped us design and develop the complete Blogmint platform on Grails with intuitive design, high performance and scalable architecture. I am amazed to see the team's dedication and hard work all throughout the project. Thanks for the great work! Highly recommend."*

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