Title

AppsFlyer Partner Community

Who is the client?

AppsFlyer is a SaaS mobile marketing analytics and attribution platform that helps companies enhance customer LTE with innovative privacy-preserving measurement, analytics, fraud protection, and engagement technologies.

About the client	
Industry	Mobile attribution and analytics
Headquarters	San Francisco, US
Founded in	2011
Employees	1000+
Website	https://www.appsflyer.com/
Start of the project	May 2022
End of the project	December 2022

The challenge

AppsFlyer came to Synebo with a request for a Partner Community creation. The company needed a customized help center for its partners where they could easily access AppsFlyer articles and FAQs. In addition, they wanted a link-triggered registration process that could be managed within the Salesforce platform to set relevant user recommendations based on their interests and needs.

AppsFlyer had the idea of avoiding the recreation of an extensive knowledge database already set in Zendesk, so Salesforce Partner Community was the best option to let community members easily interact with the existing Help Center.

Our solution

The project of the community had two phases:

1. The first phase was dedicated to research.

We researched the best solution for integrating the existing knowledge base with the future community. This allowed us to ensure that internal community and Zendesk articles would be presented properly within the same search request and make the switch from the Salesforce environment to the Zendesk visually seamless. Defining this at the project's start also helped AppsFlyer plan the community design better.

2. In the second phase, we created a community.

We proceeded with the development of a community based on the AppsFlyer design using both custom and out-of-the-box solutions provided by Salesforce. We also set up the member invitation and registration process that allowed the account manager to approve each community member and ensure they received the most relevant information with the help of the built-in articles tag system. The created custom panel gave a full overview of all community members and allowed an admin to edit members' permissions straight up from the community.

The result

AppsFlyer got an integration of the existing Zendesk Help Center with a newly built partner community — an extensive tag system that allows the community members to interact with the most relevant information. The Synebo team ensured a smooth registration process for partners, which is fully controlled within the platform by admins.

| Newly built partner community | Reliable integration of the existing Zendesk Help Center | Smooth and fully-controlled registration process |