

How Dedicated IT team helped

NYC based Marketing Agency achieve

\$10M in profits?



Introduction:

A US based entrepreneur was running a successful Marketing Agency. They specialized at Adwords, Traffic Management, running Marketing Campaigns, Software development and Generating Sales. They were growing by leaps and bounds. They acquired new customers other than their regular business lines and were looking at expanding their team for increasing their bandwidth and software development capabilities.

eLuminous Technologies addressed client's skepticism at the beginning by deploying a small team to start with.

Within 2 months client could witness the capabilities and hence enjoyed ramping up the team to suit his business needs.

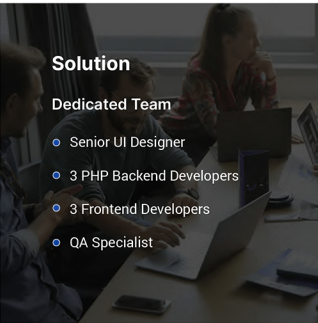
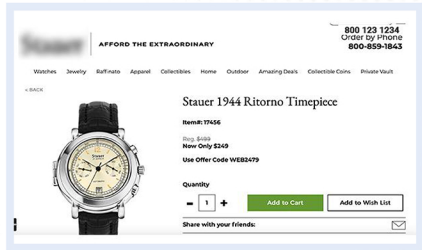
Project 1

Managing Ecommerce for an Exclusive Ecommerce Shop

Objective

Client had an exclusive online shop that sells watches, gift articles necklaces, and stone jewelry.

To improve the user interface (UI) and user experience (UX), refine landing pages, make call-to-action easier, and increase conversions



Solution

Dedicated Team

- Senior UI Designer
- 3 PHP Backend Developers
- 3 Frontend Developers
- QA Specialist

Business Impact:



Time zone Overlap:

We worked closely with the client's team, and our 12 to 9 work schedules ensured a good overlap with the customer based in NYC and teams in the UKImproved



Conversion Rate:

Our solutions resulted in a steady increase in the conversion rate, and sales from mail campaigns increased significantly



\$10M in Profits:

The customer was happy with our responsiveness, and we helped him achieve \$10M in profits with our dependable team

Project 2

Developing Worldwide Party Platform

Objective

Software development of an Ecommerce aggregator platform called Worldwide Party WWP. Here users could shop according to various themes, such as a football-themed birthday party, 1st, 5th, 21st Birthday, etc. The platform included items by vendors, supplies, return gifts, decoration items, invitations, and the ability to connect with nearby venues.

Solution

Agile Development

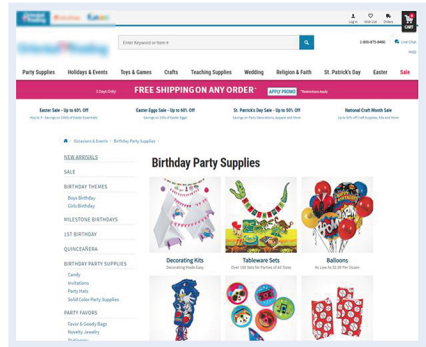
We have conducted extensive research & used agile methodology for the iterative development process & regular sprints

UI/UX Design

Created wireframes and UI designs for a responsive and user-friendly interface

Integration & Management:

Our team provided integration with vendors, vendor management, and vendor uploads of various items. We also handled campaign management and ensured the project was delivered on time, with UAT.



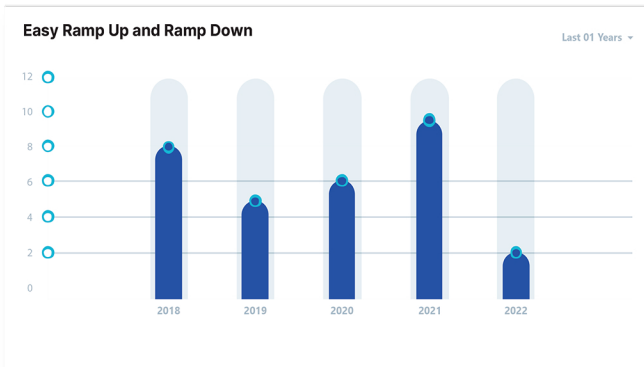
Business Impact:

Easy Ramp Up & Ramp Down

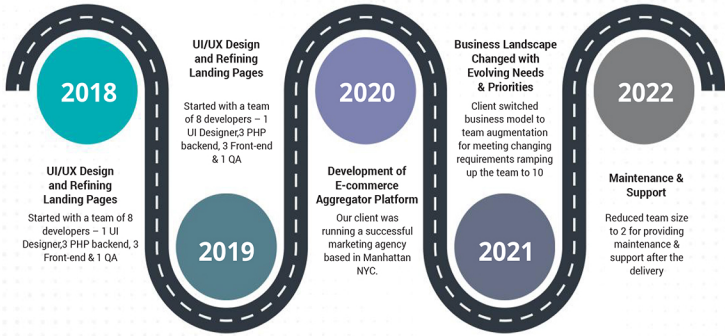
Our team of 6 developers initially worked on a fixed-price engagement. However, as the business landscape changed, the client and end customer realized that staff augmentation was needed to manage the evolving needs and priorities. We ramped up the team to 10 developers and ramped it down to 2 developers for maintenance after project delivery.

Reduced Development Cost

A flexible hiring model helped the client to reduce development costs by 60%



Projects Milestones over the Years



Clients Speaks

2022

We've been pleased with the **quality of eLuminous' work**; they've developed each web page according to our designs. We've been **most impressed** with the amount of value eLuminous has delivered for the price.

They've delivered **great quality work** for a **reasonable cost**, which we've appreciated. Furthermore, they've become a reliable partner who we can count on to execute tasks correctly and efficiently.

Chief Technology Officer,
New York, USA

4.5



Quality:	4.5
Schedule:	4.0
Cost:	4.5
Willing to refer:	5.0

