


## Cybage Builds Technology Backbone to Help Shotzr Develop Superior Customer Experience

Shotzr, an on-demand royalty-free stock photography service, was looking to develop a platform that connected digital marketers and photographers. Shotzr wanted to improve delivery time, time to market and facilitate continuous feature rollout. It chose to work with Cybage, and achieved outstanding results that attracted new users, reduced costs and helped increase revenue.

Cybage used its Continuous X philosophy and an agile-led delivery model to empower Shotzr's cross-functional teams with the right technology stack to develop the Shotzr App. Google's cloud platform provided the foundation for hosting Shotzr's mobile (iOS and Android) and web-based applications.

Shotzr App leveraged the power of AI and machine learning to offer several features such as artificial face generation using generative adversarial networks (GAN), AI-based accurate auto tagging, an ML-based image analysis capability for creating customized images, elastic based search against tags and location to provide wider result sets to the users, and augmented reality that enables the user to use their phone camera and current location to view nearby images on screen. Cybage also created a set of data-driven image APIs for helping meet marketing requirements for both small and large-scale projects.

With the help of Cybage, Shotzr was able to add more than 4,000 production users and over 1,500 photographers, increase its click through rate (CTR) by 62 percent, decrease cost per click (CPC) by 31 percent and achieve a nearly 3x improvement in its return on advertising spend. The startup company's new level of efficiency and growth helped it raise \$3 million in funding.

 [amitg@cybage.com](mailto:amitg@cybage.com)

