

CORPORATE PROFILE



Brillmark Technologies Bangladesh Private Limited

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About Us

BrillMark® is a leading software development agency with a distinguished history of implementing A/B, Multivariate, and Personalization experiments throughout the customer journey. With a rich portfolio of over 10,000 campaigns across diverse devices, applications, and platforms, BrillMark® is committed to delivering innovative solutions in the realm of Conversion Rate Optimization (CRO).

Goals

At BrillMark®, our dual mission is to provide reliable and affordable testing for CRO agencies and in-house campaigns. Simultaneously, we focus on training and employing talented developers worldwide, addressing the industry's need for skilled professionals.

Our Team:

At BrillMark, we take pride in being a burgeoning and distributed team of seasoned developers, fueled by a shared passion for website experimentation and conversion rate optimization (CRO). We are dedicated to fostering a diverse and inclusive workplace, encouraging individuals of all races, genders, ages, abilities, orientations, and cultures to apply. As part of our commitment to nurturing talent globally, we continuously train and employ skilled developers from around the world.

Why Choose BrillMark

Discovery

We like to start our process with an audit to evaluate improvement plans against the control plan. Usually, your in-house team or a CRO agency will perform the audit itself. Performing audits is not in our usual scope of work but our team members have the necessary knowledge so if neither of the options mentioned above is available we can assist with the audit as well. Once the criteria for testing are set in place our development team will take over and start building the tests.

Technical Design

Our ab test development job begins when you decide on the website experiment's needs and parameters. Our specialists will create a technical specification for the test, estimate the needed hours, and send over a quote for your approval.

Development & QA

Once the technical specification is confirmed, our team will construct the test locally, migrate it to your preferred testing platform, and apply the platform-specific parameters. The created test is then given to our quality assurance department for a thorough examination and finally to you for final approval.

Deployment

Once you've accepted the produced test, it's ready to go live. We will actively monitor the tests for the first 24–48 hours to verify they run as planned and that all goals and metrics are monitored and tracked accurately.

We are Passionate About

- Website experimentation
- Collaboration with talented agencies and in-house teams
- Nurturing new developers
- Contributing to the present and future of e-commerce

Services We Offered

Development

- A/B Test Development
- Shopify Development
- WordPress Test Development
- Full Stack Development

Designing

- Collaboration with CRO consultants for visually engaging landing pages
- Mockup creation and page optimization

CRO (Conversion Rate Optimization) Support

- Idea generation and implementation of effective CRO strategies
- Hypothesis generation, A/B test management, and post-test analysis

Technical Support

- Tool Integration and Platform Setups
- Google Tag Manager (GTM) Management
- Performance Audit
- Quality Assurance
- Landing Page Creation
- GA4 Support

Technologies & Tools

Our services are crafted with utmost precision and expertise, and our day-to-day operations involve utilizing a diverse set of technologies and tools. We cover areas such as CRO and A/B testing, Frontend and Backend development, E-commerce development, Frameworks, Libraries, Databases, Cloud Services, DevOps, SEO & Analytics, Page builders, Design, and other programming languages. Please find the detailed list below.

CRO and A/B testing	Convert Optimizely VWO Google Optimize AB Tasty Monetate Webtrends Optimize Chameleon And a lot of other platforms & tools
Frontend development	HTML, HTML5 CSS, CSS3 SCSS, SASS Bootstrap Tailwind CSS Material UI JavaScript TypeScript Liquid
Backend development	JavaScript PHP Python
Ecommerce development	Shopify WordPress Magento Bigcommerce Prestashop
Frameworks	Laravel CodeIgniter Django Flask Vue.js Next.js Angular Quasar

Libraries	jQuery React Redux Nuxt.js
Databases	MySQL MongoDB DynamoDB Firebase
Cloud Services	AWS GCP
DevOps	YAML Language Serverless Framework Docker Kubernetes AWS Cloudformation CI/CD Git
SEO & Analytics	Google Analytics Plausible Analytics Google Search console Onsite & Offsite SEO
Page builders	WebFlow Unbounce
Design	Figma Photoshop Illustrator
Other programming languages (not used for client projects)	C C++ Java

If you share a passion for what you do, BrillMark® is eager to assist you in meeting your goals. Our experienced and dedicated team is ready to leverage our full capabilities in providing innovative solutions and contributing to the success of your projects.

Please contact us at +8801713375885 or +8801714112946.