



Experion Case Study

Redesign & Enhancement of Facebook Application



Redesign and Enhancement of Facebook Application for increased monetization

Overview

Customer Profile

A leading Silicon Valley based technology company

Location: United States

Industry: Social Media Technology

Business Situation

Redevelop the existing Facebook application using iFrame/ HTML/ JavaScript and add features to its existing application for increasing customer base and monetization.

Solution

Re-designed the application using the new technology framework and enhanced the application to support advertisements, and track ad impressions & monetization.

Benefits

- Transition to open source framework for greater flexibility
- Introduction of advertisements, ad management and monetization
- Highly targeted advertisements
- Provided efficient revenue tracking and visibility

Technology

HTML, JavaScript, PHP Symphony



The client, a fast growing Silicon Valley based company, had developed a Facebook application based on Facebook Mark-up Language (FBML), which helps users post videos from YouTube channels or playlists to fan pages directly. In 2011, Facebook decided to phase out support for all its applications based on FBML, and instead promote an equivalent open-source framework known as iFrame. This required the client to reengineer the application using the new technology framework.

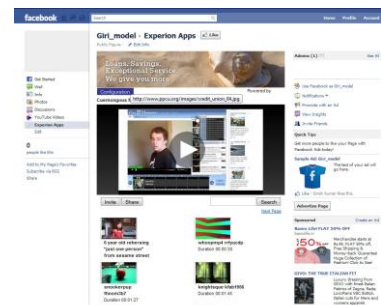
To increase its customer base and to bring in revenue monetization, the client also wanted to enhance and add innovative features to its existing application. A key feature to be added was to make the application advertisement supported, with an integrated payment gateway for backend payment processing. The business model adopted was advertisements driven and the application demanded the ability to target the users based on likes and interests by contextual advertising.

An experienced team from Experion worked closely with the client's business and IT teams to reengineer the application using iFrame, HTML and JavaScript. Since the application had to be ad supported, the following enhancements were done on the back end system in PHP Symphony:

- Support paid users and user payments through PayPal integration
- Administer and manage advertisements through the application
- Track advertisement impressions/ page views
- Support accounting capabilities to monetize users based on page views

To efficiently handle categorization and management of ads, an administration module was developed to manage advertisement categories appearing on user pages. The users were provided the option to either pay to make their pages ad-free or take a share of the ad revenue by allowing display of ads in their pages. The application also allows tracking of ad impressions/ page views and corresponding monetization of users.

The application was successfully deployed and is currently live on the Facebook platform.



About Experion: A 5+ year old company founded and managed by a team of experienced professionals with more than 200+ years of combined experience in technology and international business. Experion has a track record of delivering enterprise, mobile, web and engineering solutions to over 50 customers worldwide. Our customers range from Fortune 500 and Global 2000 corporations to early stage start-ups.

Contact: Experion Technologies (I) Pvt Ltd, 407, Thejaswini, Technopark, Trivandrum, Kerala, India - 695581
Tel+91 471 3047310, Fax: +91 471 3047314 email: sales@experionglobal.com web: www.experionglobal.com

Australia | Dubai | Germany | Netherlands | Switzerland | United States