

News App For an Irish Digital Media Company



How migrating to the latest Android SDK, redeveloping notification feature, incorporating social media sign-in, and more facilitated a digital media company's **step-up in user engagement.**

Challenge

- Redevelop push notification to all apps via Parse
- Incorporate the latest versions of the Admob SDKs on all apps
- Incorporate social sign-in using Giga
- Video playing using an SDK from a company called Bluebillywig
- Migrate to latest Android SDK and material design
- Incorporate the latest versions of the Admob SDKs on all apps
- Improve our use of enriched content by improving our embedded code (where, e.g. the app displays twitter or facebook content but in a native app, or migrating story display to a web view)

Key Features



get notifications about big news nearby



get real-time alerts for any topic



mute stories you do not want to see

Technologies



Google Analytic



BlueBillywig SDK



Google DFP



ActiveAndroid



Google Admob



Parse SDK



Gigya SDK



MaterialUI



Custom widgets

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