

LeadGen

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ABOUT THE CLIENT

A part of Sam-media, the LeadGen project is a very innovative and one of a kind project in its scope and application. The idea behind this project was to collect leads from multiple sources before the same are being passed onto other lead-tracking websites. This project was developed mainly to generate leads for Sam-media's clients and partner companies, which in turn would enable them in improving their businesses. The LeadGen client was looking for a technology partner who would help them in handling and maintaining their entire database of user data. They were, at the time of approaching us, encountering about 25000 leads in a day, which were generated using 7 dedicated resources. These leads were collected by the client manually to be later stored in their database.

GOALS

This was a unique project for us – both in terms of application and requirements – as we had never worked on any project of this kind previously. The LeadGen client wanted to develop a website to generate leads for their consumers and were looking for a technology partner to assist them in this endeavor. The client for this project turned out to be pretty specific about what they wanted us to do for them, and based on their technical specifications, we set our goals for the development of this project.

Mentioned below are the goals of the LeadGen Project:

- ✔ **The creation of APIs to collect user data from various sources for generating leads.**
- ✔ **Using Big Data technology to collect, store and manage the incoming user data.**
- ✔ **Migrating the existing data repository of the client to accommodate the storage of large chunks of data.**
- ✔ **Creating test cases to run scripts and to accumulate user data, which is to be further passed onto the Ongage website.**



Technologies Used

✔ BIG DATA

✔ MYSQL

✔ SYMFONY FRAMEWORK OF PHP

✔ PSR2 STANDARD FOLLOWED

● CHALLENGES

The LeadGen project turned out to be a very interesting assignment for us as it was one that required the management of huge volumes of data. These data sets were to be gathered using multiple resources and were to be stored at our servers before they could be processed and passed onto other sources. But, this project was no cakewalk for us. We were faced with a number of challenges when we actually got to working on it.

We take a look at the different kinds of challenges that we faced while developing this project, which are highlighted as under:

✔ TRAFFIC AND LEAD MANAGEMENT

There were other unresolved issues and bugs related to Expression Engine integration in the existing website.

✔ WEBSITE PERFORMANCE

As the website was collecting such huge volumes of data on an everyday basis, it was taking up a lot of time while posting the leads from the website to the Ongage website. We were to speed up the performance issues, besides working on enhancing the efficiency of the website.

✔ DOCTRINE MIGRATION

The client wanted us to implement/ use Doctrine Migration for the project as well.

✔ DATA STORAGE

The leads were being stored on a database that was proving to be ineffective in the storage as well as management of such huge chunks of data.

✔ CREATION OF APIS

The client wanted us to create different APIs to store data according to the type of resources being utilized to extract data/ leads. These APIs would then be responsible for storing the leads on the Ongage website.

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● SOLUTION

It was a difficult task to not only collect such large amounts of data on an everyday basis, but also to implement an effective management strategy to forward the entire data onto the Ongage website. In light of the above mentioned challenges, the development team at Clavax decided to opt for Big Data to collect, store and forward the user data onto Ongage. To successfully achieve this task, the development team figured out the following solutions in response to the challenges that we faced:

✔ TRAFFIC MANAGEMENT

The 11000 hits that were encountered on a daily basis were managed using APIs and background jobs. Big Data technology was used to acquire, store and analyze the incoming data before it was exported to the Ongage website.

✔ CREATION OF TEST CASES

In order to implement Doctrine Migration, we created independent test cases that were designed to run scripts for collecting and storing the incoming user data from the website. These data were then stored on our servers before exporting them to Ongage.

✔ CREATION OF APIS

The development team at Clavax decided to create dynamic APIs to store data according to the different source of resources and leads used to collect it. This procedure was adopted to effortlessly store the data on Ongage that stored the accumulated data based on their source of origin.

✔ DATA STORAGE AND ENHANCED PERFORMANCE

The slow response time of the website was compensated by storing the incoming user data on our servers, before they were exported to or posted on the Ongage website.

● RESULTS

The LeadGen project could be successfully handled and run with the use of Big Data technology, as it facilitates both users as well as organizations to effectively handle large amounts of incoming data. We could achieve the following results with Big Data:

- ✔ The 11000 hits that the LeadGen website encountered in a day are now effectively collected, stored and managed on our servers, before they get exported to the Ongage website.
- ✔ With the application of Big Data, we are able to effortlessly store and manage the large volume of incoming traffic.
- ✔ The response time of the website has increased significantly; data can now be uploaded within microseconds that in turn exponentially enhances the performance of the website.