

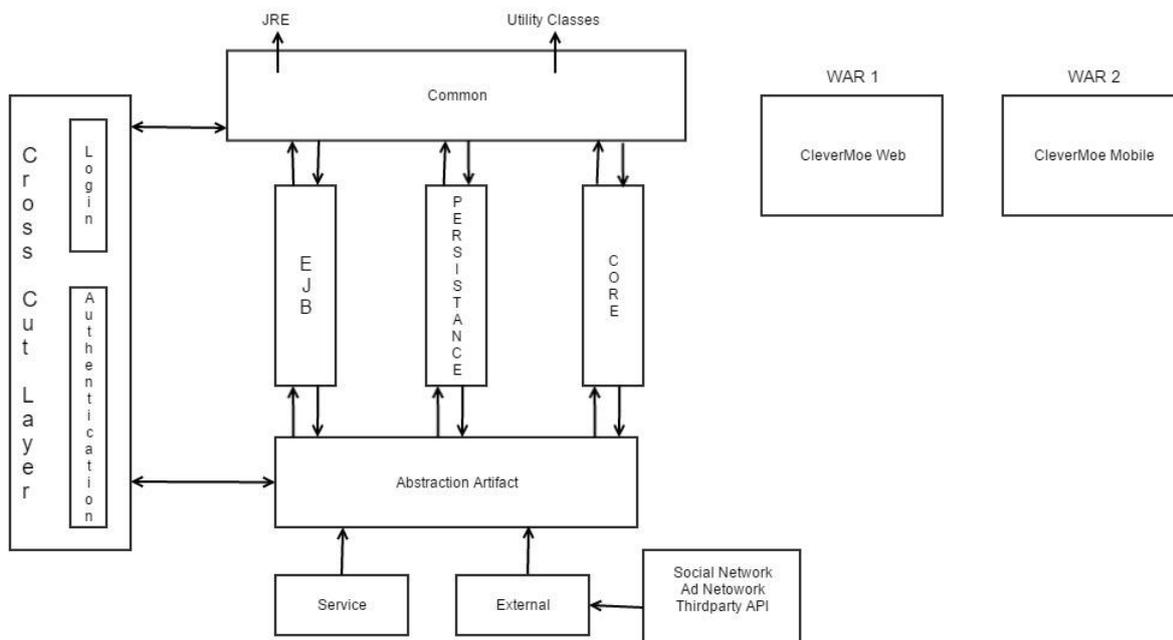
ZeptoH helps Clevermoe on Social Media Influencer Marketing technology for brands, organizations, and advertisers

About Clevermoe

Clever Moe is a new Social Media Influencer Marketing technology and service company for brands, organizations, and advertisers. Social media marketing can be great but it requires a lot of attention and time. We make all that easy, scalable, and effective for you.

Social media influencer marketing already has tools, marketplaces, and IRM platforms. What's missing are super influencers – people who already developed audiences in the millions – and ad networks to deliver your message to their audience. That's Clever Moe.

Architecture



Clevermoe application was aimed at mobile and web users. We have developed this project in a Backend for Front end (BFF) architecture, where the UI & backend into two different systems. Every communication from the user interface happens through the backend API, it responds faster to both the web and mobile requests in a distinct way accordingly. It is designed to handle huge audience traffic coming from different geographical locations.

It has general-purpose API backend instead of having one backend per user experience. We have divided the entire system into two components, a client-side application living outside the core system, and a server-side component (the BFF) inside our core system.

The BFF is tightly coupled to a specific user experience, and will typically be maintained by the same team as the user interface, thereby making it easier to define and adapt the API as the UI requires, while also simplifying the process of lining up the release of both the client and server components. The BFF is tightly focused on a single UI, and just that UI. That allows it to be focused, and will, therefore, be smaller.



Features

Social media influencer marketing is a cost effective way to advertise and create demand for a brand and organization's product or service. But, like anything new, it takes a lot of attention and time to work. Tools, marketplaces, influencer relationship management (IRM) platforms, and ad networks like Clever Moe make your effort easy, scalable, and effective.



About ZeptoH Solutions Pvt. Ltd.

ZeptoH is a software product and technology services company headquartered in Chennai, India. ZeptoH is a preferred Outsourced Product Development partner for Startups, Independent Software Vendors (ISVs), Enterprises and SMBs across diverse industry verticals including Banking and Financial Services, Healthcare, Education, Retail, Media and Telecom.

ZeptoH provides end-to-end solutions for outsourced product development and custom application development leveraging emerging technologies on the web, mobile and cloud. It also provides a-la-carte services like UI/UX design, Product Enhancement and Support, Software Testing, Cloud Infrastructure Management and Performance Consulting.