

Case Study  
Tel Aviv · London · NYC



Albert is the first-ever artificial intelligence marketing platform. It helps businesses streamline the complexities of modern digital marketing by taking manual tasks and driving fully-automated online marketing campaigns across all channels.

In real time, Albert receives massive amounts of data, converts this data into insights then autonomously acts on these insights **across all channels and devices**.

This platform has been highly beneficial in a competitive market where businesses not only need to save time and drive down operational costs but also **boost brand awareness**.

Albert is busy continuously learning, maintaining **constant optimization** and analysis of marketing campaigns.

He answers questions you may never have thought to ask, **freeing businesses up** to focus on higher value problem solving.

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CLIENTS  
SUCCESS



50%  
Lift in ROI

183%  
Increase in Customer  
Transactions

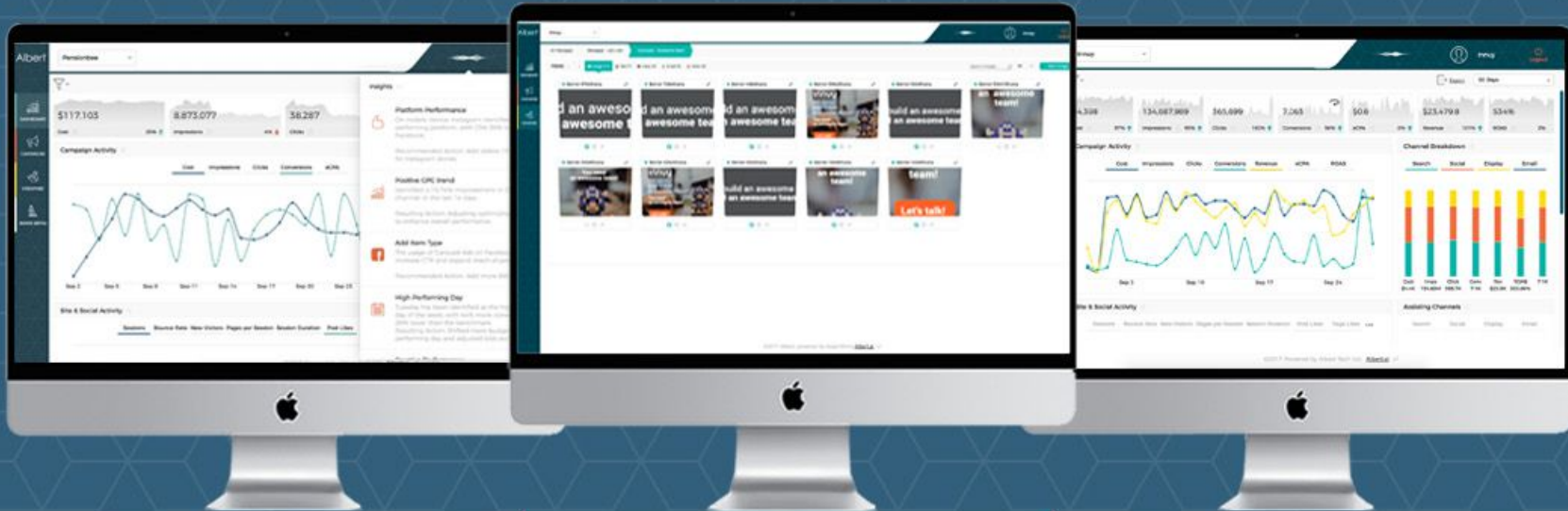
30x  
Increase in Leads

600%  
Increase in Conversions

80%  
Decrease in ECPA

MANY WELL-KNOWN GLOBAL BRANDS TRUST IN ALBERT'S WORK EVERYDAY

# THE CHALLENGE



Albert needed a scalable platform to handle the tremendous amount of data that the application manages. This platform would involve constant urgent requirements and updates that would need to be resolved quickly.

Due to the complexity and frequent change requirements, this project would need a team of engineers that could understand the complexities of digital marketing and to quickly jump into the project being savvy on the latest trends.

The Innuy team not only had the technical skill set Albert required but also the responsiveness and quick turn around time allowing them to successfully launch the platform.



Having extensive experience with [SaaS projects](#), Full Stack Systems, and advocating [best of breed](#) technologies, the Innuy team were able to build a [robust, scalable](#) platform implementing [Python/Django](#).

Our team suggested ways to improve Albert [from the Database design to their APIs](#). Using Django, we took a highly advanced [webpy prototype](#) and effectively built the entire backend [from the ground up](#).

# WHAT WE DID



Python



Django



Redis



RabbitMQ



MongoDB



# RESULTS & TAKEAWAYS

Albert and Innuy have been successfully working together through these past years. It's an important success story that has challenged us to be predictive and adaptable.

As Albert continues to work with well-known global brands saving them time and money, we are proud to be part of their team in helping them achieve this success.



6 DEVS



2 YEARS  
(and counting)



“The team assisted us to build a scalable platform that can efficiently manage our customer’s online marketing campaigns. They’re extremely dedicated, very professional, and always working really hard to achieve efficiency in Albert. We hope to continue growing together for many years.”

Ron Netzerel  
CPO



# READY TO START?

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