From consultancy to implementation to post-production support, here's how Cybage helped a startup become a leading provider of imagery in the **Digital Marketing and Advertising space.**

CYBAGE
Delivering Value. Scientifically.

ABOUT OUR CLIENT

An online platform that connects digital marketers and photographers to provide targeted imagery.

BUSINESS NEEDS

Develop iOS and Android apps and implement supporting services.

Followed a Minimum Viable Product (MVP) to reduce go-to-market.

Continuously enhance new features using modern day technology.

BUSINESS IMPACT

4000+
production users

1500+
active photographers

Increased CTRs to **62%**

Decreased CPCs by **31%**

Achieved **2X** ROAS

Raised **$3** m funding, including USD 1.7m in March 2019

SOLUTION

Mobile app architecture with Firebase as MBaaS

AR-VR implementation to give real world impact of posts availability

From a Mobile First to different form factor devices support

Personalized imagery and localization

Image analysis and machine learning services for auto-tagging and face detection

Automating the engineering pipeline for quicker time to market

Artificial face generation using GAN as a part of 'Manufacture an Image' approach

TECHNOLOGIES

AR
Augmented Reality

VR
Virtual Reality

ML
Machine Learning

GAN
Generative Adversarial Network

GOOGLE CLOUD

FIREBASE