

CASE STUDY

Process Integrated Engineering Solution Accelerates Time-To-Market For Ampush



Customer Testimonial

Cybage allows Ampush to function and work around the clock, as ads run 24x7 we have become a much more effective and efficient company in digital marketing. Thank You, Cybage.

[Watch the Video](#)

About Customer

Ampush is a leading US-based digital marketing agency based that caters to Fortune 1000 and emerging direct-to-consumer brands. A proprietary Customer Acquisition Engine and customized advertising solutions are utilized to drive traffic for customers. Formerly restricted to social media, the Cybage-revamped platform is now leveraged to direct ads across multiple providers, delivering personalized conversion pathways and higher customer reach.

Business Challenges

- **Inability to handle** extensive data volume and scale
- **Inefficient user engagement** due to the lack of personalization and usability
- Siloed view of ad spend & marketing dollars caused **difficulty in data analysis**
- **High costs** per sign up
- **High infrastructure costs**
- Slow turnaround time **hampered the quality of delivery**
- **Unstable application** with legacy platform limitations

Our Solutions

- **Extended existing platform capabilities** to include ad management and customer acquisition
- **Implemented integrations** with various CDPs and MMPs
- **Built multiple unified cross-channel analysis modules** to enable rapid development
- **Designed landing pages for partners** to deliver personalized user experiences
- **Incorporated automation suites** for timely delivery
- **Provided 24x7 DevOps support** for higher availability and zero downtime

Results

**99.95% uptime** with improved monitoring

**4x savings** on infra cost spent on standalone servers

**Quicker TTM**, performance, security, & scalability with AWS Managed Services

**70% faster deployment cycles** with minimum downtime (0.5-1%)

**98-99% data accuracy** across all integrations with improved data granularity

**Detailed analytics** on usage and consumption patterns across channels

**Boost in revenue** due to end clients satisfaction

DevSecOPS implementation for **improved efficiency**

Microservices Architecture **optimizes use of resources**

Cloud-native platform empowers **high scalability, availability, & performance**