e intelligence

A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

CASE STUDY

A comprehensive marketing event calendar that makes it easier for users to search and engage with events that best meet users' needs.

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About Our Client

Being the leading advisory service firm, this client assists in event coordination and planning by developing an event calendar for industries like Advertising, Marketing, and Adtech. It aims to minimize conflicting dates and simplify engagement with events in their best interests.

Their Challenges & Our Solutions

With a strong focus on remarkable growth, the client wanted a dynamic event listing with an auto email intimation to improve its visual format and speed up the data loading process.
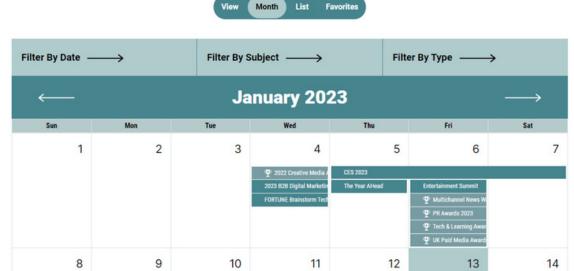
e intelligence team worked and deployed an event calendar with features like adding pagination, arranging the events in an organized manner, and configuring and uploading payment details on AWS.

Technologies Used

CodeIgniter, MySQL database, HTML, jQuery, JavaScript, CSS, Stripe Payment Gateway

Results We Delivered

✓ Delivered a calendar that displays events filtered by date, subject, and type
✓ Added functionalities like User Registration and Subscription Module
✓ Integrated a payment gateway on the website with AWS configuration
✓ Built the website to manage events, ads, and advertisement submissions dynamically
✓ Added validation to filter and verify events once customers purchase subscriptions