

AdMonks

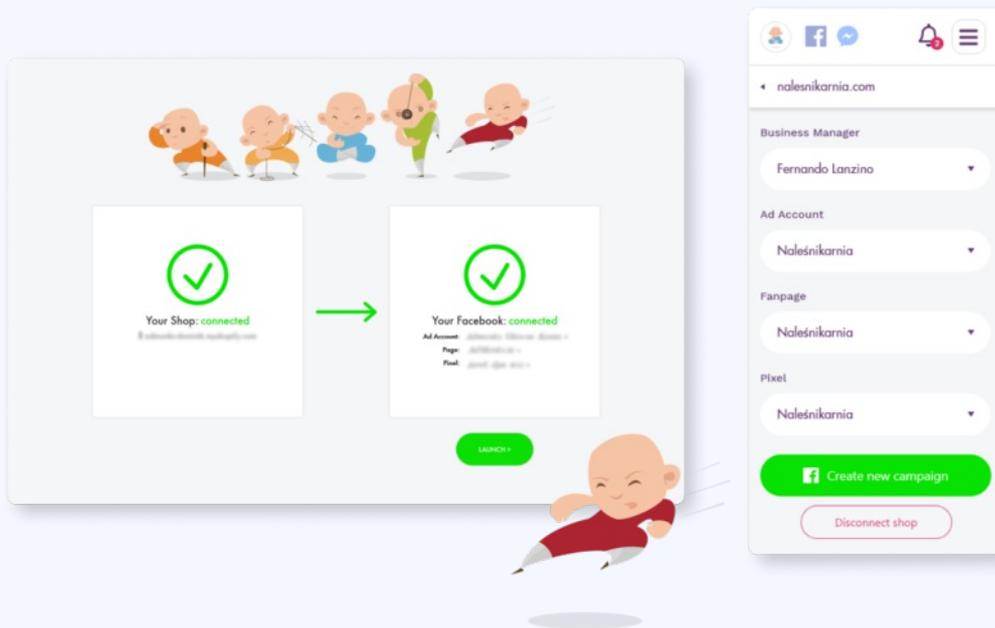
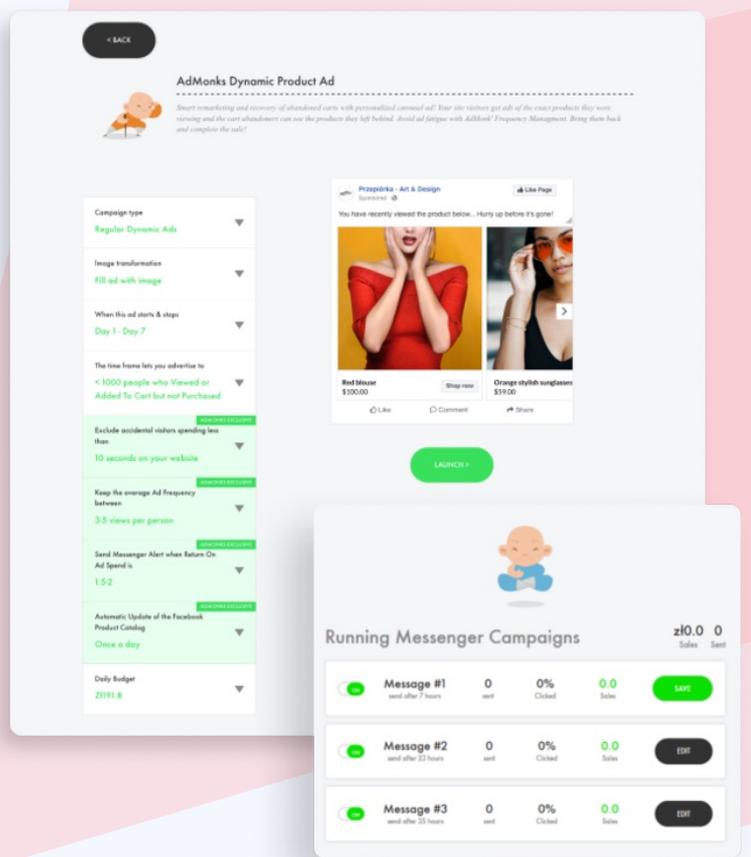
1. Goal

It's not a shocker that every store - online or not - needs to be advertised, so it can bring profit. With online Ads, there are few key options to choose from, and one of them is Facebook. Admonks is there to **simplify creating and managing Facebook Ads** - which means that behind the scene, there are tons of AI algorithms, scenarios, designed User Interface and hours of thinking about UX, as the App is targeted for beginners.

 admonks.io

Scope

-  Web Development
-  DevOps & Cloud
-  Digital Product Design
-  Quality Assurance



Key Challenges



Automatic Facebook Integration



Messenger Remarketing



Reviews Platform Integration



Automated product updates



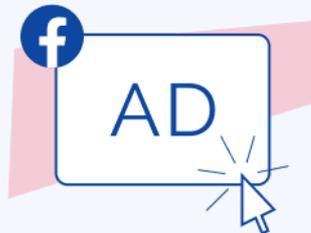
Shopify Payments



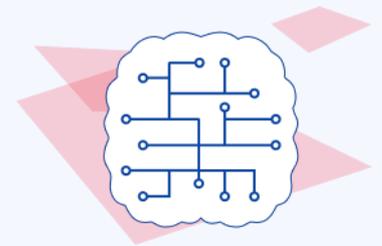
Support for Shopify stores



Recommendation Program



Facebook Retargeting Ads

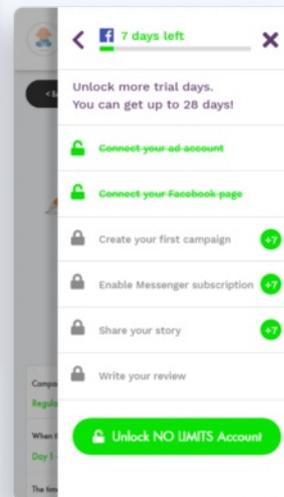
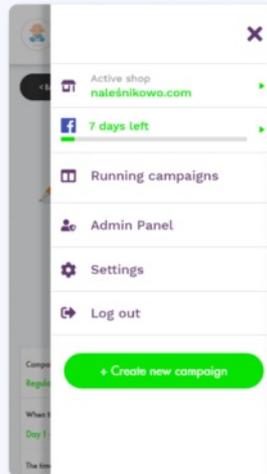
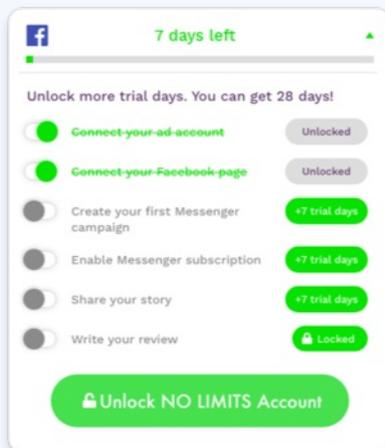
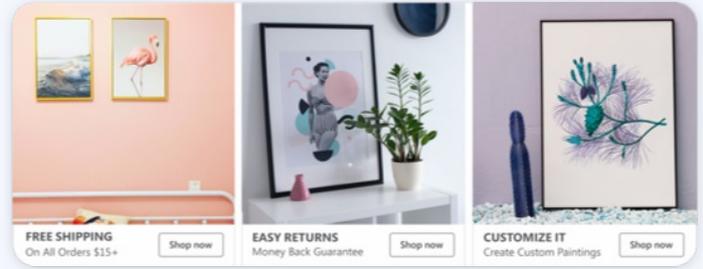
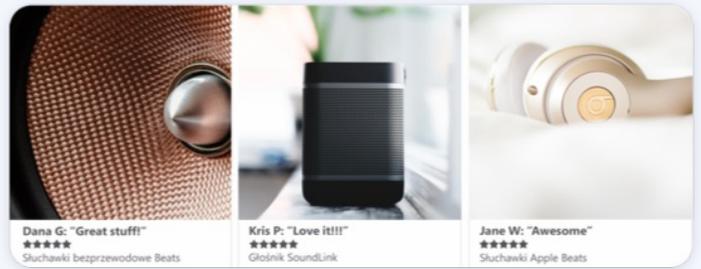


AI Algorithms

2. Solution

Most important for properly working App are AI algorithms, which are **self-learning programs**. So when a customer invests money, their campaigns learn from their history, but also from history of the other stores - sounds amazing, not mentioning constant updates provided by webhooks that react to programmed changes that happen live, but also after a delay. Powerful backend we had to wrap in a **simple and light User Interface** - which doesn't confuse new users. Simple thing for some **Vue.js and Ruby on Rails**, specially powered by **AWS!**

Technologies



Combine it with Messenger

Admonks can be used as standalone Facebook Ads App, but it can also be **combined with Messenger Ads**. It allows potential customers to remind them about shopping, or unfinished baskets in the Messenger App simply by checking a box on the product page.

Hey there 🙌 You left something great in your cart! Don't worry,



Red blouse

Red is the new black! This 100% cotton, 100% fair trade, 100% cute jumper will make you the Lady



Blue chinos

Comfy yet classy, these trousers will take you through the day with style.



[Return to Checkout](#)



Oh great! I forgot about it.

Affiliate Program

When an App has a potential it is not worth to stop with developing it. Affiliate Program **extends the reach of Admonks**, so it became a portal with users apart from just using it's core functionality. We also coded it the way to gain 20% fee value on every sale made by recommendation.

The screenshot displays the AdMonks Partners dashboard. At the top, it shows navigation links for Dashboard, Your link, Payouts, and **Link moni***. The main content is divided into an Overview section and a Details section.

Overview Metrics:

- \$230** Your fee this month (Next payout: 10th April 2019, Check your payouts)
- \$1500** Total fee so far (Including this month fee)
- 230** Active referrals this month (Including this month)
- 304** Total referrals (All your referrals)

Details Table:

Advertiser	Product	Link	Status	Referrals	Revenue
John Smith	Subscriptions	Total (27 April 2019)			
Elizabeth Schalks Smith	Facebook Shops in the world	Total (27 April 2019)	Account frozen on Facebook Shop app		
Alexa Brown	Wargen	Total (27 April 2019)			
Oliver Hancock	Sluarmore	Full	Account suspended, Please contact Admonks	229	\$1.8
Kasper Holten	Woolies	Full		147	\$1.8
Matthias Schuster	Fludis	Full		129	\$1.8
Pauline Dash	Ranking	Full		28	\$1.8
Pauline Dash	Ranking	Combined	Account suspended, Please contact Admonks	28	\$1.8

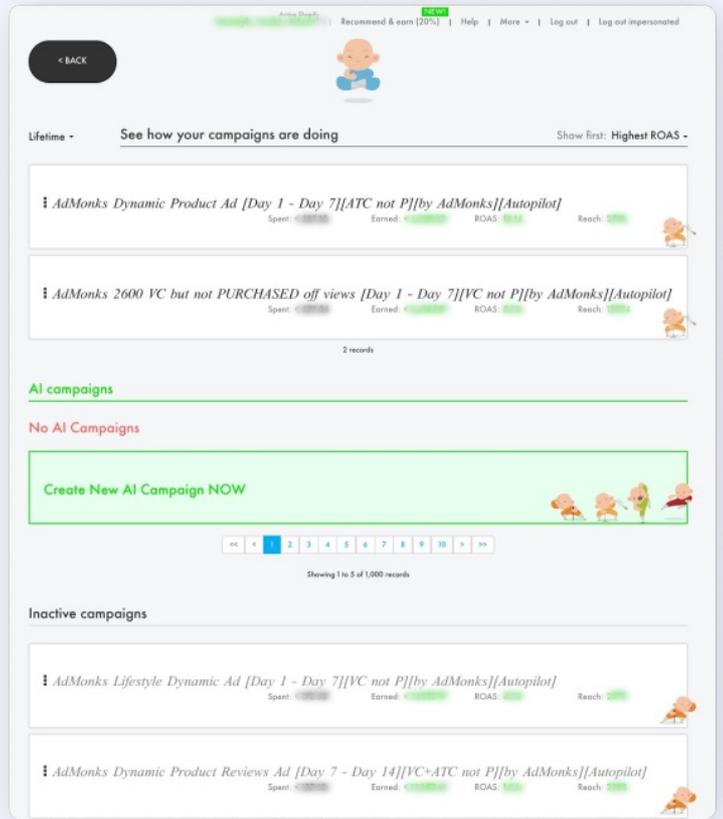
Footer Summary:

Devan Hancock	Sluarmore	Full		\$29	\$5.8
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A cartoon character is visible in the bottom right corner of the dashboard area.

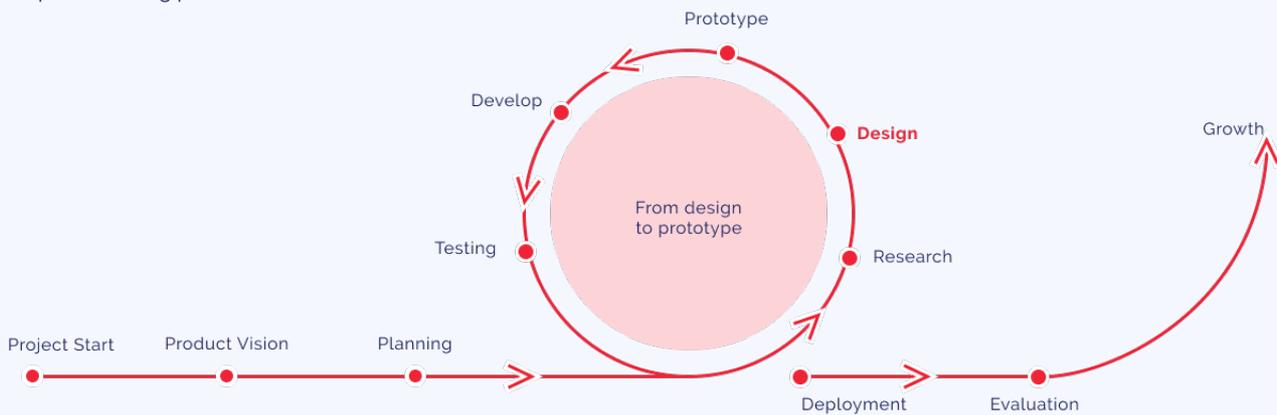
3. Effect

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Workflow

Curious how we deliver? Not a big secret. We are putting exactly the same care about starting the project - making sure that we are on the same page before coding and finishing it, so you are left with a complete, working product.



\$1,2 mln extra sales

Finishing App is a huge milestone for every Software House. It's even better to know that Application that we developed brought **a lot of profit** for many happy customers.

About

Idea of creating Admonks was born in Poland. Apart from a wild and energetic team, as developers we help to wrap a marketing world in a digital way - with every line of code. Seems to work so far - as Admonks is growing every year, it makes a perfect chance for us to plan future improvements!

