cube × **AirGift**

CASE STUDY

AirGift

NFT   Blockchain   Marketing

Context

Blockchain technology is a booming industry.

Recently, NFTs (Non-Fungible Tokens) have appeared and have generated a lot of questioning, fascination and curiosity for the general public and businesses.

Very simply, an NFT is a digital asset to which a certificate of authenticity is attached, making it unique and non interchangeable. In concrete terms, by obtaining an NFT, a buyer becomes the exclusive owner of a digital asset, unfalsifiable on a blockchain.

Companies are more and more eager to ride the wave of NFTs and for the most avant-garde among them, some are starting to create and offer NFTs for their customers.

However, many initiatives are hampered by the complexity of using NFTs.
AirGift was designed to allow companies to exploit NFTs without the technical complexities of creating and sending them.

We accompanied the startup AirGift in the creation of a platform for creating and sending marketing NFTs for companies. An exciting technical project developed in a few weeks with our NoCode approach.

- **Understanding the ins and outs of a technological revolution: blockchain**

Since its creation in 2019, our product studio has taken on numerous challenges with our clients, all business verticals included - in the world of cryptocurrencies and blockchain, we had notably accompanied the Swiss unicorn SwissBorg in the creation of their DAO (Decentralized Autonomous Organization) application.

The AirGift project was therefore particularly appreciated by our teams in order to allow companies to exploit the opportunity of NFTs in their marketing campaigns.

Our Product, Design and Technical approach required the apprehension of the specificities inherent to this technological revolution in order to imagine an optimal user path and relevant technological choices within the framework for the AirGift V1 platform launch.

- **Implementing a technical gateway with Venly to mint NFTs**

In order to guarantee the inviolability and uniqueness of the NFTs sent by the AirGift platform, it is necessary to send them on a blockchain: this is what we call the minting process.

In order to optimize development time, our team integrated the Venly solution into the AirGift application to create a technical gateway with the blockchain.
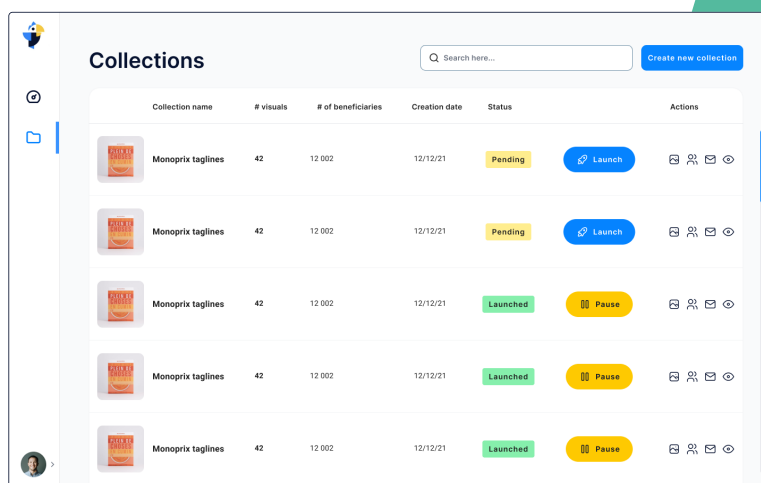
- **Create a custom mass emailing service**

AirGift allows marketing teams to easily send their NFT collection to their customer or prospect base in bulk.

We have implemented a custom campaign creation path that includes contact list import, campaign creation and performance tracking modules.

Our team took inspiration from the best email platforms in the industry to create the easiest experience for businesses.

The team:

LEAD DESIGNER
Tim Tortosa

PROJECT MANAGER
Mehdi Sijelmassi

DEVELOPER
Gilles Laï

Technologies used:

.bubble

venly

A project, a question? Let's talk about it.

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