Qulix
SYSTEMS

MNFST [Manifest]
App Development & Support

Case Study

MNFST

MNFST is the world's first crowd promotion platform. The app's mission is to give brands a chance to easily collaborate with consumers and democratize the influencer market.
Users create and share engaging branded content: for example, recommend favorite products and services, upcoming events or charity initiatives and get rewarded by brands. The earned money can be withdrawn or be donated to a charity organization.

MNFST Advantages

Influencer marketing made easy:
thousands of user-generated brand mentions with instant AI moderation (up to 15 seconds)

Daily updated Social Capital Score,
an integral metric developed to measure the influence of user's social media profiles

Interactive masks
make content unique and appealing

Automated payouts
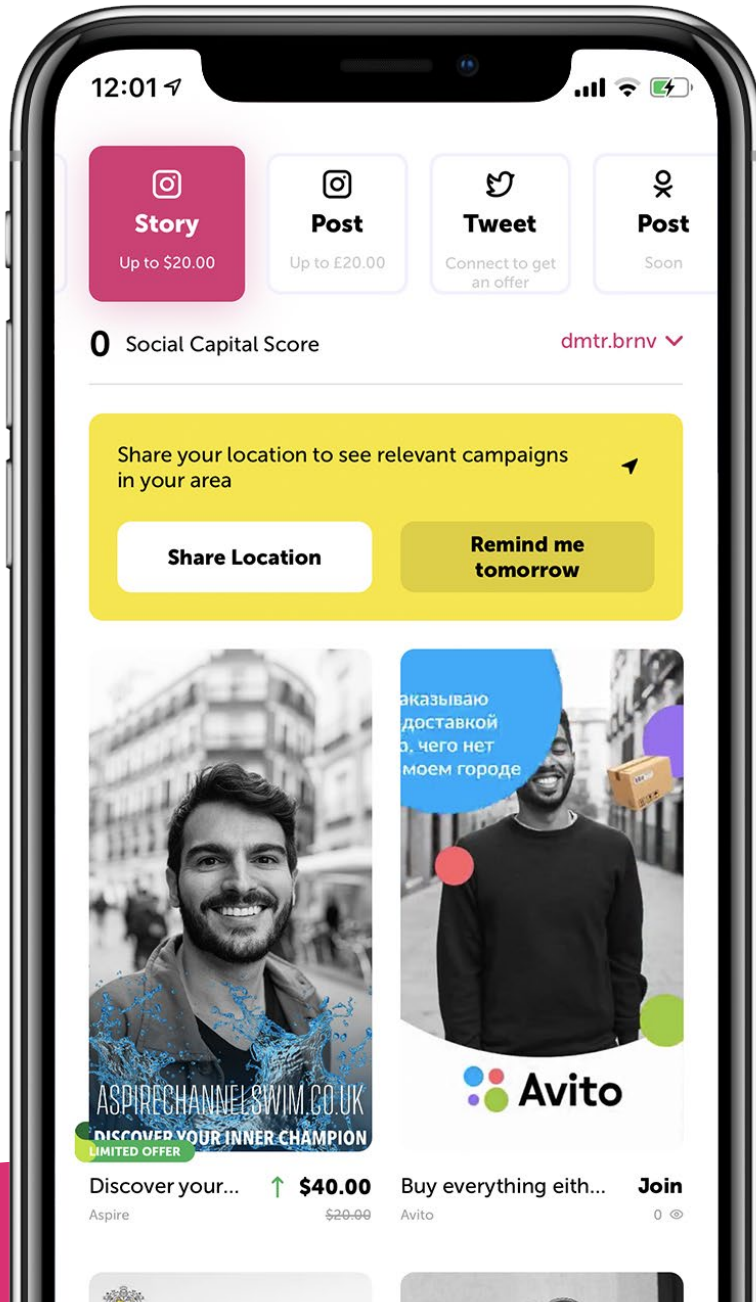with no reward negotiation

Client's Results

400 000+
users

4.4
app rating
on Google Play

4.1
app rating
on AppStore

Project Details

MNFST is a fast-growing platform with 30K daily active users and 6M daily views. It offers gender, geography, and age targeting so that brands could pay for real engagement and views.

The client is interested in expanding its team of iOS and Android software engineers. The main goal for Qulix mobile engineers includes ongoing app development, the implementation of new features and the support of the new MNFST app version.

The project requires highly skilled developers, able to quickly fix defects, suggest effective solutions and provide reliable growth of the app functionality.

Technology Stack

Programming languages:

Kotlin

Swift

Technologies:

Augmented Reality

Machine Learning
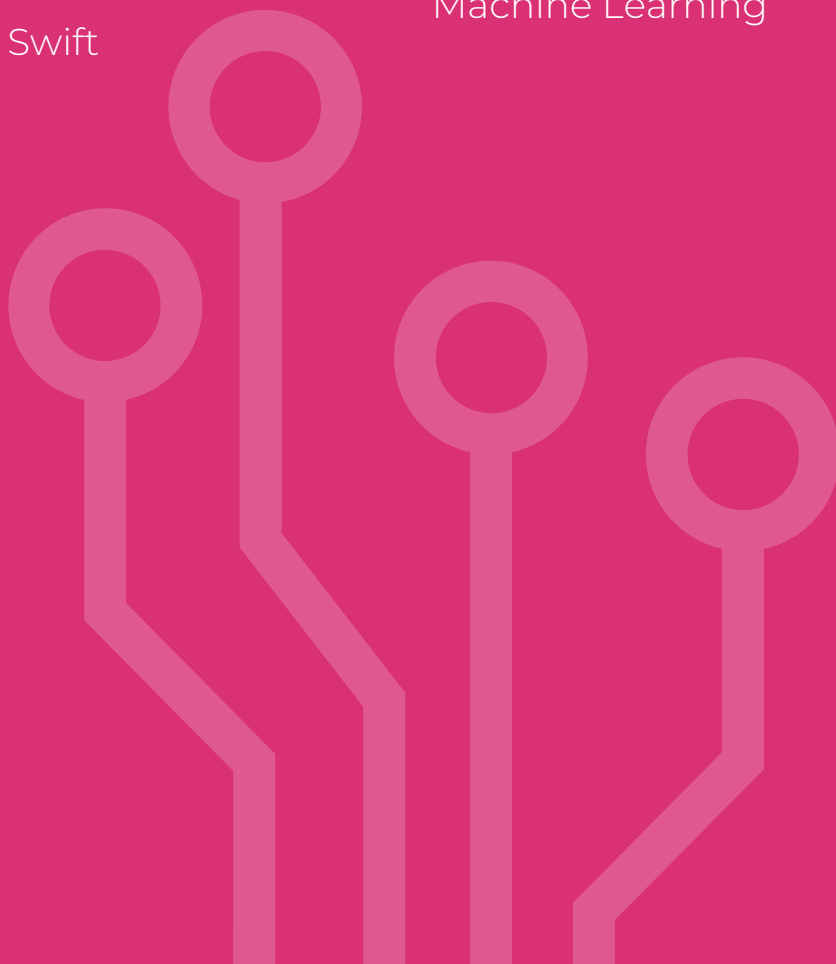
Services:

Fabric

Gradle

CocoaPods

GIT

FireBase

Google Play Service

etc.

Team Performance

>6
months
of cooperation

2
mobile software developers
(iOS and Android)

positive
feedback from the client

The team managed to:

✓ Develop in-app digests

✓ Improve the multi-currency wallet

✓ Work on the algorithm of calculating fees and withdrawing funds

✓ Refine the camera design (pop-ups, tips, offers, and more)

✓ Implement "help cards" for interaction with users on other screens

✓ Suggest proprietary additional components (the details cannot be disclosed according to the NDA).

Client's Feedback

> Great experience working with Qulix Systems and their mobile developers. They do their job with a lot of enthusiasm and show great results. Also, they are flexible to work with and well-organized on their end keeping track of project progress.

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CTO

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