



An Award Winning Video Distribution & Promotion Platform Aimed at Driving Consumer Engagement and Optimizing Viewer Sentiments

Summary

TO THE NEW built one-of-its kind choice-based video distribution platform that created a revolution in online videos by engaging audience and delivering intelligent insights in video advertising.

The Client

ViralGains is world's leading choice-based video distribution platform which establishes emotional connections between brands and consumers through the power of online videos. The platform is designed for marketing viral videos by advertisers, marketers and agencies to connects viewers and reach targeted audiences. This consumer-centered video distribution platform help companies/ brands with smart insights and real-time sentiment analysis to create innovative video campaigns and generate positive returns.

The Goal

ViralGains wanted a product engineering partner to build a highly effective and scalable platform that supports concurrent users on its platform to view videos. It also needed a robust backend to support its application to store and serve millions of viral videos every month and to run online campaigns for advertisers with a primary objective to drive audience engagement. The platform had to be developed with high-end capabilities to provide real-time customer insights.

Key Approach & Features

- TO THE NEW built the entire platform from scratch and is responsible for on-going development & enhancement of the platform.
- Platform provides a real-time creative dashboard which entails a Demand Side Platform, a real time bidding (RTB) service and an Ad exchange.
- The real-time bidder allows advertisers to place videos in front of a highly receptive audience to drive engagement and response rate.

Highlights

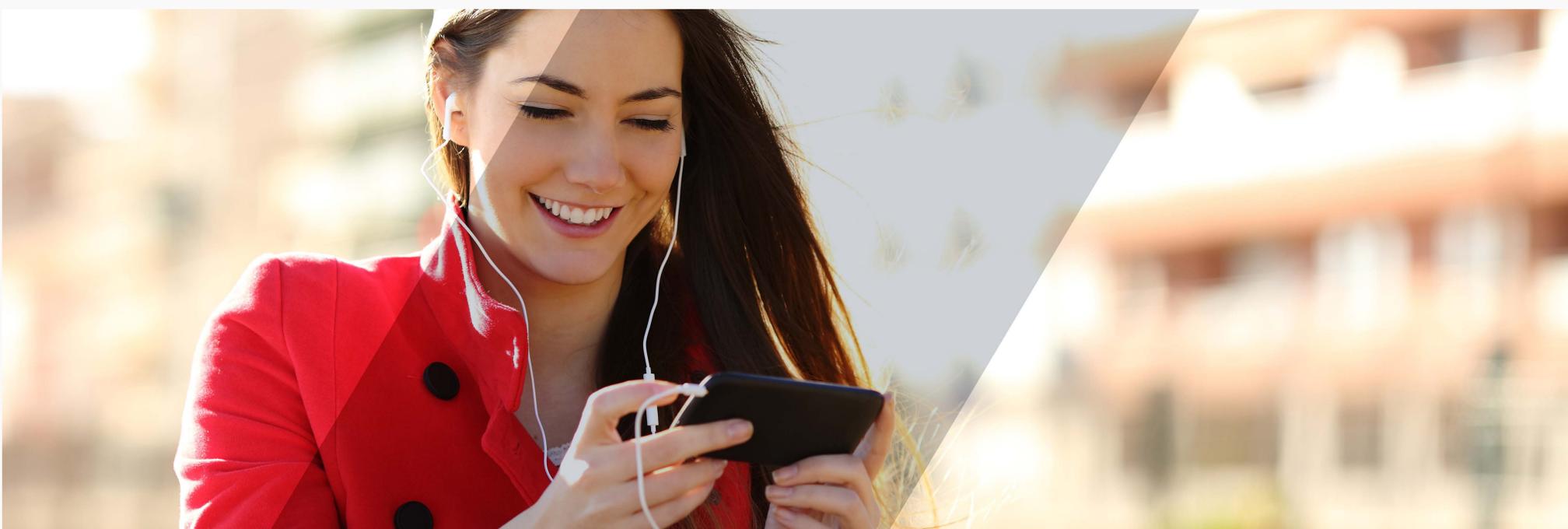
- ✓ Enabled real time bidding (RTB)
- ✓ Handled over 2 million bid requests per minute
- ✓ 36 Fortune 500 brands catered



- Allows customer to easily customize, design and run video promotion as per specific demographic, geographic and network information.
- Let's marketer and agencies to engage with viewers through a choice based digital environments
- Provides a customizable dashboard for users to view campaign performance anytime.

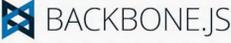
Technical Excellence

- Developed multiple microservices in Grails framework for managing different modules such as front end, billing, analytics and campaign management.
- Developed a player using Backbone.js, which encapsulates the video and offers social sharing options, call-to-action button and with the possibility to place any customized annotations at a specific time of the video.
- Built a highly optimized key value store map using Java which accelerates the response time by responding within 50 ms for 2 million request per minute.
- A byte encoding technique that consumes less memory to store billions of users specific data was implemented using AeroSpike key value store.
- Kafka was implemented as a notification queue service to enable faster communication between different microservices.
- Provisioned highly robust and scalable cluster of nodes for real-time fraud detection bidding servers using ZooKeeper.
- The player captures all the activities such as social sharing done by the user or number of views etc to determine user's engagement and and viewability rate and percentage.
- Used the open-source DB store called Druid to store all the analytics events and its aggregates.
- Designed a real-time dashboard that generates dynamic and interactive data visuals or charts using Highcharts, D3.js, and amCharts.
- Enabled real time bidding (RTB) within the application that allows marketers and advertisers to bid for their campaigns in a streamlined process.
- Created a Profiling Suite, a holistic tool that provides information about the most engaged viewers. This suite combines the viewing and engagement data from YouTube, Facebook, and Instagram custom audiences to generate in-depth analysis.



Technology Stack

Framework  

Frontend  

Database 

Other Technologies      

Cloud 

Testimonials



Jay Singh

Co-founder, Viralgains

“My name is Jay Singh; I am the co-founder and CEO of Viralgains. We are an ad platforms that helps agencies and brands better connect with their customers. I started working with TO THE NEW two years ago they are very supportive to our development process or CTO and the developers that we have on shore over here. So they are really good at building product interfacing with themes QA, Coding, They are full stack guys, they know architecture and the all around picture when it comes to the product development. I highly recommend TO THE NEW for anybody who is looking for good software development. They are the best that we have come across and our product has been really strong we have served well over 250 million ad impressions, we have served 11 of the fortune 500 and we have served at least over a million dollars of sales through the products. So these guys did really good building our product and I would highly recommend them to anybody else.”

Know more about our Product Engineering offerings



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