



THREESIXTY LOGICA TESTING SERVICES

MANUAL TESTING

CLIENT

Our client is a U.S. based online marketing software platform that provides intuitive SaaS tools for enterprise-level advertisers to manage search engine, display and mobile marketing. A world-class big data optimization engine that enables marketers to maximize profit, volume and other mission-critical performance metrics. Our client specialises in online marketing, performance marketing, optimization, analytics, SEM etc and also offers to monitor the activity of each client.

APPLICATIONS & REQUIREMENTS

Client had four types of errors that we were asked to address:

- Export Errors
- Partial Errors
- Import Errors
- Fact Validations

CHALLENGES FACED

- Due to heavy traffic on the application, number of clients accessing the application increased in peak business hours which resulted in heavier csv file and often contained multiple errors.
- Segregating errors from heavy data was a great challenge and reporting them in correct format required intense attention to maintain the quality.

PROCEEDINGS & SOLUTIONS

We attended all the four errors faced by the client:

- Export Errors: To report this error, we opened the client activity and reported the error that is in the form of error message.
 - Partial Errors: To report this error, we accessed the client activity and downloaded the error csv file by clicking 'Download' link. In partial error, we had two types of accounts: Google and Bing. We reported 'Error Code', 'Error Field' and 'Error Description' along with activity ID, Date and Time, Export ID, Account etc for both accounts.
 - Import Errors: This is the first column of the client activity page. Here, to report the import error, downloading any csv file was not required. Error message was reported if seen on the client page
 - Fact Validations: This is the fourth column of the user activity page. It can be divided into two types:
 - Error
 - Staleness
- While reporting these errors, we had to keep in mind that the fact validation error should not be reported of those client's whose 'Preprocessor', 'Url Injection' and 'Fact Downloaders' are grayed out.
- For monitoring purposes all the activities were being tracked via an application interface provided where each activity performed by the client was tracked. All the errors observed were downloaded via a csv file which highlights each error of the client and reported into Excel sheet.
 - Sent a daily status email to the client with proper status and issues.

BENEFITS TO CLIENTS

- Providing quality service to the client and making sure that each client's error has been reported.
- Sent a daily status email to the client with proper status and issues which satisfied the client.
- Strengthened trust and relationship.

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For Sales /General Enquiry



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