Case Study

Cyberclick Marketing

AltexSoft helps streamline lead generation process
with custom white-label software solution

SaaS, White-Label Solution, Website Builder, Lead Generation Software, Microsoft .Net, Finance

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Background

Cyberclick Marketing Inc. is a US-based company, providing lead generation software solutions for Financial and Banking industry players. It has been operating since 2009, and has released released a number of SaaS products.

One of the products, built by AltexSoft, is a white-label website builder solution for the financial market.

Business Challenges

Addressing the need for an efficient lead generation tool, the solution had to serve as an intermediary between payday lending providers (mostly banks) and consumers looking for loans.

The product's goal was to create completely customizable landing pages, including lead capture forms. Thus, a potential lendee can come across the website and provide his contact info as a loan request. The company, acting as a broker, will forward the prospect info to the banks who can process the loan request.

Handling this intricate project, our team faced the following challenges:

1.
Implementing a white-label website builder solution

2.
Extending the functionality of the original CMS with custom modules

3.
Automating the interactions within the system

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Value Delivered

The solution, developed by AltexSoft, has proven to ease the administration efforts and minimize the acquisition cost of leads through the use of:

1. Custom website builder

The Form Wizard tool, built by our team, is the core feature of the product. Using a drag-and-drop option, or by simply uploading the XML file, the users can create unique landing pages and custom lead capture forms. Thus, the process is effortless and quick - the websites are designed and deployed within minutes, with no engineering effort.

2. Configurable and flexible solution

To enrich the functionality of the core product, we have integrated **30+ custom add-ons**. Orchard Gallery module, for example, was implemented to contain custom website templates used to design the actual lending pages. Another plugin was used to enable the notifications within the system.

3. Automated lead processing

The system processes every loan request automatically: it matches the banks based on their individual metrics with the potential borrowers. If there is no bank that is able to fill the request, an automated message is sent to the user. This ensures efficient and transparent interactions within the system, and saves on administrative costs for running the product.

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Approach and Technical Info

AltexSoft has been engaged in the full-cycle of the system development: From initial planning and architecture design, to development and ongoing support. The project was delivered within 9 months by a team of 5, including a Project Lead, Software Engineers and QA Engineers.

The SDK uses Orchard CMS enriched by a set of custom modules as the core technology. In this regard, the following technology stack was used:

C#, JavaScript, ASP.NET, Ajax, MS SQL Server, etc.

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Testimonial

"We reached out to AltexSoft to see if they could implement a solution for our time-sensitive problem. After a few meetings, AltexSoft made the suggestion to use Orchard as a base for the Content Management System that we needed, and they would then develop any functional additions that we required. At first I was skeptical, as I was not familiar with Orchard as a product. AltexSoft did an amazing job of showing me how the product worked, its community, and how their skills as a company could best be utilized to ensure a successful project. AltexSoft first spent some time mapping out our problem areas, took copious notes, and then proposed how to best develop the necessary modules we needed for our solution."

– Adam Mateljan, VP of Operations for Cyberclick Marketing inc.

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