From Vision to Reality: How We Built Reacher Tool to Maximize ROI in Digital Advertising

Mittmedia (part of Bonnier News) - one of the largest media groups in central Sweden, issuing 18 daily newspapers, 12 free newspapers, broadcasting through radio and Web TV and running various digital projects. By creating Reacher, we revolutionized digital advertising workflows, automating manual processes, enhancing efficiency, and eliminating multi-system costs. Clients gained an all-in-one tool, allowing them to optimize, visualize, and scale their campaigns, thereby maximizing ROI and fostering more meaningful customer engagements in the digital realm.

INDUSTRY	HEADQUARTERS	TECH STACK
AdTech	Stockholm, Sweden	Vue.js
		Amazon AWS
		Ruby on Rails

Project Description

Reacher is a revolutionary digital marketing tool designed to streamline and optimize the entire digital advertising process. This tool serves as a centralized platform for modern **production chains, assisting businesses in creating, selling/booking, initiating, monitoring, optimizing, producing, delivering, and visualizing digital marketing campaigns** .

One of **Reacher** 's standout features is its ability to provide customers with **real-time ad campaign previews** and a comprehensive historical overview of all previously booked campaigns. By integrating with Reacher, companies can automate manual work processes, allowing staff to focus more on customer service. As a result, businesses can handle a significantly **higher number of ad campaigns without the need to expand their workforce** . Additionally, **Reacher** eliminates the expenses and maintenance tasks that come with operating multiple systems.

Another key advantage of **Reacher** is its **adaptability** . The tool boasts a flexible relationship with underlying and adjoining technologies and systems. This means businesses can effortlessly integrate Reacher with their preferred Demand-Side Platforms (DSP), Supply-Side Platforms (SSP), and Customer Relationship Management (CRM) systems. This integration further allows the creation and selling of unique target audiences through the **Reacher** interface.

Through **Reacher** , companies can stay ahead of the curve in a competitive digital marketing landscape, ensuring streamlined operations and maximized ROI.

Challenges

Developing **Reacher**, our team grappled with challenges like **ensuring seamless integration with various DSPs, SSPs, and CRMs**, optimizing real-time ad campaign previews, guaranteeing system scalability for growing user bases, maintaining user-friendly interfaces, addressing diverse client needs, and ensuring data security and privacy compliance in the rapidly evolving digital marketing landscape.

Approach & Results

When embarking on the development of the **Reacher** software, We approached it with a vision of bridging the gap between digital marketing needs and effective execution. Here is how we did it:

- **User-Centric Design**: Understanding the end-users is paramount. We initiated in-depth user research to tailor functionalities that directly address their challenges. A user-friendly interface can reduce the learning curve and boost adoption rates.

- **Scalable Architecture**: Digital marketing is dynamic. Thus, it's essential that **Reacher** be future-proofed. By building a scalable framework, we ensured that as marketing trends evolve, **Reacher** remains relevant and **adaptable**.

- **Seamless Integration Capabilities**: Knowing that businesses use varied tech stacks, we emphasize creating a software that **easily integrates** with existing DSP/SSP and CRM systems. This not only improves workflow efficiency but also allows **data continuity**.

- **Automatization to Optimization**: By focusing on automating manual processes, we provided users the chance to spend more time on strategy and customer engagement, **maximizing their campaign effectiveness**.

- **Robust Analytics**: To make data-driven decisions, we integrated powerful analytics tools that offer insights into campaign performance, enabling real-time tweaks and fostering continual improvement.

Reacher has been nominated in two categories in INMA Global Media Award 2019 hosted in New York.

Client's opinion:

We discovered that we could cooperate with The Codest in a very good way – both when it comes to development and strategic business issues as our platform was at its initial stage. So this is what happened and we have brought in goods ever since.

THOMAS S.

Head of Platforms (acquired by Bonnier News)