# Email Marketing App Streamlined for Faster Business Growth

## About Client

A trusted leader in offering internet-powered sales tools, our client helps insurance agents, mortgage brokers, real estate agents, and many more to accelerate online marketing and increase profitability by adding deep levels of personalization, convenience, and utility to their online service offerings and products.

## Implementation Scope

- To build a new email marketing engine which includes Marketing Dashboard, Email marketing, Text Marketing, and Volume marketing Contacts.
- The solution should replace the existing Mail Server and affected integration components with reputed Mailgun Mail service.
- The solution should provide validation and SPAM scope capability on campaign templates.
- Fix the legitimacy of current email templates.
- The solution should build an abstraction layer on top of Mail Service to allow seamless switch to other reputed mail services in the future.
- Explore and setup separate email sub domains for campaigns.
- The solution should provide Mailgun dashboard for email campaign analytics.
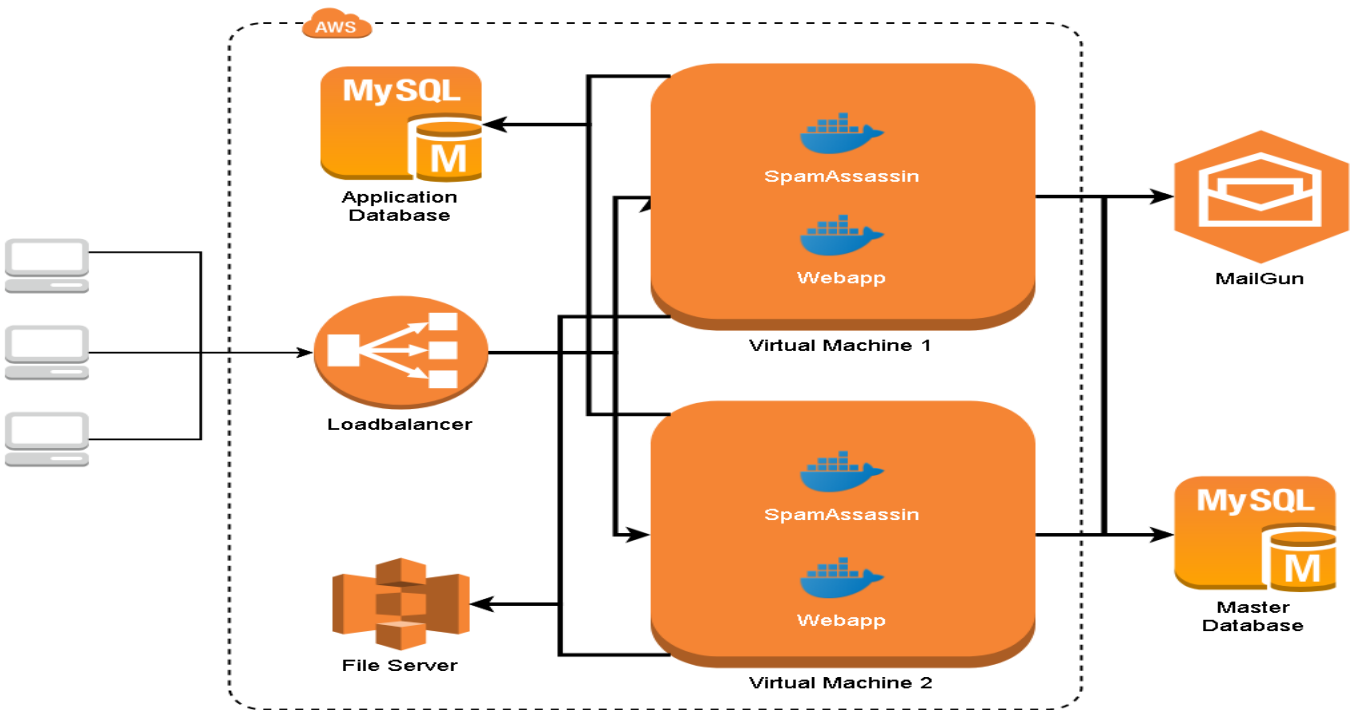
## Business Solution

**Architectural Considerations:**

- Decoupled the Email/Text/Volume Marketing module from existing system and hosted it on AWS as a standalone application.
- Rewrote the Marketing module with latest tech stack Angular and Java.
- Integrated Email Marketing application with reputed third-party (MailGun) mail service.
- Leveraged the client's existing user authentication module and implemented single sign on.

## Technology Stack

- AWS
- Angular 6
- Java , J2ee, Spring Boot, Spring Integration
- SQL Server
- Dockers, Jenkins, GitLab for CI/CD
- Tomcat

# Application Architecture



## About Evoke

Evoke Technologies is an innovative information technology services firm offering world-class software solutions. We are a client-centric and relationship-based company with a focus to provide cost-effective software development and support solutions. We are SEI-CMMI Level 3 appraised, ISO 27001 and 9001 compliant IT enterprise that focuses on quality and delivering business value. Incorporated in the year 2003, Evoke Technologies has been actively helping global corporations to innovate and transform their businesses utilizing IT. Our global delivery and engagement models help us to offer affordable long-term software solutions that meet our client's IT challenges and add business value. We constantly innovate and implement new software methodologies to provide our clients with a superior experience.

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