CASE STUDY

Development of a Coupon Portal for Local Business Advertising

Company Description

The client helps local businesses by providing them with inexpensive ways to advertise their products to potential customers. The client is the first full-service, results driven advertising and direct marketing company based out of Connecticut using their cable television network.

Project Objective

Design and development of a Coupon Portal to enable local businesses to advertise their offerings to a highly targeted consumer base online.

Customer Challenges

❑ Provide a cost effective way of advertising to small business which gives an edge over big business with large ad budgets
❑ A mechanism to advertise to a highly targeted audience
❑ Consumers to be able to quickly and easily find up-to-date local business offerings online as against huge amount of print media which has more than what is required and would soon be outdated

Trigent's Solution

Trigent designed, developed and deployed the coupon portal as a Rich Internet application including corporate branding and design. The portal was designed to enable consumers to find local business offerings easily, bookmark them and get directions using map integration. The portal admin provided the businesses to configure ads in a controlled manner from nation-wide to state, city, county and even areas.

Client Benefits

❑ Promote the green phenomena by helping businesses moving away from print media
❑ Highly targeted advertising helped local businesses as well as consumers to get what they want and in turn increased revenues
❑ Other channels for revenues such as promotions, sweepstakes, etc.,

Client
Connecticut based entrepreneurs, helps local businesses by providing them with inexpensive ways to advertise their products to potential customers.

Project Objective
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Technology
✓ MS .NET framework 2.0, ASP.Net using C#
✓ ASP.Net AJAX Extension 1.0
✓ MS SQL Server 2005
✓ Google Analytics
✓ Google Maps
✓ RSS Feeds

Benefits
✓ Promote the Green revolution by helping businesses moving away from print media
✓ Highly targeted advertising for local businesses
✓ Other channels for revenues such as promotions, sweepstakes etc.,