

## Leading Local Classified Site for Gibraltar

The client approached Mashkraft for a complete solution for the business. The platform was for buying and selling products by individuals for the state of Gibraltar. The platform was needed on the web and as mobile apps.



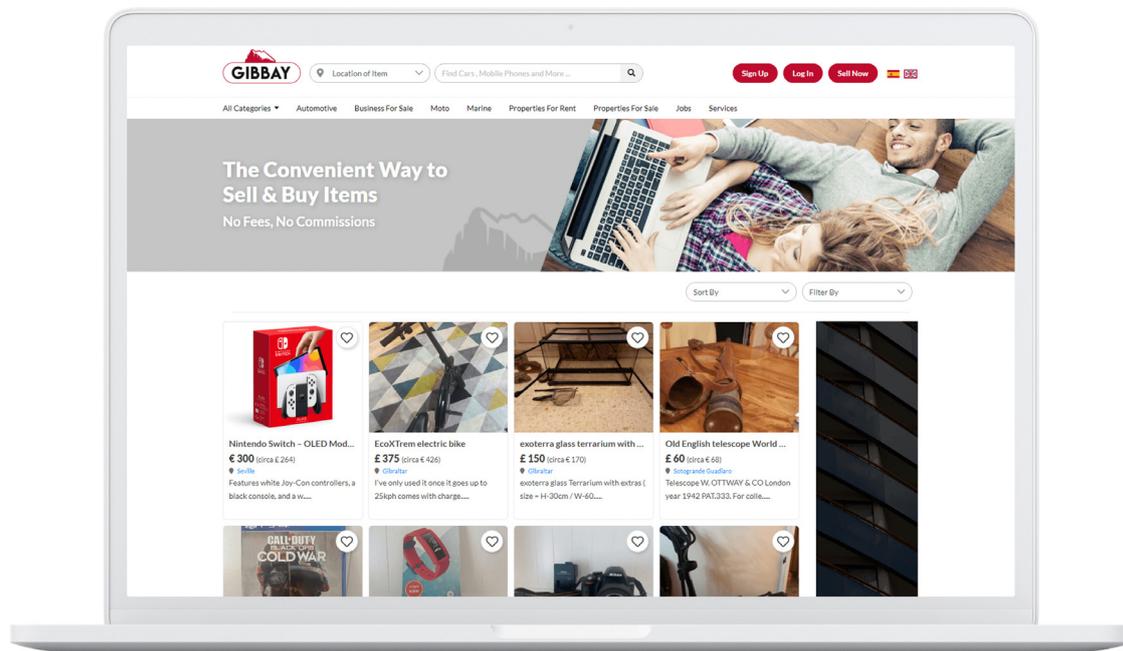
### Highlights

- State-of-the-art platform
- Scalable architecture
- User-friendly interface
- Web and Mobile Apps

### Challenge

The state of Gibraltar had no online platform for locals for buying and selling goods as well as real estate and services. Residents of Gibraltar had been using Spanish online marketplaces for their buying and selling needs. It was becoming increasingly difficult for the local community to locate and find the right online place for buying and selling items. It was the need of the hour to have a region-specific online platform for Gibraltar which is built on trust and simplicity

This gap and potential for success encouraged the client to invest in getting a platform created. This would be aimed at registering local people onto the platform for selling and buying purposes.



## Solution

The client approached the Mashkraft team to develop a cost-effective and easy-to-use solution for building a local classified space. The engineering team at Mashkraft used agile methodologies to quickly build a working prototype for the client for validation. After deliberation and feedback - the team extended the fully workable product.

All this was achieved in a record time of 3 months with weekly sprints. State-of-the-art cutting-edge technology was used for developing the platform using Laravel,Vue.js, MySQL and Amazon Cloud. A secure back-end system was built for moderating ads and obtaining analytics and user behaviour. For mobile apps, Mashkraft used the Ionic hybrid framework to develop IOS and Android-based applications.

The platform was launched within four months of development and was accessible to the community in Gibraltar. Search Engine Optimization was done to make the platform easily searchable on organic keywords which resulted in high traffic.

Keeping in mind the recent laws for data privacy and GDPR compliance, the platform was built to keep the data secure from any external breaches.

## The Result

The platform was well received by the local community. It generated high traffic and increased conversion over a short time. Since then, the platform has been ranked as the highest leading classified business in the state of Gibraltar. There was rapid traction and the platform got monetized through advertisements and premium features as well.

## The Benefits

- Leading regional classified platform
- One platform for all purchase and selling requirements
- Unmatched user experience across the applications
- High monetization and average daily users

