



**Company Name: WeddingDates**  
**Project Name: WeddingDates Social Networking**  
**Funding: EI Innovation Partnership**

WeddingDates was founded in 2008 and is an innovative software and marketing solution to drive wedding revenue. Primarily, they assist hotels and venues to market themselves online and drive leads (enquiries) to them for dates they have available to sell



### PROBLEM TO BE SOLVED

WeddingDates wanted to engage with all service providers in the wedding industry by introducing social networking functionality to other providers such as florists, photographers and bands to be recommended by venues, and allowing these services in turn to recommend others.

They also wished to introduce gamification functionality to allow venues and service providers to compete for profile on the system through quantifying their level of engagement and use of functionality.



### HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY

MSTG engaged with WeddingDates to understand in detail their existing business, their ideas for creative innovation, and developed a design which formally specified a solution. From here MSTG worked with WeddingDates to develop and test the solutions, while regularly reviewing and revising the functionality until it was a precise fit for WeddingDates requirements. MSTG continued their support until the solution was established and being widely used by WeddingDates' customers.



### IMPACT FOR THE COMPANY

The solution has helped the company stay abreast of a changing market and customers preferences and expectations. The social networking functionality has helped WeddingDates grow their market to include other wedding industry service providers, and the gamification functionality has helped improve customer engagement, lead to upselling of functionality and improved existing customer retention

### WHAT OUR CUSTOMERS SAY



*WeddingDates engaged with the MSTG to develop a solution to add social networking and gamification functionality to our service offering. MSTG provided an innovative solution delivered in a professional manner. The new functionality helped us to learn more about our customers, improve customer retention and grow our market. We hope to work together again in the future with the MSTG to further develop our service offering with innovative and exciting new features.*

- Ciara Crossan Founder & CEO WeddingDates

