

Online-platform for specific advertising purposes

An affiliate partner program this is embedded in other websites and which layout is appropriate to the respective peripheral system.

Initial situation

The contractor had a vague idea of an internet platform, which allows controlling specific the internet advertisement for the customers. Furthermore, it was planned to integrate the project to other websites. How to implement this best was not completely clear at the beginning.

Implementation

With the help of many different technologies (Webserver, IBM Websphere APP server under Solaris, Oracle database, Java JSP/Servlets). The challenge was inter alia, that the advertisement had to be appropriate for other websites with different layouts.

Result

The platform is already embedded in Austria's largest websites and it is also active in Austria's neighboring states.

Auftraggeber

Company twyn group marketing services & solutions AG



Headquarters Wels, OÖ

Website

www.premiumpromotions.com

Project name Premium Promotions

Implementation 2004

