



Case Study **nimblecommerce**

Company Profile

www.nimblecommerce.com

NimbleCommerce has created a robust and feature-rich ecommerce platform for media companies or brands to quickly launch a deals site.

Industry

Platform

Adility Solutions

Adility Connect™
Adility Gateway™

Business Situation

As NimbleCommerce added more and more publishers to their platform, NimbleCommerce was looking to expand their services and provide access to offer content to support their growing clientele.

The Problem

Connecting with brands, retailers and merchants and creating one-off POS integrations is costly and inefficient.

Solution

NimbleCommerce used the Adility Gateway™ to connect the NimbleCommerce platform to the Adility Commerce Network™ and was able to provide their publishers additional local offers with real time redemption capabilities at retail. The Adility team expanded the Adility Gateway™ to support platforms with multiple publishers and worked closely with the NimbleCommerce engineering team during the four-week process. Once the integration was done every NimbleCommerce publisher simply turned on the Adility connection and was up and running in minutes.

Benefits

Adility's quick response to extend the Gateway to support platforms enabled the NimbleCommerce team to finish the integration within four weeks and provided instant offer content and real time redemption for their publishers. The Adility integration enabled NimbleCommerce to differentiate their platform from others in the market by providing access to offer content for their publishers. With Adility, NimbleCommerce is now plugged into the Adility Commerce Network™, and their publishers can instantly connect to brands, retailers and local merchants to create and define online promotions and provide their advertisers secure connections to the point of sale leveraging on the Adility transaction and redemption platform.



Adility provides a critical component for publishers seeking to enter the local commerce space.



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