



Offering solutions for an online digital marketing model

Industry:

Enterprise

The Client:

Our customer based in California, is a leader in performance-based online marketing services. The "pay-for-performance" business model of our customer required a performance-based online customer acquisition network that was passed to direct response marketers. Our customer enables its publishing partners to maximize the revenue from advertising inventory.

Business Objective:

The online digital marketing model followed by our client, involved Advertisers, Publishers and customers that signed up on basis of ads and offers. Our main job was the implementation of "pay-for-performance" business model by developing performance-based online customer acquisition network. This was achieved by integrating web-based application like Advertising Portal, Free Gift Portals and implementation of Search Engines & Execution of Perl based Rule check software by offering qualified leads to respective advertisers.

Solution:

Our team tested the product during project execution. Our Testing services comprised of several activities. The Plan was generated on the basis of functional and design specifications. The test cases were updated on every release. The most important testing involved was the Navigation, Browser compatibility, and Database Testing. Other testing methods involved were Functional, Regression, UI and performance testing. Bug Maintenance by means of bug logging and bug verification through online bug tracking tool was also carried out.

Challenge:

Performing functional testing on Advertiser Portals manually used to take a lot of time and efforts since each portal had at least 20 micro sites. This called for Automation of Functional Testing on Portals. ennovate automated testing process using Silk Test 7.1. Automating the tests lead to accelerated execution time and comprehensive test coverage on every portal.

Technology:

- Silk Test
- Perl

Benefits:

- ennovate's Test Automation approach ensured that the application was **rigorously tested** covering all parameters at a reduced timeframe.

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Technologies

Case Study

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