

E-Business Platform



A prominent Canadian company operating in the home furnishing and design industry, specializing in marketing management platforms. Their primary goal is to facilitate direct connections between interior designers, home influencers, and brands, fostering content collaboration opportunities.

The Challenges

The client sought our assistance in developing a system to enhance their existing workflow. They encountered several obstacles with their current approach, including:

- Limited brand visibility
- Excessive back-and-forth communication to establish connections
- Lack of transparency in payment management

Quarks Solution

Quarks devised a B2B platform to address these challenges, offering the following features:

- Categories showcased with a gallery
- Streamlined connection process and Improved brand visibility
- Minimum Viable Product (MVP) developed with persona-specific functionality
- Key features such as live connects, influencer product requests, expressing interest in campaign projects, instant payments, 24x7 support, and SEO implementation for managing traffic
- Consistent quality-driven deployments to maintain client engagement and synchronization

The Benefits

Quarks innovative solutions helped:

- The MVP version was successfully launched within 60 days.
- Within 3 months, over 100 brands were connected to more than 350 influencers.
- After the website launch, the client was able to expand their business to other countries, achieving international growth.