Case Study

Platform Engineering Services For A Leading Encyclopedia

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.

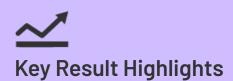
Critical Success Parameters

- 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.





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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.