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Success Stories

Discover how we empower businesses with
tailored tech solutions.



Optimizing E-commerce Advertising with Advanced Machine Learning

About the Client

Crystal Zoom is an innovative **e-commerce platform** specializing in ad optimization for online sellers. Their goal is to enhance ad performance and profitability by leveraging advanced technologies that deliver precise targeting and real-time analytics.

The Solution

Goosebelt collaborated with Crystal Zoom to enhance their platform using:

- **Refined Machine Learning Algorithms** to improve targeting accuracy.
- **Scalable Microservices Architecture** for faster data processing.
- **Real-Time Analytics Integration** to support quick, data-driven decisions.

The Challenge

Crystal Zoom needed to improve the **accuracy of ad targeting** within their platform while reducing processing times. They sought a solution that could handle large data volumes, deliver real-time insights, and provide a highly responsive user experience for their SaaS interface.

The Outcome

- **30% improvement in ad targeting precision**, driving better ad performance.
- **Faster data processing and real-time insights**, enabling rapid decision-making.
- **A more responsive SaaS platform**, increasing profitability and user satisfaction for sellers.

Get In Touch

Website

<https://www.goosebelt.com/>

Social Media

 @goosebelt_

 [linkedin.com/company/goosebelt](https://www.linkedin.com/company/goosebelt)

Email

hello@goosebelt.com



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