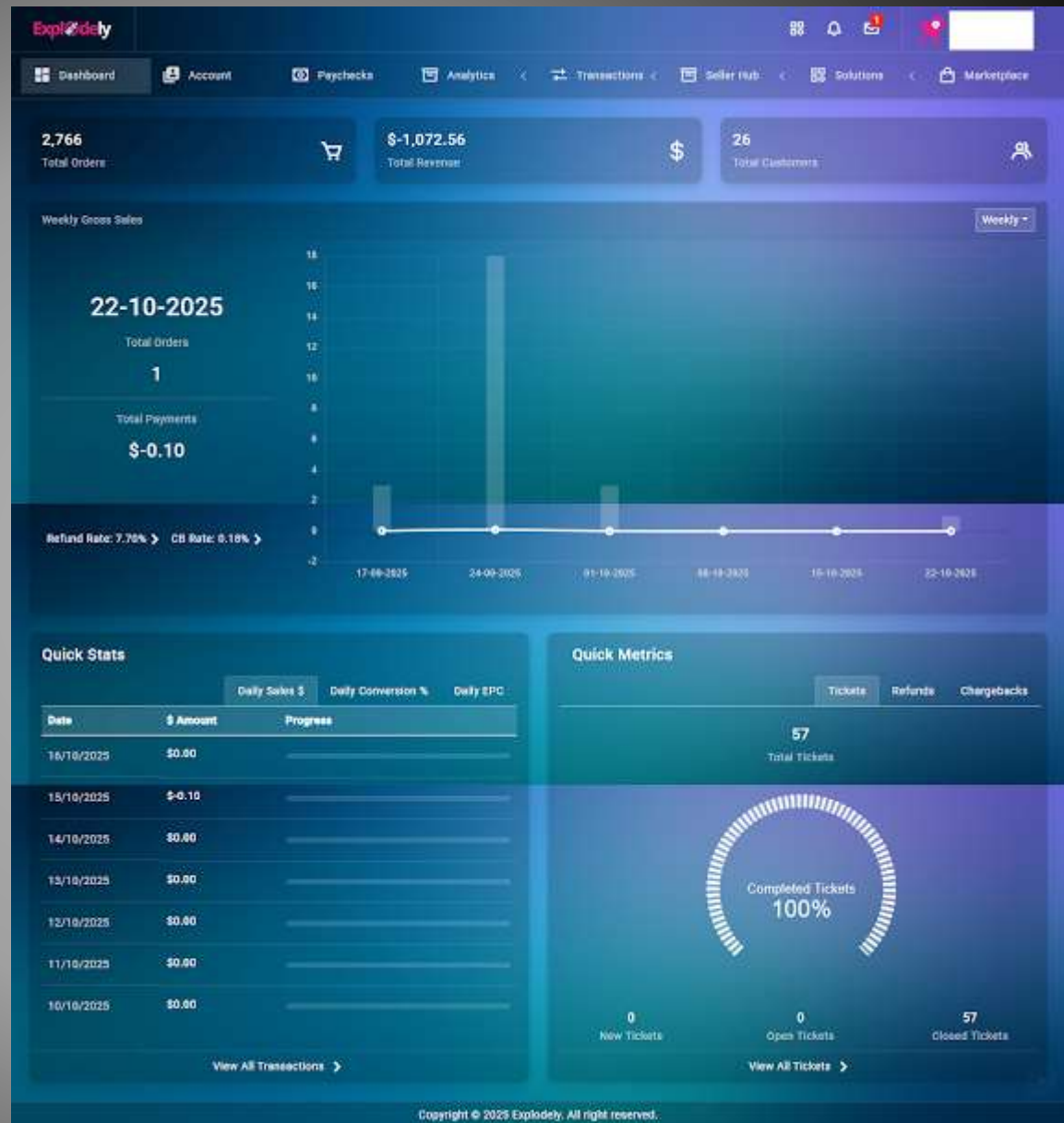


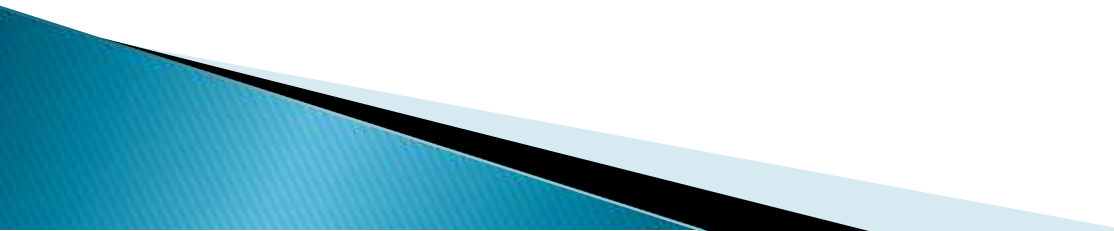
Case Study Explodely – Unified Payment and Revenue Platform



Project Overview

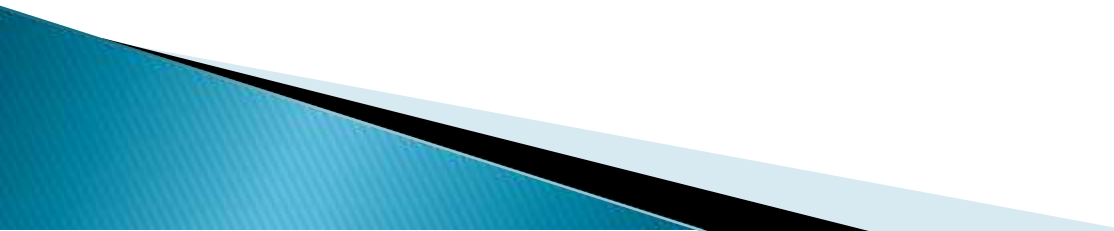
- Explodely is a SaaS-based unified platform that integrates affiliate marketing, payment processing, checkout optimization, revenue recovery, and compliance management — all in one ecosystem.
 - The platform empowers digital sellers, merchants, and affiliates to manage their end-to-end online sales operations with automation, advanced analytics, and real-time recovery tools.
 - Explodely focuses on increasing checkout conversion rates, reducing failed transactions, and accelerating seller payouts while maintaining compliance with tax and fraud prevention standards.
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Objectives

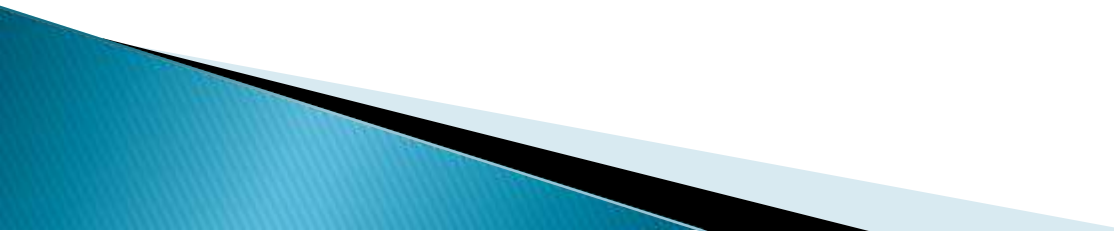
- To build a **responsive, user-friendly frontend** for merchants and affiliates.
 - To design **branded, optimized checkout pages** for higher conversions.
 - To integrate **real-time API services** for analytics, payment, and automation.
 - To recover **lost sales and failed transactions** using AI-based retry logic.
 - To provide **quick payout visibility** and seamless transaction tracking.
 - To improve the **UX and UI flow** across multiple SaaS modules.
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Key Features & Modules

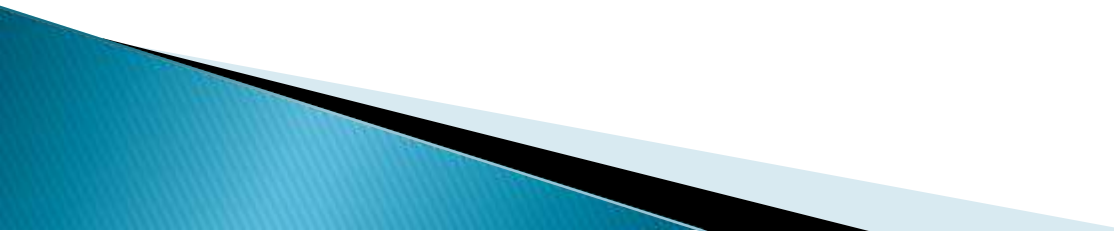
Checkout Optimization

- Fully **customizable branded checkout pages** for each merchant.
 - Optimized payment flow with **reduced steps** for faster checkout.
 - Multi-currency and multi-gateway support.
 - Conversion tracking and analytics via integrated APIs.
 - Real-time error handling for failed transactions.
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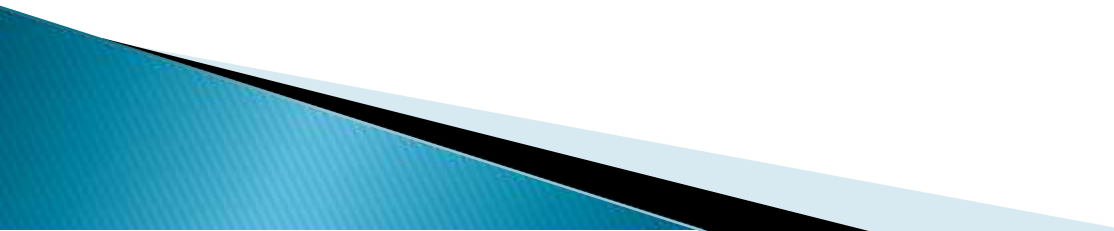
Revenue Recovery (Rescuely Module)

- Detects **failed or abandoned payments**.
 - Uses **AI-based retry logic** to reattempt declined transactions.
 - Sends automated follow-up notifications to recover sales.
 - Displays recovery data in real-time charts and reports.
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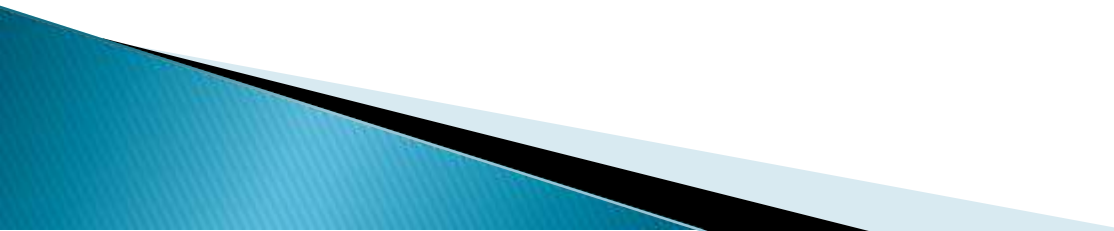
Leads & Retargeting Tools

- Tracks abandoned checkouts and incomplete orders.
 - Retargets customers using **email and webhook automation**.
 - Seamless integration with third-party marketing tools.
 - Enables automated workflows for lead nurturing and remarketing.
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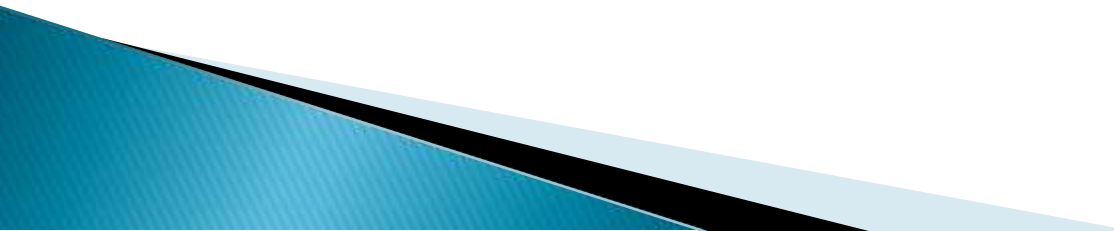
QuickPay / Accelerated Payments

- Allows sellers to receive **instant (Net-1) payouts**.
 - Dynamic dashboard for payment tracking and history.
 - Payout automation integrated with **PayPal Merchant Services**.
 - Transparent transaction and commission overview for affiliates.
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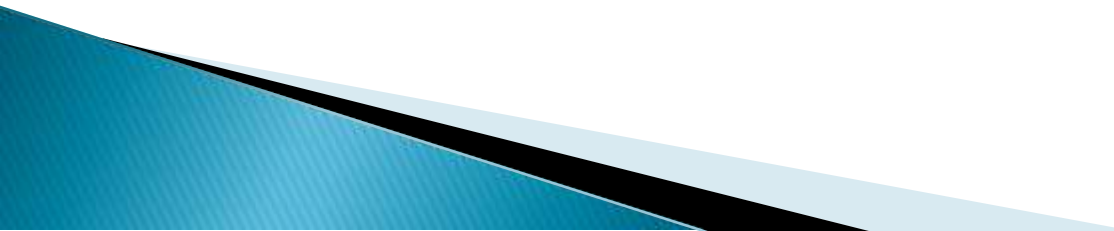
Affiliate Marketing Module

- User-friendly dashboard for affiliate performance tracking.
 - Real-time campaign metrics and commission tracking.
 - Smart affiliate link management and reporting.
 - Fraud and duplicate transaction prevention built-in.
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Analytics & Reporting

- Interactive graphs for sales, refunds, and recovered revenue.
 - API-based data visualization for merchants.
 - Conversion funnel analytics for checkout optimization.
 - Affiliate and campaign performance dashboards.
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Tools & Technologies

- **Database:** MySQL
 - **Frontend Language:** PHP (Core PHP)
 - **Frontend Design:** HTML, CSS, Bootstrap
 - **API Integration:** RESTful & Webhook APIs
 - **Payment Gateways:** PayPal, Stripe, Razorpay
 - **Hosting / DevOps:** AWS / DigitalOcean
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Development Process

1. Requirement Gathering

- Analyzed the needs of affiliate marketers and merchants.
- Defined system structure and integration endpoints for APIs.

2. UI/UX Design

- Designed responsive layouts with Bootstrap and jQuery.
- Created custom checkout pages to match merchant branding.

3. Frontend Development

- Developed PHP-based dynamic pages for user roles.
- Integrated multiple APIs for payment, analytics, and email services.
- Built reusable PHP components for transactions, leads, and reports.

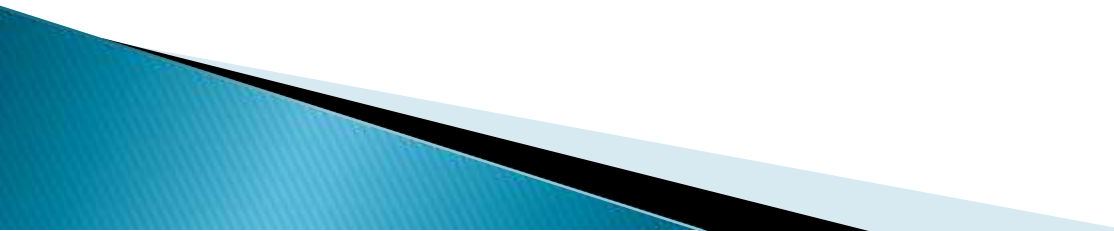
4. Testing

- Conducted manual and API-level testing for all integrations.
- Verified payment gateway flow, checkout errors, and UI responsiveness.

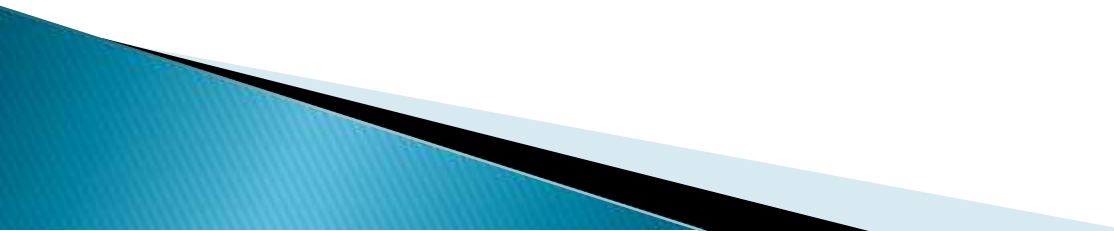
5. Deployment

- Hosted the SaaS application on Apache server with cPanel.
 - Configured cron jobs and background scripts for report updates.
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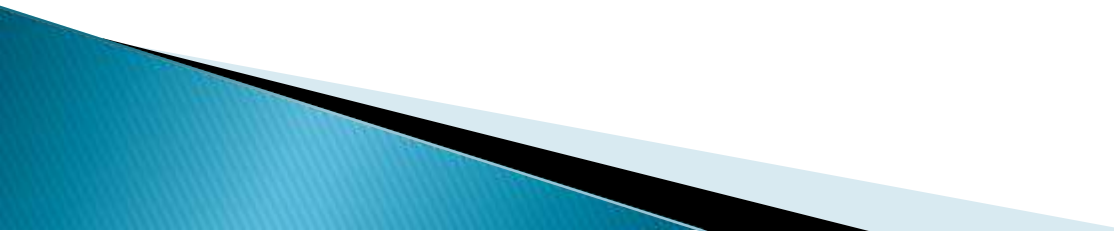
Roles & Responsibilities

- **Frontend PHP Developer:** UI design, API integration, feature implementation
 - **UI/UX Designer:** Page layout, user journey optimization
 - **Tester / QA:** Functional testing, error handling
 - **Project Lead:** Coordination, API documentation, deployment
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Challenges & Solutions

- **Integrating multiple APIs from different vendors:** Used modular PHP API classes and standardized response handling
 - **Maintaining page speed with multiple analytics scripts:** Applied lazy loading and asynchronous API calls
 - **Handling failed transactions efficiently:** Developed the “Rescuely” module with retry and follow-up logic
 - **Ensuring responsive design across devices:** Implemented mobile-first Bootstrap grid system
 - **Payment errors during testing:** Added custom error messages and fallback payment logic
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Outcomes

- Seamless and responsive user interface for multi-merchant checkout.
 - 30% faster checkout time with optimized flow.
 - 25% recovery in lost sales via the “Rescuely” feature.
 - Improved user engagement and retention through retargeting tools.
 - Successfully integrated with global APIs for payment and automation.
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Conclusion

- Explodely successfully combines frontend intelligence, PHP efficiency, and SaaS automation to deliver a robust payment and revenue optimization solution.
 - It provides businesses with real-time insights, seamless API integrations, and enhanced conversion capabilities — proving the potential of frontend PHP-based SaaS platforms in the digital commerce space.
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