



**Industry:** Marketing

**Summary:** Our client, an evolving marketing company, needed to increase team efficiency, improve ad handling and budget tracking, and reduce internal errors.

**Challenges:**

- Chaotic team roles slowed campaigns and reduced productivity
- No unified reporting badly influenced internal processes
- Costly and inefficient ads handling across several platforms
- Lack of transparency among the team
- Time-consuming to manage multiple apps and accounts
- Poor tracking made it hard to manage budgets and ROI effectively

**Services and expertise:** ERP System Development

**Value:**

- Reduced operational task time
- Minimized errors
- Increased team efficiency
- Provided secure operation
- Ensured flexibility

**Technology:** Python; React.Js; Next.Js; PostgreSQL; Docker and Kubernetes; REST; Proxygan API.

**Project goal:**

Develop an ERP system for a media buying team to automate the management of teams, budgets, and infrastructure and provide advanced analytics for operational efficiency enhancement.

**Key objectives:**

1. Optimize team and role management to improve work efficiency.
2. Develop a unified tracking and reporting system to enhance process control.
3. Automate work with advertising platforms to reduce operational costs.
4. Increase security and transparency within the team.
5. Simplify the process of managing apps and advertising accounts.
6. Develop a system that ensures precise expense control and ROI tracking.

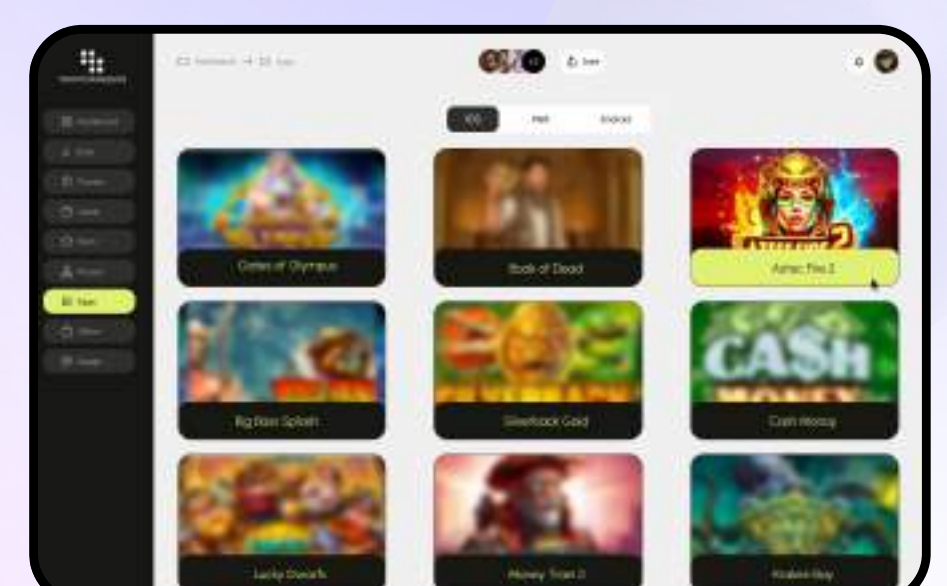
# RESULTS

## Curie Tech delivered:

1. A tracker management system with role-based task distribution.
2. A tracker with customizable reports and an automatic expense loader from advertising platforms.
3. A system to monitor and manage the infrastructure of consumables and their accounts.
4. Integrated proxy API to manage IP addresses.
5. Advanced tools for in-depth expense and team performance analysis.
6. A workflow for working with apps and resolving account bans.
7. A system for quickly adding offers for affiliate managers.
8. Automated processes for content distribution and delivery.
9. A system for monitoring suspicious employee activities and protective mechanisms.
10. An onboarding system and documentation for new users.



A screenshot of a list view interface. It displays a table with multiple rows of data. Each row includes a policy ID (e.g., Policy 23456), a status (e.g., Active), and a date. The table is organized into columns, and there are navigation icons on the left side of the screen.



# VALUE

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**Reduced operational task time.** Full automation of the media buying team's processes resulted in a **30%** reduction in task completion time.

**Minimized errors.** The implementation of the tracking system reduced errors and optimized costs by **20%**.

**Increased team efficiency.** Enhanced analytics and improved resource management led to greater efficiency and improved team performance.

**Provided secure operation.** The system's robust security features minimized the risk of fraud and unauthorized access.

**Ensured flexibility.** Seamless integration with advertising platforms and Proxy services provided the flexibility needed for managing campaigns and traffic.



# ABOUT CURIE TECH

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Curie Tech

**Curie Tech** is a full-service software development company that helps businesses turn ideas into top-quality digital products. We also know what it takes to make white-label a success.

Extensive IT market expertise enables us to spot our clients' needs and deliver the perfect solution. We help businesses grow and avoid pitfalls that might harm their resources.

Our clients rely on our expertise to develop the best solutions in Affiliate Marketing, Custom Software Development, WEB3 Development, Web Data Extraction, AI, ML, and Data Science. We offer the following services in Healthcare, Agriculture, Professional Services, Marketing & Sales, iGaming:

- **AI Development**
- **Cloud and DevOps**
- **CRM, HRM, ERP Systems Development**
- **Responsive Web Designs**
- **Intelligent Automation**
- **Distributed Systems Services**
- **Mobile Application Development Services**
- **IT Network Services**

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