



Drinxology **Native** Android **TV** App

Product Overview

Drinxology is a native Android TV app that fuels the endeavor of a digital marketing agency. The objective of the app is to advertise and market the alcoholic beverages like wine and spirits to consumers at kiosks.

About Our Client

Drinxology is a New York, US-based digital marketing agency that focuses on the wine and spirits business. The company helps their partners to drive brand awareness and customer-engagement rate and, ultimately, tap the opportunity available in the \$24.1 billion alcoholic beverages industry.

Digital Display Advertising Overview

Display or video advertising is the most influential marketing strategy in the world. Visuals can strike a chord with the audience more effectively than what other forms of media do. Both, established and new players in the industry, particularly, from the retail sector, are giving preference to it because of its reach and conversion success.

Client Challenges

- Increasing brand rivalry
- Informed consumers with a rising level of expectation
- Rising operational cost
- Increasing customer-acquisition cost
- Complexity with multi-tiered customer-engagement model
- Managing multiple clients
- Helping clients to manage their different kiosks or sales counter

Expectations from Drinxology App

What invoked the company to invest in our Android TV app development services was the sheer need to champion the consumer-engagement model, make it more relevant to its partners and stay competitive in the marketplace where new digital marketing agencies are evolving every now and then.

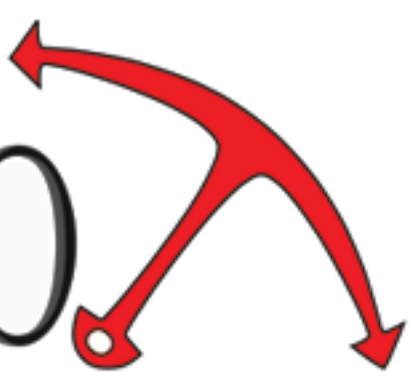
Solution

The native Drinxology app orchestrates a win-win strategy for everyone involved in the business of wine and spirits, including customers. Here is a walk-through.

1. Consumers

Consumers can choose from the product range available on the kiosk after going through their nitty and gritty aspects, including product type, brand, price, discounts or rebate, etc. The app is connected with a printer from where they can take a print out of the order placed and submit it to the person responsible to serve or do the billing task.





Categories

- Spirits
- Wine
- Beer
- Drink Recipes
- Party Planning
- Food Pairing

2. Retailers

Retailers can manage their display advertisements and customer-acquisition operations effectively at different kiosks. Thus, a sales manager heading the business can not just exercise control on the type of ads being shown to the audience but also have a 360-degree view and control on different kiosks that are operating under him or her. He or she can assign content or products to different kiosks and take a stock of how they work.

3. Drinxology

This section provides Drinxology a control on the entire retailers or clients availing themselves of the digital marketing services offered by it. This is also called the admin-panel. Key reports made available here include:

- Retail Summary Report
- Brand Summary Report
- Registered Consumer Report
- What's Selling

Strategy

"Understanding users and rewarding them with tools and information they would love to have in their display advertising and marketing app"

Our Android developers set off with this Android TV app development project with this very objective in mind. We took a stock of the needs and challenges of every stakeholder right from Drinxology (our client) to retailers (clients of Drinxology) and last but not the least, their customers (the beverage lovers), who are at the core of any business.

With a bid to keep the User Experience (UX) at its best, we paid attention to all the quadrants of app building - from prototyping and designing to development and testing.

Result

Unleashing the capabilities of the latest Android SDK and Android Studio, we coded the idea of Drinxology to make it tangible across all popular Android TV devices of varying display formats or sizes. The app delivers the best User Experience and, we are happy to say, it's fueling the business endeavor of our client, their partners and customers.

About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. In addition, we have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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