

About the Company



This company offers a solution for managing brand emails through its user-friendly app. Users can establish a complimentary AdKaddy email address to consolidate brand communications, guaranteeing they stay abreast of deals and vital updates. By consolidating promotions, receipts, and shipping notifications within a single platform, AdKaddy simplifies personal inboxes, facilitating seamless connection with preferred brands.

The Problem Statement



In the dynamic realm of advertising, businesses often face challenges in efficiently managing their ad campaigns, negotiations, and placements. The existing solutions lack innovation and fail to provide comprehensive tools for streamlined ad processes. This leads to inefficiencies, missed opportunities, and difficulties in staying ahead in the competitive advertising landscape.

The Challenge



They struggle to navigate the complexities of advertising management, including campaign oversight, deal negotiation, and placement optimization. Without effective tools and strategies, they encounter obstacles in achieving optimal results, such as maximizing ROI and maintaining relevance in their target market. Additionally, the absence of timely updates and accurate information further exacerbates the challenge, hindering businesses from making informed decisions and adapting to changing advertising trends.

The Solution



Spiralogics introduces an innovative ad management app that revolutionizes advertising management, addressing the shortcomings of existing solutions. Our platform offers solutions for ad organization and negotiation, enhancing efficiency and effectiveness in advertising endeavors. By providing comprehensive tools for streamlined ad processes, including campaign management, deal negotiation, and placement optimization, Spiralogics simplifies the advertising landscape for businesses.

Tech Stack



The tech stack comprises iOS (Swift), Android (Java/Kotlin), Java Spring Boot, RabbitMQ, and PostgreSQL, facilitating cross-platform mobile development, backend functionality, and messaging with a robust database backend.