HPM HIDDEN PROFITS MARKETING®

Case Study

Global marketing agency finds their "Dream Team" with Polcode's developers
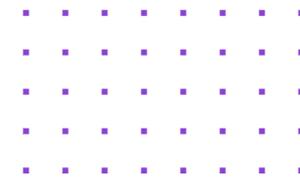
When Hidden Profits Marketing needed to find custom software developers for their digital agency, **Polcode's CTO personally stepped in to help them create a development roadmap**.

Within a matter of weeks, Polcode's senior developers were helping HPM rewrite website code and migrate to a more stable, secure server architecture. **Today, Polcode and HPM are trusted partners and continue to build web and mobile applications at the forefront of digital marketing growth.**

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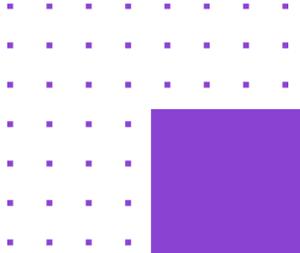
We've grown to value reliability from Polcode. **We feel that we can fully trust Polcode with any project.** From writing new code to advising on new server setups, we are really happy with the level of expertise and experience inside the company.

Maxi Stoiber, Product Director at Hidden Profits Marketing

TECHNOLOGIES USED

php   Symfony   aws
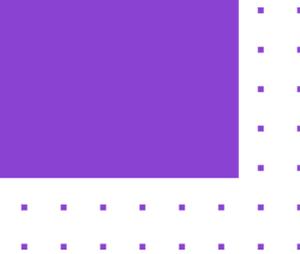
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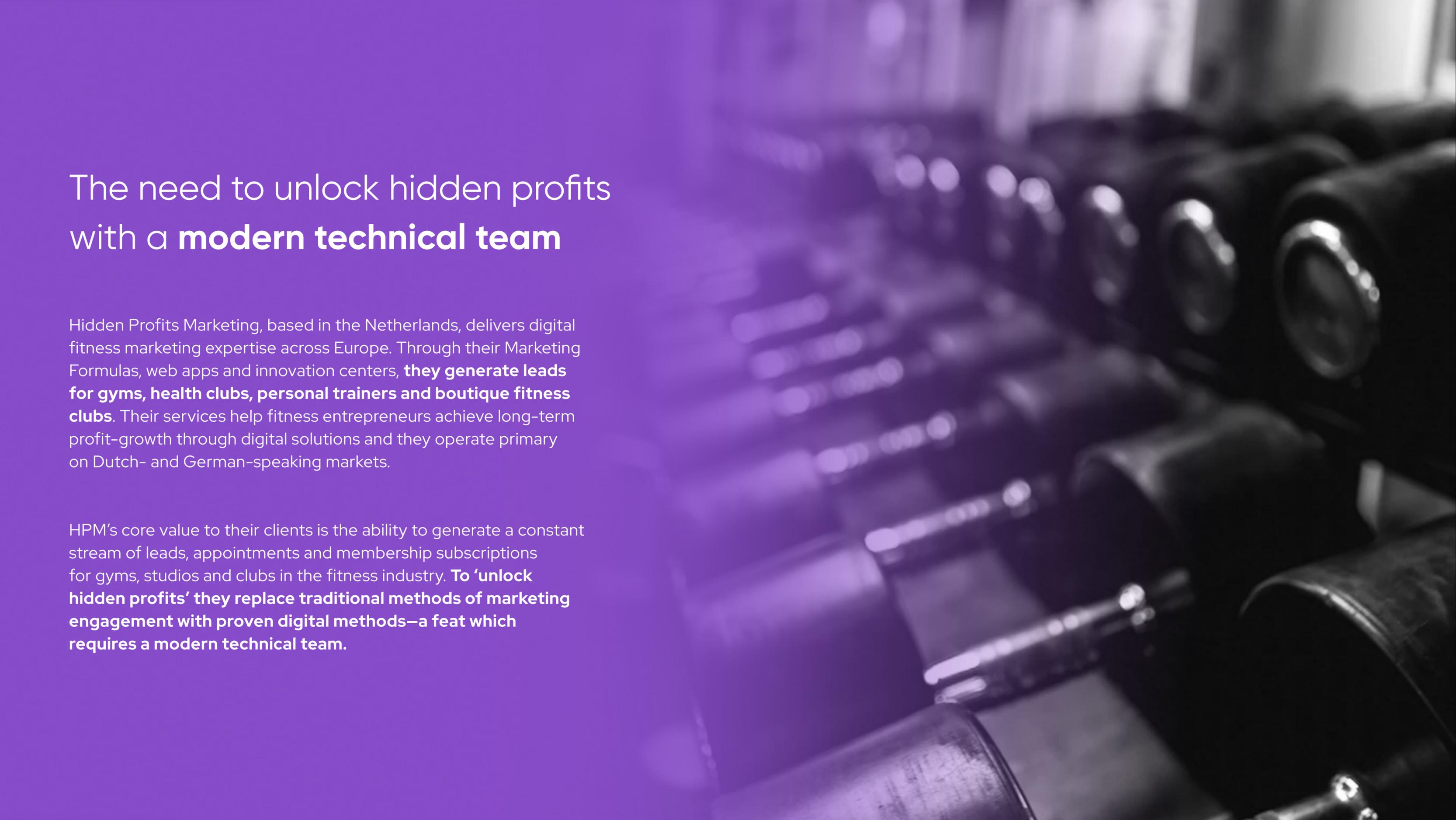
The need to unlock hidden profits with a **modern technical team**

Hidden Profits Marketing, based in the Netherlands, delivers digital fitness marketing expertise across Europe. Through their Marketing Formulas, web apps and innovation centers, **they generate leads for gyms, health clubs, personal trainers and boutique fitness clubs**. Their services help fitness entrepreneurs achieve long-term profit-growth through digital solutions and they operate primary on Dutch- and German-speaking markets.

HPM's core value to their clients is the ability to generate a constant stream of leads, appointments and membership subscriptions for gyms, studios and clubs in the fitness industry. **To 'unlock hidden profits' they replace traditional methods of marketing engagement with proven digital methods—a feat which requires a modern technical team.**

Missing the
Perfect IT Department

Digital marketing agencies know that finding developers and technical talent can be a challenge. Even world-class agencies spend a great deal of resources on finding an IT team that fits their business perfectly. Without a technical team, marketers are left to rely only on the SaaS tools available to them through vendors. These out-of-the-box solutions will only get digital marketers only so far, until they realize that they need to begin developing custom solutions on their own to remain competitive.

Thankfully, HPM and Polcode had the opportunity to join forces and create a holistic developer team, essentially taking over the role of HPM's technology department.

Polcode's Chief Technology Officer (CTO) personally stepped into the project to create a roadmap, test scenarios and project guidelines, so that project kickoff went smoothly.

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Polcode seems more like an extension of our team and we couldn't be happier with their level of experience.

Maxi Stoiber, Product Director at Hidden Profits Marketing

Building a **Lead Management System**

The greater challenge for the Amsterdam-based digital agency, was building out their lead generation platform that is responsible for connecting fitness entrepreneurs with new leads all in one place, in addition to all other online marketing services that they provide.

Our teams took a deep dive into their existing advanced code, planning debugging projects and establishing a checklist of critical features that would be included in a quick-launch scenario. At the end of our scoping session, we settled on the following goals for their Lead-Generation Management System:

Open API (to connect with more CRM systems)

More data visualization (additional graphs and charts, etc.) for team managers

Admin dashboards

Automated email sequences to leads based on the 'status of a lead'

Additional landing page templates

Integrated secure payments systems
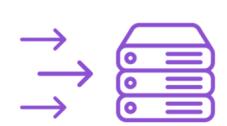
Amazon Web Services (AWS) server migration

Our approach to refactoring old code involved a thorough process of editing and cleaning up the website code previously written by their former developers. The purpose of refactoring is to create a codebase that is more reliable, efficient and maintainable. Once the improved foundational codebase has been established, it makes it much easier to move forward and introduce new capabilities and features without things breaking.

Key Advantages

API integration

We used Open API to expose HPM's platform and allow it to interact with internal and external sources of data.

Lead-Generation Scoring

In order to evaluate strong potential customers, HPM's platform gives fitness brands the ability to generate lead scores. Lead scoring is the process of ranking the sales-readiness of a lead using a predetermined methodology. You determine which criteria or data points indicate a sales qualified lead and then assign point values to each of those criteria, ultimately leaving you with a final score for each lead.

Personalised Pages

We also introduced a layer of brand personalization that allowed for pages to be customized and distributed on a per-client basis.

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We did not have a single issue regarding code. Polcode delivers high quality code on every end of our system. For every task we have shared, they delivered code to our full satisfaction.

Maxi Stoiber,
Product Director at Hidden Profits Marketing

The Dream Team at Work (Project Outcomes)

Communication between teams remained at a fast clip between the scoping session and project kickoff phase. With so many moving parts, it's always important to make sure every stakeholder is on the same page; everyone should have the same expected outcomes for each sprint. While it's our job to rewrite old code with new high-quality code, and maintain clean code principles, it's even more crucial to keep communication flowing so that no one is left confused.

Trust was one of the key outcomes of our business relationship with HPM. The level of reliability and level of trust between teams has grown over many months. Our developers treat their company's product like their own, and in-turn HPM is excited to grow and deliver new and exciting challenges.

99.9974 percent server stability was achieved by migrating to Amazon Web Services (AWS), eliminating any issues with the HPM website, and ensuring reliable uptime and continuity of service.

Data protection and compliance with GDPR was also achieved with AWS data centers, as it offers the world's top protections over secure information and personal identifiable data. By switching to AWS, we improved HPM ability to meet compliance and regulatory criteria, such as data locality, protection, and confidentiality.

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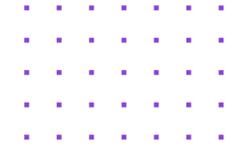
Communication is seamless and efficient with Polcode. We have weekly alignment meetings with our Polcode developer and our Account Manager to discuss strategic topics. In general, we are really happy with the short communication lines and the quick response times from Polcode. **You can tell that everyone involved in our account cares about the partnership and thus responds with high quality.**

Maxi Stoiber, Product Director at Hidden Profits Marketing

Let's Talk!

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POLCODE
DEV TEAM

Work With Developers **You Know And Trust**

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reviews on **Clutch**
★★★★★