

## PROJECT TYPE

Web application, SaaS

## SERVICES PROVIDED

Business Analysis, Web Design, Web Development, Quality Assurance, Support

## TECHNOLOGIES

Ruby on Rails, Nginx, Passenger, PostgreSQL, RailsAdmin, JQuery, Twitter Bootstrap

## DURATION

8 months

## METHODOLOGY

Scrum

## TEAM

1 Project Manager  
3 Software Developers  
1 Quality Assurance Engineer  
1 Web Designer

## WHY CHOSE US

Our tech expertise allowed of making a more advantageous offer

## [VERIFIED CLUTCH REVIEW](#)

**Client:** MyMediAds  
**Industries:** Marketing & Sales  
**Region:** Israel  
**Website:** [mymediads.com](https://mymediads.com)

# MyMediAds – Professional Social Network for Online Marketers

MyMediAds is a web platform for finding online marketing partners.



## Business challenge

The Client had an MVP version of the service for online marketers developed using PHP (Wordpress), it was outdated and didn't show good performance and provide scalability. Moreover, the service didn't meet the modern standards of usability and speed of work.

### The main project challenges were:

- ✓ To ensure a very high speed of web service work.
- ✓ To ensure stable work of the service at high load.
- ✓ To make the service design user-friendly, attractive, simple and adaptive.
- ✓ To make the application easily scalable and maintainable.
- ✓ To add extra functionality to the service.
- ✓ To implement additional ways of monetization.



Together with the team, we have turned the MVP version into a modern full-featured platform for online marketers. We are very satisfied with the work the SumatoSoft team has performed, and we would like to highlight the high level of technical expertise, coherence and efficiency of communication and flexibility in work.

We can say with confidence that SumatoSoft has realized all our ideas into practice.

**Vadim Baltman**  
CEO & Founder

## Our solution

We rebuilt the web platform with extended functionality including:

- ✓ New types of advertisements;
- ✓ Companies profiles;
- ✓ New monetization system via accounts upgrades;
- ✓ Flexible administration system;
- ✓ Easily manageable notification system;
- ✓ Social functionality (comments, reviews, sharing, etc);
- ✓ Integration and customization of the Tranzilla payment system;
- ✓ Integration with SES mailing system.

All service functionality is shared among the following types of users: guests, registered users, and admin.



## Guests

Non-registered users have access to the following functionality:

- ✓ Information about traffic seller and their contacts.
- ✓ Search/advanced search using various filters for the marketing advertisements, vacancies in the sales & marketing area, companies' profiles.

## Registered users

Users get full access to the service functionality after registration using their emails or social accounts in Facebook or LinkedIn. Registered users can edit their personal ads profiles, create/ publish/ delete ads, post jobs, create companies profiles, search for the ads, bookmark ads, etc.

We implemented a flexible system of notifications management. Registered users can also buy upgrades of their ads.

## Admin panel

For moderation and content management, we developed an administrator module. The admin moderates all the ads in the system, manages users, and sees the service stats.

## Technological solutions

We developed the service with Ruby on Rails making the application easily scalable for future changes. We also made the following technological changes:

- ✓ Changed database structure;
- ✓ Used PG Search for full text search what allowed us to save RAM on the server and ensure faster work of the service;
- ✓ Implemented push notification system;
- ✓ Integrated email service for email notifications.



## What's now

The application is released. The Client is planning further functionality development.