



SUCCESS STORY

Team Augmentation Partner For One Of The Global AI-Powered Marketing Automation Platforms

Customer

A Leading AI-Driven Marketing Technology Platform

Country

India

Industry

Media and Advertising



ABOUT THE CLIENT



The client is a recognized leader in AI-driven marketing intelligence, operating at the intersection of artificial intelligence and martech. With a customer base spanning over 1,000 organizations, including several Fortune 2000 brands, the platform supports campaign optimization across industries like retail, consumer goods, technology, and entertainment. Its global footprint continues to expand, with active clients across Australia, Brazil, Europe, and an increasingly strong presence in the UK.

BUSINESS SITUATION

As the client continued to scale globally, the need to evolve its platform more quickly became inevitable. Their internal teams faced increasing pressure to accelerate product enhancements while maintaining delivery speed and product stability. The client required access to niche technology expertise in AI/ML, NLP, data engineering, and advanced MarTech integrations skills that were not readily available in-house.

At the same time, technology stack transitions, cloud migrations, and product pivots created temporary skill gaps that affected the business baselines. To sustain momentum, reduce time-to-market, and support continuous deployment, the client needed flexible, ready-to-deploy talent capable of building automation frameworks and integrating emerging technologies like LLMs and predictive analytics.

SERVICES DELIVERED

Team Augmentation Services



UI/UX Design Services



TECH STACK



Additionally, their focus on innovation through R&D projects, proof-of-concept initiatives, and AI labs required a scalable, cross-functional team to bring new ideas to life while ensuring long-term stability of the technology stack.

To meet the evolving product goals within tight timelines, the client partnered with Daffodil Software as its extended technology arm.

KEY REQUIREMENTS

1. Deploy dedicated software engineers to accelerate feature rollout without overburdening internal resources.
2. Support product modernization with modular architecture and scalable backend enhancements.
3. Develop a visually appealing interface that leverages modern design principles to deliver an intuitive user experience.
4. Integrate gamified elements with customizable UI components that transform standard survey experiences into engaging, interactive sessions.
5. Enable on-demand access to niche expertise in AI/ML, data engineering, and MarTech integrations.
6. Enable global scalability by integrating multilingual interfaces tailored to diverse creator communities.
7. Create automated report generation capabilities that transform raw data into professionally formatted, downloadable research reports.

THE SOLUTION

To address the client's evolving product and technology needs, we deployed a cross-functional team of highly skilled UI/UX experts, software engineers, data scientists, and solution architects through a scalable team augmentation model. Our experts seamlessly integrated with the client's in-house product and engineering teams, contributing across core development, modernization, and innovation streams.

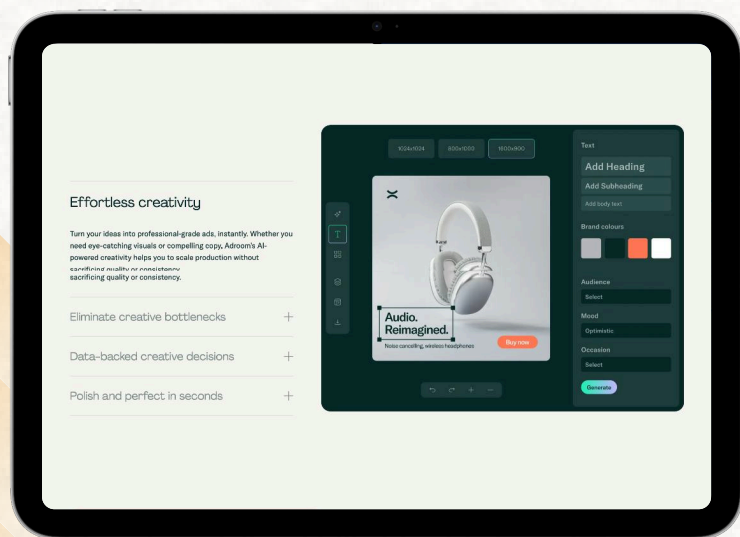
Our architects guided the adoption of new technology stacks, including large language model integrations and predictive analytics engines, while supporting product modernization through microservices-based rearchitecture and cloud migration.

Some of the key areas where our team helped included:

Modernization Of UI/UX

The platform underwent a visual and functional redesign using modern React and TypeScript frameworks. The new interface embraced contemporary design principles with intuitive navigation, clean layouts, and responsive components that adapt seamlessly across devices.

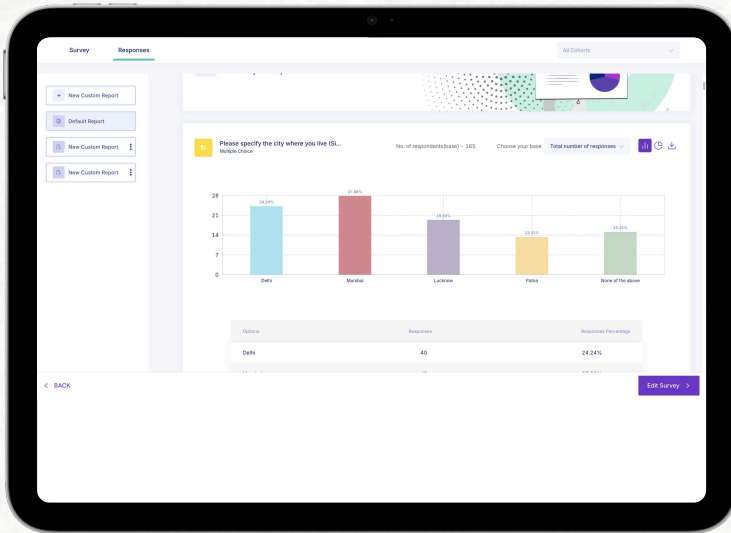
Key design enhancements included streamlined user flows, improved visual hierarchy, accessible color schemes, and optimized loading states. The responsive architecture ensured that creators and marketing teams could access insights and manage campaigns effortlessly on both desktops and mobile devices.



Developing An Advanced Reporting System

Their analytics engine was substantially refined to consolidate previously siloed data streams. In fact, millions of survey responses, campaign performance metrics, and creator engagement data now flow into a unified analytics platform that provides comprehensive, cross-functional insights. Recognizing the need for scalable data access, the Daffodil tech team developed automated capabilities for generating reports.

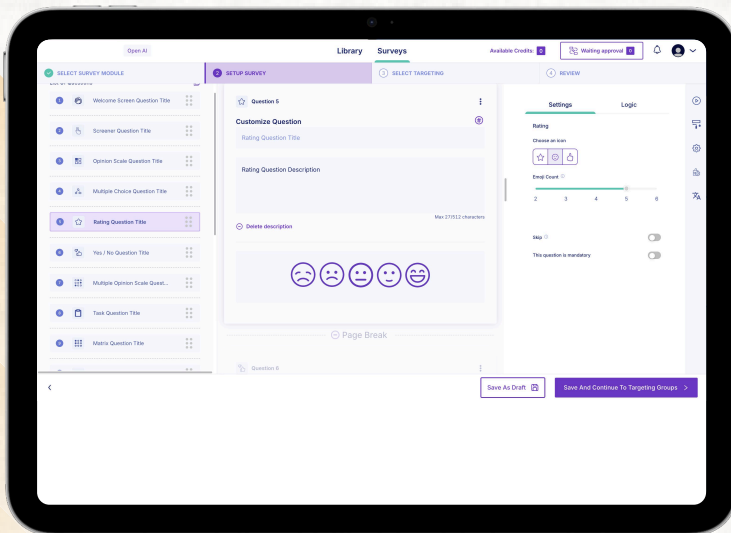
The system turned raw data and analytics into professionally formatted, downloadable research reports with visualizations, key findings, and actionable recommendations. Additionally, the implementation of bulk export functionality enabled their clients to extract millions of survey responses and campaign metrics efficiently.



Customizing The Survey Management Module

We implemented an advanced survey builder module with flexible templates and comprehensive branding customization options. This allowed clients’ customers to create on-brand survey experiences that aligned with their corporate identity. By implementing dynamic conditional logics, the platform intelligently shows or hides questions based on previous responses, creating personalized survey journeys for each participant.

This adaptive approach enabled sophisticated audience segmentation based on response patterns and increased completion rates by providing shorter, more relevant survey paths.



Gamified Engagement Experiences

Recognizing that traditional surveys often suffer from low engagement, the team developed gamification capabilities with customizable UI components for different question types. These interactive elements transformed mundane data collection into engaging experiences for users.

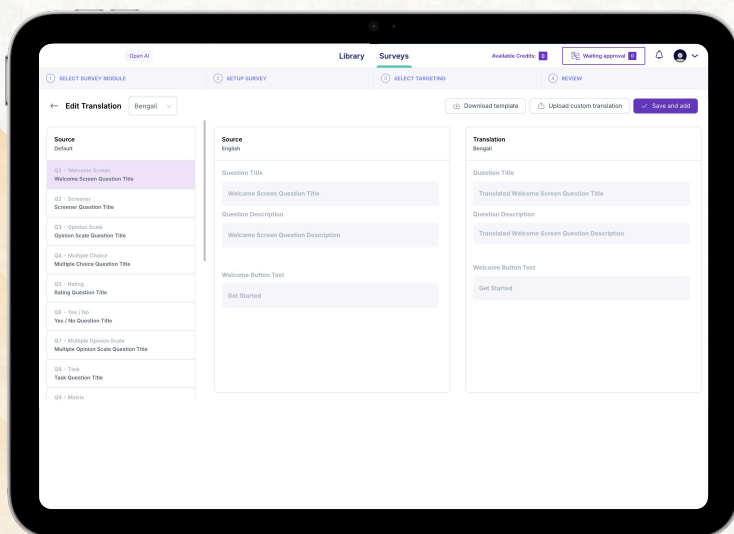
The gamified approach included progress indicators, interactive visual elements, and dynamic feedback mechanisms, making the survey experience more engaging.



Providing Global Accessibility Through Multilingual Support

Our team integrated a comprehensive multilingual interface that leveraged Google's language infrastructure. This implementation enables the platform to automatically detect user language preferences and deliver survey and UI content in their native language.

This supports seamless language switching, proper text directionality for right-to-left languages, and cultural localization beyond simple translation. This allows brands to expand their reach into non-English-speaking markets.



IMPACT

Our team augmentation partnership enabled the client to accelerate product innovation and scale engineering capacity without disrupting core operations. By getting access to specialized AI, data, and MarTech expertise, the client has significantly reduced development times and achieved a faster release cycle, cutting time-to-market for new features by nearly 50%.

Beyond immediate productivity gains, the partnership has also empowered the client to drive long-term innovation through R&D initiatives and POC development, thus strengthening their competitive edge as a leading AI-powered marketing automation platform.

HAVE A SOFTWARE PRODUCT VISION IN MIND?

Set up a personalized consultation with our technology expert

Let's Talk 



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