Magora’s Web Instrument for Maintaining Your Brand Policy

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Magora has developed a creative business tool for our customer from the USA. This individual was looking for at special web tool for price monitoring in the markets with an easy-to-use and user-friendly dashboard. No such product existed on the market that met his satisfaction, so he reached out to our designers, who built a special marketing web app just for him..

Magora is a solid team of young professionals, and they are always pleased to deal with the unique and original ideas that our customers bring. The more complex the tasks, the more interesting our solutions. That’s why we value every client so highly.

In this recent case, our American customer suggested a challenging task to our developers: develop a very complex dashboard for manufacturers and their professional experts of marketing and merchandising. Magora’s developers managed to understand the client’s thinking and solve the puzzle of different tasks and functions he needed. We identified his requirements and then conglomerated them into a new multiple business tool. This tool allows brand owners to keep retail under review, to control prices and to align your brand to the right position in the marketplace.

Our Apps are Craftwork

In fact, this wasn’t the first time our designers created such a dashboard, and while we had past experience, we like to take on each project from scratch and approach each in its own way, a an artisan would. Each is based on such personalized criteria and requests from the customer that doing it any other way would make no sense. On this particular project Magora has produced a web assistant for brands that are constantly interacting with retailers and dealers and want to protect their products from misuse and mismanagement.

The main function of this web app is an online universal price monitor that enforces MAP (Minimum Advertised Price). This allows brand managers to review and keep control over authorised dealers and others who are introducing the brand in the grey market. Magora’s developers have automated these processes, and now it’s much easier for marketers to find retailers and distributors to dump and take appropriate measures to manage the marketplace and reduce any pricing conflict. Beyond this, the program provides a system for monitoring existing promotions, preparing analytical reports and compiling a database of dealers.

This automation is something our team of proud of, as they recognise the benefit it will have on quality of work for marketers, getting them away from the monotonous manual input of using Excel. All the information that is collected through the program becomes more full-fledged, useful and relevant.

The Real Use

Developing business web tools, Magora always seeks to benefit our customers and increase their profits. It’s our motivation in everything we do. So, what’s the real benefit brand owners get from this web app?

First, they have access to the most comprehensive picture of their brand and market prices, which they can influence and control, because any MAP violation is apparent at the glance. With this app you can also review business volume and master the situation to preventing price collapse.

What’s more, they get the convenience of keeping all relevant data about products and dealers in one, easy-to-use dashboard, where online analytics reports, the history of offers, SKU level activity and much more is viewable, interactive and ready for analysis using the different program features. Read more about this Magora project here.

We at Magora specialise in customs B2B apps and bespoke software solutions, and our tradition is to champion client acquisition and retention. Our clients gain an array of benefits, chief of which are the great instruments to improve workflow and assist our clients to attract more customers of their own.

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