Promoty

a tool for scaling influencer marketing

...and how Producement helped them make their product expand

case study by Producement

Introduction

Promoty is an influencer marketing tool that connects brands with influencers who love them. Influencer marketing is a rapidly growing market - in 2020 it was about $8 billion and is estimated to grow into $15 billion by 2022.

The mission of Promoty is to reduce manual labor and inefficiency in influencer marketing while creating meaningful connections between brands and influencers. The platform helps brands find the most useful influencers, give feedback on the collaboration posts before they are posted on social media, and see the full campaign statistics afterward.

Back then their team consisted of only 5 people and had just raised their first round of 445K euros. Today the team has grown to 20 people, they operate in 8 countries and are rolling out the new version of Promoty they built with Producement.

In this case study, we take a look at how Producement helped them build a product to match their scaling needs.

Promoty 1.0 wasn't built to scale

"We had an idea but no resources to start it up fast so we thought with Leo - Screw it, let's bootstrap it and see where this goes."

Aleks Koha

CEO & Co-Founder of Promoty

Promoty was founded in 2017 in Estonia by Aleks Koha and Leonardo Romanello, they expanded to Finland and Latvia in 2019. Promoty started working with Producement at the beginning of 2020 when they were looking to scale fast.

The launch exceeded their expectations and a few years later they were well on their way to expand internationally fast. They only had one problem - their technology was not ready to scale.

When they started looking for a product building partner, they chose Producement based on their investors' recommendations.

> *In the beginning, we had to build software as fast as possible and I was our only engineer. At that time I didn't really know the framework so the first version of Promoty turned out to be a collection of beginner mistakes. And once your application is built on a layer of bad code, everything else you develop on top will be affected by it.*

Leonardo Romanello
CTO & Co-Founder of Promoty

Main problems

They wanted to scale but the product had a lot of bugs and could crash under the pressure of a high number of new customers.

There was still a lot of manual labor involved, e.g. with invoicing.

They didn't have an app even though most influencers were using them on mobiles.

Setting up the framework for success

First things first - hiring was important part of scaling process. Together with Promoty team we've hired product engineer, set up all the necessary routines - weekly plannings, daily standups, and end-of-the-month retrospectives. Then started iterating the product and after a month or two offboarded ourselves.

Usually, the startup has to be independent in around 3 months. When Producement starts working with a startup, we're initially very hands-on and gradually pull back when the team is ready to be independent.

Leonardo says that managing a tech team was a challenge for him before Producement: *"I had a huge workload on me. I had to maintain the old platform, design a new platform and manage the engineers' team."*
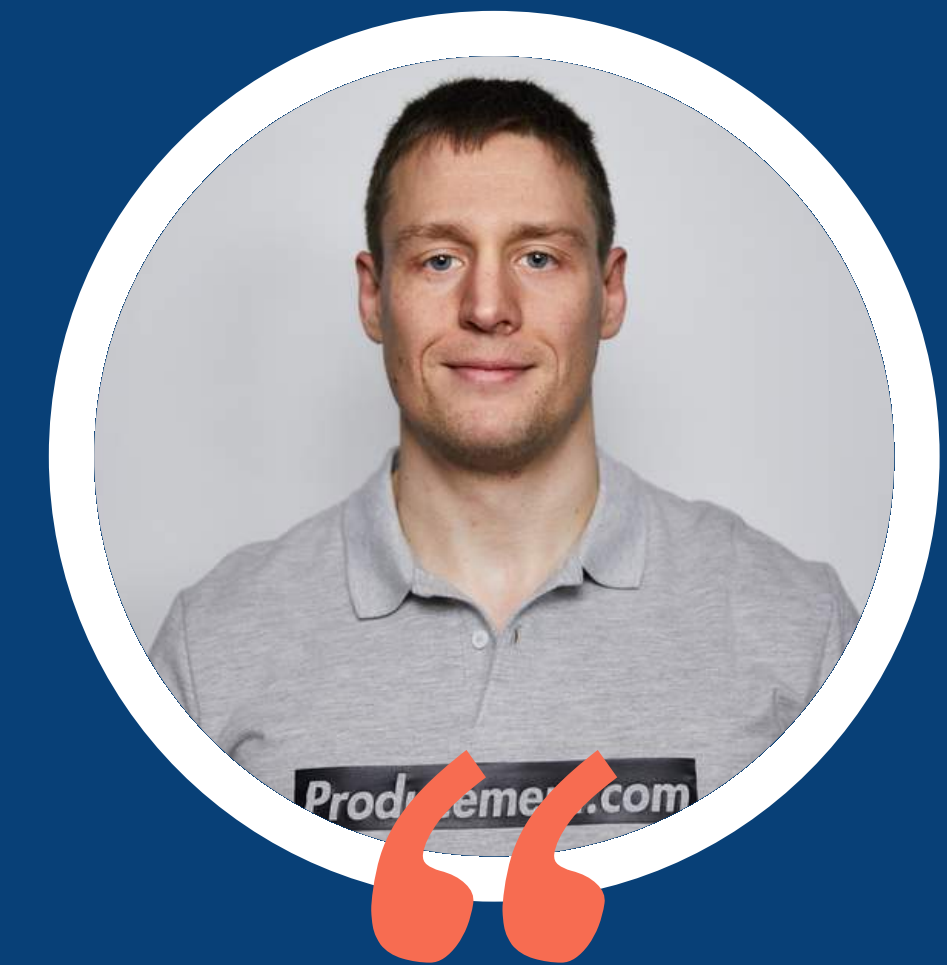
"Overall they had good validation from the market. We helped them build a new version of their existing business with product iterations to match the growth of users and onboard new segments."

Jordan Valdma
CEO & Co-Founder of Producement

Producement suggested using a whole new tech stack of Kotlin and Flutter. **Leonardo says he was very happy with the stack choices and couldn't have done the change alone.** *"We had no expertise and it was a relief to have someone who knows exactly how things should be done."*

The process fell a bit behind schedule due to unplanned issues, e.g. authentication problems or Graph API issues. **Leonardo:** *"We were a little bit behind the schedule but these things are hard to estimate. What's most important, we met the goal set with investors."*

In the end, everything worked out great, says Leonardo: *"We now have a new product that has a scalable infrastructure and codebase, it's well written, well documented, and ready for bringing on more developers."*

"Aleks is very product-oriented and customer-centric. We'd put our money down and invest in a company solely for him being the CEO. And in this case, we knew we could help them get along with their product."

Erko Risthein
CTO & Co-Founder of Producement

The importance of investing in an experienced product building partner

Aleks says that they initially had some hesitations about the expense of involving a product building partner: *"We invested a fair amount of money to build a product with Producement. But I think the biggest value came from them sharing their experience. We learned about management, hiring, tech prospective, new products, pipeline operations, and stuff like that. They're still always available for quick advice."*

Leonardo adds: *"I really appreciate working with Jordan, Erko, and Maido. Even if we had some misunderstandings, they were always ready to listen, accept feedback and work on it. I could see that Jordan really cares about his employees and clients. I'd say that It has been a pleasure working with them and getting to know them. The experience we had collaborating with Producement was very positive."*
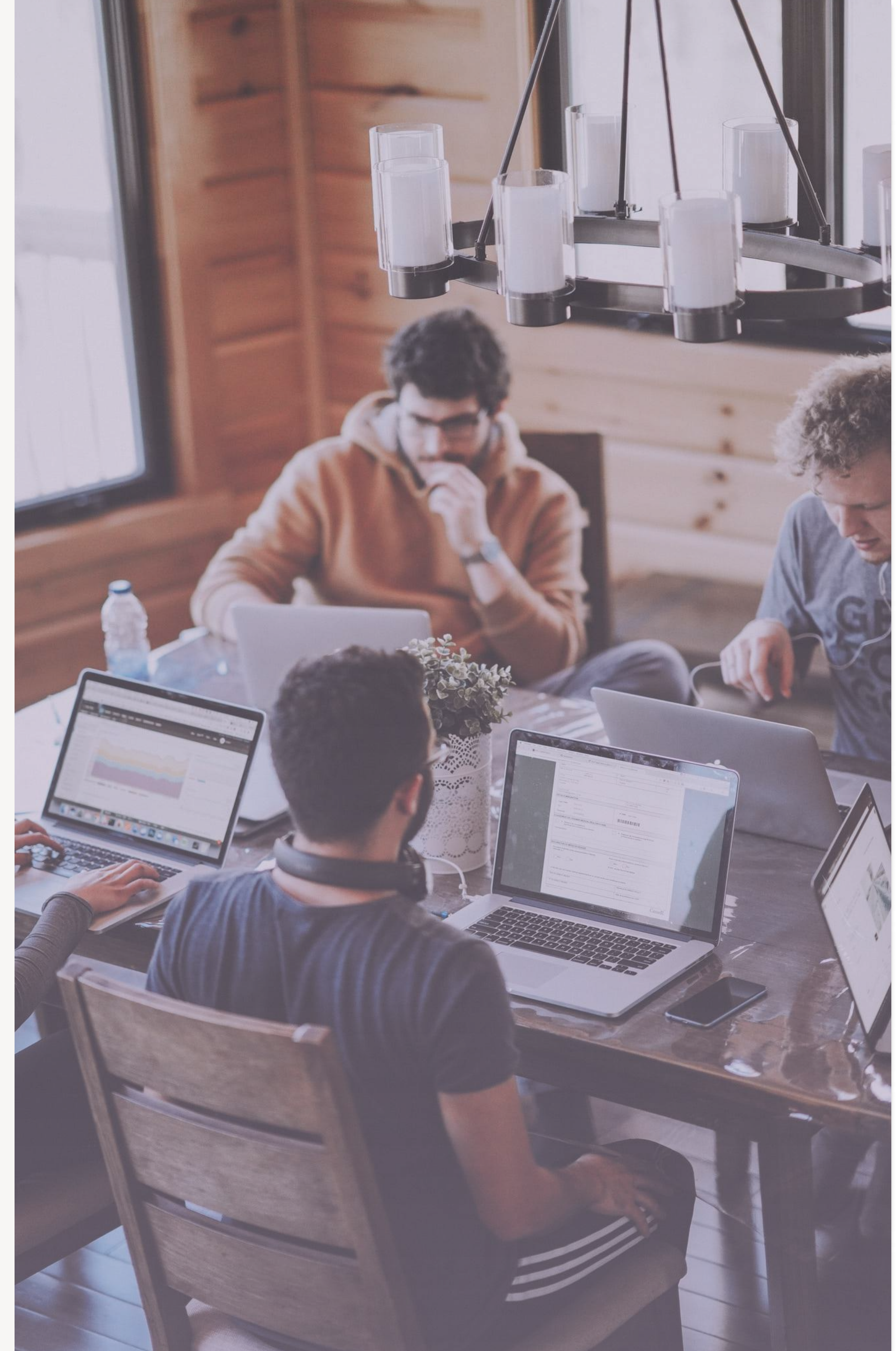
Want to scale with us?

Let's have a chat and see if we're a match!

Contact us:

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