

Case Study

Platform Engineering Services For A Leading Encyclopedia

Magic
EdTech

The Client

The client is a large general knowledge encyclopedia serving a global audience of over 150 million monthly users.

The Challenge

They were looking to implement a new set of marketing email templates, alongside enhancements and improvements within existing marketing email templates, introduction of self-service options in user profile management, and maintenance & bug fixes for user profile pages.

Critical Success Parameters

- ✓ Provide features to enable user self-service.
- ✓ Deliver the project in a short time frame of one month.
- ✓ Increase capability to send complex marketing emails on predefined templates.
- ✓ Provide a single point of contact for all technical queries and analyzing requests from a technical standpoint.

Our Approach

- ✓ Magic developed a set of reusable Email Templates which were customizable for appropriate marketing campaigns.
- ✓ We provided users with a common app to manage their user profile from the app itself.
- ✓ Implemented modular code using ReactJs.

For more details, visit: www.magicedtech.com



Key Result Highlights

Successfully delivered bug-free, customizable email templates within **one** month.

Successfully added profile management features for users in the client's app.

Enhanced code quality by over **80%** code coverage through unit testing.