

# Marketing & Advertising



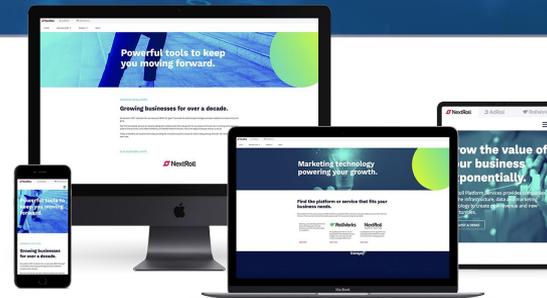
## HOW WE HELP THE MARKETING & ADVERTISING INDUSTRY

Today's technology gives marketers the opportunity to dynamically engage with audiences, customize products, and track the ROI and ROAS of their efforts like never before.

BairesDev's teams of top engineers specialize in engagement technologies and the integration of data from a variety of different sources to enable data scientists to develop an accurate and real-time understanding of the impact of their efforts.



Implementing Custom Software Solutions in MarTech



## ABOUT NEXTROLL

When Adroll Group decided to rebrand its marketing and data technology company to NextRoll, their main goal was to power growth for companies of all sizes through the use of its data, infrastructure and marketing technology. With an already established selection of products, and marketing platforms that allow companies to innovate on top of NextRoll's API.

## OUR EXPERT SOLUTIONS

Through an extremely strict process that selects only the Top 1% Tech talent, BairesDev's staffing team worked to quickly select the roles and skill sets required to ensure best practices in code. BairesDev helped achieve key objectives by performing to the same expectations as full-time employees.

## THEIR NEEDS

Providing innovative solutions requires a team of highly skilled engineers that can quickly flex and scale up to increasing demands in order to secure long-term success. That's why Adroll has been partnering with BairesDev since early 2016 in its efforts to develop products that make NextRoll an online marketing leader.

## WHAT SETS US APART

High responsiveness and reliable deliverance of effective solutions, together with strong onboarding methods, have strengthened the relationship that has grown to over 50 nearshore employees to this day.

# R/GA

Custom Application Development in Brand Marketing

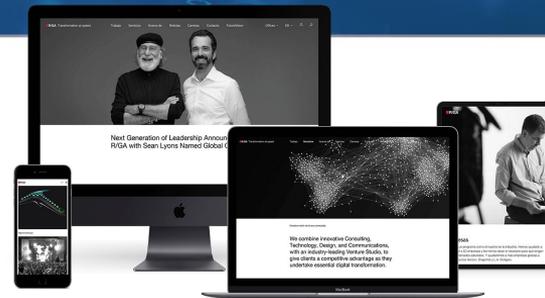


## ABOUT R/GA

Founded in 1977, the agency has been a pioneer at the intersection of technology, design, and marketing with work spanning web, mobile, social, retail, product innovation, brand development, and business consulting for the connected age.

## OUR EXPERT SOLUTIONS

Our expert engineers worked to develop an app for one of R/GA's largest clients. Working with Android, iOS, Objective-C, Swift and other leading technologies, our senior teams focused on adding relevant features and fixing bugs to ensure the best quality performance.



## THEIR NEEDS

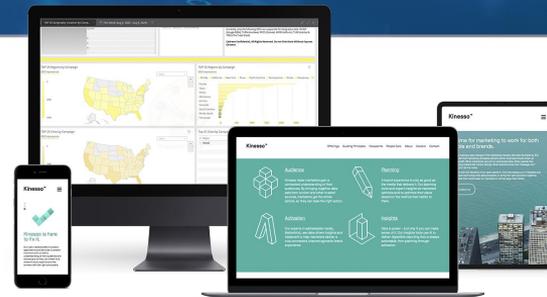
R/GA was interested in obtaining outstanding customer experience-centric results to enhance interaction and engagement with users, and that's exactly what we help them achieve.

## WHAT SETS US APART

BairesDev's team presented a highly-skilled team working with UX, iOS and Android engineers. With our 24/7 Tech staffing service, we offer the extra talent your company needs to boost its next development project. Scale up or down on demand with 100% bilingual senior engineers ready to add value from the get-go.



Innovating, Disrupting, and Evolving the Martech Marketplace



## ABOUT KINESSO

Kinesso, the Marketing Intelligence Engine of IPG, creates data-driven solutions through enhanced or newly-created products and services which maximize the impact of traditional and addressable media.

## OUR EXPERT SOLUTIONS

First our engineers carried out the migration of Kinesso's initial data processing system to a new and optimized ETL platform. Second, BairesDev engineers implemented a new Global Reports system designed to guarantee the updating and processing of data. Third, the team introduced a customized NGC Application to centralize information into a single app platform making it easier to use. Finally, our team developed a new tableau visualization system for Kinesso's clients that enables clients to notice any relevant information.

## THEIR NEEDS

As a data-driven company, Kinesso is always looking to continue improving its open architecture approach. Their main goal was to develop custom software solutions to automate and increase the real-time performance of select business intelligence operations.

## WHAT SETS US APART

As one of the most innovative companies in the MarTech industry, Kinesso is always implementing the most powerful technologies and methodologies in data science and applying those technologies to their services. For Kinesso, the most important factor in partnering with a software development company was to access the best engineering talent available in the market. BairesDev built the ideal team to help Kinesso achieve its goals rapidly, smartly, and cost-effectively.

*“By seamlessly integrating with the internal team, BairesDev helped achieve key objectives by performing to the same expectations as full-time employees. Their strong onboarding methods, reliable deliverables, and responsiveness continue to strengthen the relationship.”*

**Patrick Mee** VP of  
Engineering at NextRoll



*“Having access to such a vast pool of talent in Latin America, BairesDev allows us to staff our teams and therefore to execute our projects faster than ever, with solid and committed engineers. Their staffing process is way better than any other outsourcing company in the region, so we can always rely on them.”*

**Ropu Rovagnati**  
SVP Managing  
Director LATAM at R/GA



# Contact Us



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# Thank You!

