

## Success Story

# Developing a influencer monetization platform for a Saudi-based social media company

### Customer

Leading Technology Company

### Country

Saudi Arabia

### Industry

Technology

## About The Client

The client is a technology company based in Saudi Arabia, specializing in network-driven growth solutions. Their platform fosters a vibrant ecosystem where meaningful connections evolve into impactful partnerships, influential initiatives, and game-changing ventures. They provide unlimited growth opportunities for organizations and individuals committed to collective wealth creation, empowering them to become social influencers, entrepreneurs, and investors.

## Technology Stack

PostgreSQL

node.js

React Native

## Services Used

UI/UX Design Services

Mobile App Development

## Business Situation

Influencers struggle to connect with brands, negotiate fair pay, ensure timely payments, and deal with competition. On the other hand, brands often face significant difficulties in identifying, evaluating, and collaborating with the right influencers due to a lack of detailed information on reach, engagement, and audience demographics, leading to delays and inefficiencies in launching campaigns.

Recognizing the need, our client wanted a specialized marketplace that simplifies the collaboration between brands and influencers. They envision a platform that provides detailed profiles of influencers, showcasing their credentials, specialties, audience demographics, and engagement metrics. The platform would act as a digital manager for onboarded influencers, managing schedules, campaign timelines, and payment transactions.

Turning this vision into a scalable application required technical expertise and strategic planning. They chose Daffodil Software for their extensive experience and cost/value balance ensuring the app could handle growth and user demands.

### The key requirements were to:

- ✔ Conceptualize and plan the entire development process for the envisioned application, including recommending the most efficient software architecture, technology stack, and UI/UX design.
- ✔ Create an intuitive interface for influencers and brands to ensure a seamless experience.
- ✔ Integrate comprehensive features such as interactive dashboards, group management, campaign management modules, missions, wallets, etc., for both influencers and brands.

The project began with a product discovery workshop, where the Daffodil team and the client discussed the project's goals, target audience, and specific requirements.

Following the initial analysis, our software architects designed an optimal architecture for the envisioned platform. They prioritized scalability, performance, and security, ensuring that the system could support the platform's growth and adaptability. The product design team conducted user research to understand end-user behaviors, needs, and challenges. They planned the user journey, developing interactive prototypes illustrating the platform's layout and features.

With the architecture and design in place, our developers employed modern frameworks to bring the platform to life. The user interface was built using React Native for a dynamic and intuitive experience across various devices. The backend was developed using Node.js to efficiently manage application logic and database interactions.

### Some of the key features are as follows:

#### Public profiles:

This feature allows influencers to create detailed profiles that function as digital business cards. These profiles enable influencers to showcase their values, interests, skills, and past collaborations, making it easier for brands to identify and connect with the right influencers.

## The Solution

#### **Digital wallets:**

To facilitate financial transactions and offer valuable insights, this feature includes data tracking to monitor collaboration outcomes. Users can seamlessly track their earnings and redeem amounts, ensuring transparency and ease in financial management for both influencers and brands.

#### **Group management:**

This feature helps users organize their networks and enhance collaboration. Users can create public groups for open access, private groups for exclusive membership, closed groups for a balance of visibility and exclusivity, branded groups for verified accounts to manage their network, and social groups for personal social accounts that foster close-knit community engagement. This feature allows users to efficiently organize connections, discover new opportunities, and grow their networks by joining relevant groups.

#### **Mission-based engagement:**

The missions feature enhances user engagement as users can participate in public missions, which are open for any user to join, maximizing participation and visibility. They can also take part in private missions, which are restricted to the user's network and groups, ensuring focused engagement and targeted collaboration. This feature encourages network growth by allowing users to create and join missions, thereby deepening connections within their community and amplifying their influence and impact.

#### **Monetization & rewarding:**

This feature enables influencers to earn revenue through their content and collaborations. It includes options for brands to offer monetary rewards, bonuses, and other incentives based on performance and engagement metrics. Additionally, it provides a transparent system for tracking earnings and distributing payments, ensuring that influencers are fairly compensated for their efforts.

The collaboration resulted in the successful development of a robust and user-friendly influencer marketing platform. The application streamlined the connection between more than 1,000 brands and influencers, addressing challenges such as finding aligned partnerships, negotiating fair pay, and managing campaigns efficiently. Features like detailed public profiles, digital wallets, group management, and mission-based engagement empowered influencers to monetize effectively and grow their networks. Within six months of launch, we saw a transaction value of over \$10 million. Brands benefited from easier identification and evaluation of influencers, leading to timely and efficient campaign launches. The client appreciated our work, and the platform received positive user feedback, positioning our client as a key player in the digital management space.

## **The Impact**

**Have a software product vision in mind?**

Setup a personalized consultation with our technology expert.

**Let's Talk**