

# Case-Study



## Introduction to Client:

Traffika is an Australian digital marketing services provider that partners with medium and large businesses to analyze marketing data and optimize brand touch-points for reach and ROI in Social Media, Search, Online Advertising and eCommerce.

## The Challenge:

Traffika wished to create an application for one of its clients who required a social media contests application on the Facebook platform to better engage their fan base. The purpose of this application was to create a competition application on Facebook, which allowed fans to participate across a number of levels/stages and the winner be rewarded accordingly.

Providence had roughly 20 business days to develop the application with basic details of the competition process and high level business requirements. With minimal information and limited time, the Providence team was able to use its processes to analyze, design and develop the application whilst also accommodating for new changes which were brought up closer to the deadline. The Providence team was able to work closely with Traffika and utilize its proven frameworks and models to deliver the product.

## The Solution:

Providence developed an application using PHP and MY SQL as the backend, using Facebook's IFrame as its user interface for end users and various FB web services and API's. Providence created an Application Builder platform which provided the option for Traffika to create applications for its initial client and also for future clients with similar Facebook competition application needs.

Technologies Used: PHP 5, MYSQL (Database), CodeIgniter, IFrame, FaceBook API, JavaScripts, AJAX, HTML, CSS, XML and design tools.