

Geode Software Project Profile

Web Advertising Sales

Industry

Advertising

Need

The client needed a system to allow them to sell advertising space to their customers via the web. They were in an emerging market and required a specialized mechanism for customers to place advertising orders.

Challenges

- Being an emerging market, there was little precedent for the tools required
- The processes involved far exceeded a simple commerce site for hard goods such as books or electronics
- Many of the potential customers are not web-savvy

Solution Type

Custom e-Commerce Solution

Solution

The resulting solution was a web-based solution for the purchase and management of advertising orders. To customers, the system provides registration and streamlined ordering capabilities. To internal staff, the system provides full management capabilities from inventory to registrations to all of the dropdown lists available on the site.

Result

The client was able to effectively sell advertising to customers via the web, using a specialized commerce engine. The online interface eliminated the need for sales staff to spend exhaustive amounts of time creating complex orders for customers as customers have the ability to specify their own parameters.