



## Engine Yard Solutions for Marketing Campaigns

Savvy companies are now using custom-built applications to increase marketing campaign effectiveness. These applications may run perpetually or for just a couple of months. In addition to stand-alone web apps, brands are increasing user engagement by deploying apps across social channels such as Facebook and across mobile channels such as iOS and Android.

The key advantages of using the Engine Yard PaaS to develop, deploy and maintain these dynamic apps include:

- ◆ **Get to market faster** by focusing on your app, not your infrastructure
- ◆ **Increase engagement** by running campaigns across web, mobile, and social channels
- ◆ **Easily scale** when your campaign goes viral
- ◆ **Leverage** “off the shelf” Platform Services to deploy faster and extend your app
- ◆ **The support you need**, when you need it - from our expert customer services team

### *Get to Market Faster*

Applications built for marketing campaigns must be developed rapidly because your campaign can't wait. Using the Engine Yard PaaS empowers companies to focus on building engaging experiences without getting distracted by the underlying infrastructure. In addition, the Engine Yard PaaS supports agile platforms such as PHP and Ruby on Rails so that developers can rapidly build, deploy and iterate their applications while Engine Yard takes care of the rest.

### *Increase Engagement*

While some customers head directly to your website, it can be highly effective to deploy applications across social networking channels and to mobile devices. The Engine Yard PaaS makes it easy to run a single back-end application that connects to a wide variety of client-side applications with a consistent, unified experience allowing your customers to engage with you however they want.

### *More Innovation - Less Risk*

In addition to engaging with your customer base, campaign applications need to run solidly and without issue or it can impact the perception of your brand. By offloading the underlying environment to Engine Yard, companies reduce the number of issues that could cause their applications to stumble. Professionals at Engine Yard ensure the environment is running flawlessly so you can focus entirely on the innovation around your application itself.

*“We recommend Engine Yard Cloud to all of our clients, including Toyota Kenya, because we get huge time and cost savings.”*

platform45

*“We had 17 days to create and deliver the NBA All-Star Pulse web application. With Engine Yard we beat our deployment time estimates by 50% and hit our scalability targets to serve over 100,000 users in the 60 hours of All-Star Weekend”*

maxmedia



### *Elastic and Scalable*

Successful applications can experience large usage spikes. To support your success, the Engine Yard PaaS can elastically scale as your application grows in usage. This elasticity makes it possible to rapidly support usage spikes and to easily scale back down or shut them off entirely.

### *Expertise & Service*

Real world experience with thousands of production customers enables Engine Yard to provide deep expertise and service if developers have any questions or issues with their marketing campaign applications. An organization can focus on developing the applications while having confidence that the application environment is being maintained by experts – and if they have any questions or issues Engine Yard is available to assist their team!

### *Key Enabling Technologies*

- ◆ Complete application stack for mobile back-end including Operating System, Database, Load Balancer, and Application Server
- ◆ Integration with a wide range of third-party Platform Services
- ◆ RESTful backend simplifies deployment across multiple web and native clients including iOS, Android, JQuery Mobile, and more
- ◆ Lazy loading of application data from the cloud
- ◆ Supports multi-format (JSON, XML, etc) data interchange

### *Engine Yard Platform Services*

The Engine Yard Platform Services program makes it easy to integrate a wide range of key mobile services into your application. You can even sign up for Engine Yard Platform Services with just a few clicks in the Engine Yard Dashboard. Selected services include:



*We build apps for the NCAA, NFL, NHL, Nascar, and Golf.com, so we can't take weekends off. We handle significant weekly traffic spikes with ease because we rely on the deep expertise of Engine Yard Support to keep our apps running smoothly 24x7."*

