

# How Invimatic Ensured Robust Functionality And Security With Comprehensive Testing Services



Our client, a leader in retail technology and media, provides a platform empowering retailers and brands with personalized shopping, loyalty programs, retail media, and e-commerce solutions. Bridging the gap between retailers and millions of shoppers, the platform required rigorous testing to ensure reliability, scalability, and security for:

- **Personalization for millions of users.**
- **Loyalty program and retail media integration.**
- **Accurate reporting for advertisers and brands.**

## PROBLEM

- **High User Volume:** Testing for performance and scalability to support millions of shoppers.
- **Complex Workflows:** Validating interconnected features like loyalty programs, personalized promotions, and e-commerce.
- **Retail Media Integration:** Ensuring seamless ad placement and campaign reporting.
- **Data Sensitivity:** Safeguarding first-party shopper data while ensuring compliance with privacy regulations.

## THE SOLUTION



### Requirement Analysis

- Collaborated with their product and engineering teams to map critical workflows:
  - Shopping Cart Management and Checkout.
  - Loyalty Program Enrollment and Rewards Calculations.
  - Retail Media Campaigns and Analytics Reporting.



### Functional Testing

- **Personalized Shopping:** Validated dynamic promotions tailored to user behavior and preferences.
- **Loyalty Programs:** Verified points calculation, redemption processes, and program rules across multiple retailers.
- **Retail Media Campaigns:** Ensured accurate ad targeting, display, and reporting.



## Data Validation

- Ensured the precision of first-party data for:
  - Personalized promotions and product recommendations.
  - Campaign performance metrics in closed-loop reporting.
  - Loyalty program summaries are provided to shoppers and retailers.



## Regression Testing

- Automated regression test cases to minimize manual effort and ensure swift verification of platform updates.

### RESULTS DELIVERED

- **Enhanced Platform Stability:** Delivered a system capable of supporting millions of users with minimal downtime.
- **Improved Accuracy:** Achieved 99% accuracy in loyalty program calculations and reporting metrics.
- **Faster Time-to-Market:** Reduced regression testing cycles by 40%, accelerating deployments.
- **Optimized Performance:** Improved response times and scalability, ensuring readiness for peak shopping events.

### KEY TAKEAWAYS

Through our thorough testing approach, we enabled our retail client to launch a secure, scalable, and high-performing platform. This resulted in a seamless shopping and loyalty experience for millions of users, empowering retailers and brands with reliable media solutions and actionable insights.

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