

Assisted a global technology leader in integrating social media capabilities into a centralized fundraising platform boosting donations



About the Client



- Established in 2011, the client is a global technology leader renowned for revolutionizing fundraising platforms
- Is a pioneer in assisting social enterprises in navigating social challenges by providing them with sophisticated, innovative tools
- Has formed credible partnerships with organizations such as Oxfam, World Food Program USA, and National Geographic
- Has facilitated fundraising for social enterprises with more than 2500 successful campaigns
- Is recognized by leading media publications such as Fast Company and Entrepreneur Magazine for its innovative and impactful work in leading social welfare causes

Business Needs

Acquire comprehensive donor insights from across social media platforms to offer customized strategies, content, and targeting to boost engagement and contributions

Integrate funding from different social media platforms into a centralized platform for better engagement and conversions



Develop a unified platform to leverage social media insights and data-driven personalization to maximize donations, enhance donor experience, and achieve campaign goals

Expand the user reach and enhance user experience

Solutions



- Integrated robust APIs to seamlessly merge different fundraising platforms for streamlined campaign management
- Provided granular control over activating Facebook fundraising for individual campaigns, enabling targeted audience engagement with customized strategies
- Deployed a component-based architecture aligned with modern principles of microservices to achieve code modularity, facilitate agile development, and ensure future scalability
- Utilized the Karate framework to conduct comprehensive API test automation

Technology Stack

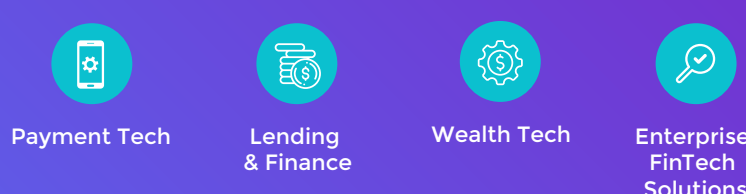


Business Impact

- Attracted significantly more NPOs to their platform, consolidating their market position and improving the value proposition of their solution
- Enhanced their reputation as a dependable and efficient fundraising platform through the successful empowerment of NPOs
- Ensured accurate real-time insights and better transparency to track donations across all the integrated platforms
- Increased the user reach and improved the user experience significantly
- Established secure user authentication and data access by leveraging OAuth 2.0
- Achieved application reliability with minimum disruptions



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