

# 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:

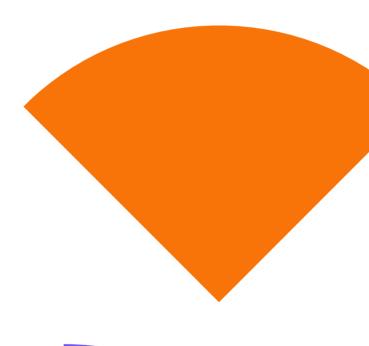
- Refined Machine Learning Algorithms to improve targeting accuracy.
- Scalable Microservices Architecture for faster data processing.
- Real-Time Analytics Integration to support quick, data-driven decisions.

### The Challenge

Orystal 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

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## **Email**

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