

# CASE STUDY

PROBLEMS WE SLOVED

CLIENT

ZipDial

# 01 Mobile Marketing through Missed call services

ZipDial is the world's first “marketing and engagement” service platform that enables global brands to digitally engage with 100% of their customers.

ZipDial was acquired by Twitter in 2015 for 30 million US Dollars.



# 02 CLIENT'S CHALLENGES

1. Quick and easy solutions required for smart and simple development
2. Developing a complete eco-system for marketing and engagement
3. Seamless integration with social media
4. Website required for maintaining data for campaigns
5. Solutions for better targeting
6. Development and Quality issues



# 03 OUR SOLUTIONS

We worked with ZipDial with our deep technology experts for new apps and web interfaces to accelerate development and shorten time to market the features and Collaborate in development of solutions like

- We created widgets and did multiple integrations for mobile verification
- Designed & developed admin panels for reporting and managing campaign-related data.
- We owned the end-to-end process for the first version of the product and provided a seamless knowledge transfer to the ZipDial team for further development
- We created front end with Backend Js which send api request to server and display data.



# 04 BENEFITS

Higher Response

- Higher response than SMS
- Free missed call reduces user friction

Direct Customer  
Reach

- Reach the relevant customers
- Mass market & Rural reach become easier

Real Time Results

- Faster survey results
- Instant responses on web portal

THANK YOU

 **zipdial** | CASE STUDY [WWW.MANTRALABS.TECH](http://WWW.MANTRALABS.TECH)

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