

Scaling Brand Advocacy via Mobile Social Loyalty & Rewards

Transforming word-of-mouth marketing into a gamified mobile experience that empowers local businesses through social media-integrated loyalty programs.

Overview

QBurst engineered native iOS and Android applications that gamify the shopping experience by rewarding users for social sharing and local business check-ins. By integrating GPS-based location services and social media APIs, the platform turns loyal customers into an active sales force for small and medium-sized enterprises.

- Rapid user base growth for local businesses achieved through automated social sharing and word-of-mouth marketing features.
- High app store ratings and user engagement sustained by seamless background synchronization and secure rewards tracking.



Client Profile

Based in Silicon Valley, California, the client is an innovative startup dedicated to enhancing the lifestyle and leisure sector. Their goal is to leverage social networks to boost the visibility of local enterprises through a community-driven rewards model.

Challenges: Mobilizing Loyalty and Social Influence

The primary challenge was creating a frictionless, cross-platform experience that could accurately track user activity while motivating them to promote businesses within their social circles.

- Local businesses lacked a centralized platform to motivate and retain customers through digital incentives.
- The client needed to leverage high-value social networks like Facebook and X to spread brand awareness organically.
- Real-time location tracking was required to ensure check-ins were authentic and rewards were issued only at registered local enterprises.

- The application needed to maintain multithreading capabilities to remain active in the background without interrupting the user's primary mobile tasks.

QBurst Solution: Location-Aware Social Loyalty Suite

We developed native iPhone and Android applications using their respective SDKs to ensure maximum performance and seamless integration with hardware features like GPS and cameras.

- **Precision Location Services:** Utilized the Core Location framework and GPS-based services to identify user locations and automatically suggest nearby participating businesses.
- **Social Media API Integration:** Developed a seamless bridge to social networks, allowing users to share their experiences and check-ins directly to Facebook and X.
- **Background Multithreading:** Engineered the application to run in the background, ensuring status updates and reward processing continue while users make calls or use other apps.
- **QR Code & Rewards Engine:** Integrated a QR code scanner for instant coupon redemption and a robust backend to track the accumulation of reward points.
- **Community Features:** Included an "Add Friends" feature allowing users to sync with other networks, view friend updates, and send/receive emails within the app ecosystem.

Technical Highlights

The platform was built for scalability and data security, ensuring that sensitive user location and reward data remained encrypted during transmission.

- **Native SDK Performance:** Developed using Objective-C (iOS) and Java (Android) to take full advantage of native libraries and smooth UI transitions.
- **QBShare Framework:** Leveraged QBurst's proprietary social sharing component to streamline API calls to multiple social platforms simultaneously.
- **Robust Backend:** Used MySQL and secure Web Services with high-level encryption to manage user accounts and business data.

Impact

- **Effective Advertising Channel:** The high volume of social shares translated into a cost-effective marketing engine for registered local businesses.
- **SME Growth:** Small and medium-sized enterprises reported a rapid increase in customer base and repeat visits due to the gamified check-in system.
- **Positive User Sentiment:** The application received positive reviews on both the Apple App Store and Google Play Store for its ease of use and fun rewards model.
- **Enhanced Retention:** Empowered businesses with a data-driven tool to monitor customer loyalty and reward their most active brand advocates.