Ccube

For an EdTech, online marketplace platform

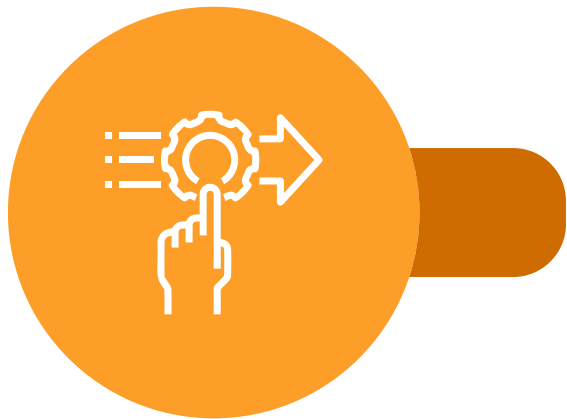# We achieved a 9× increase in revenue by building a scalable, end-to-end activity booking ecosystem.
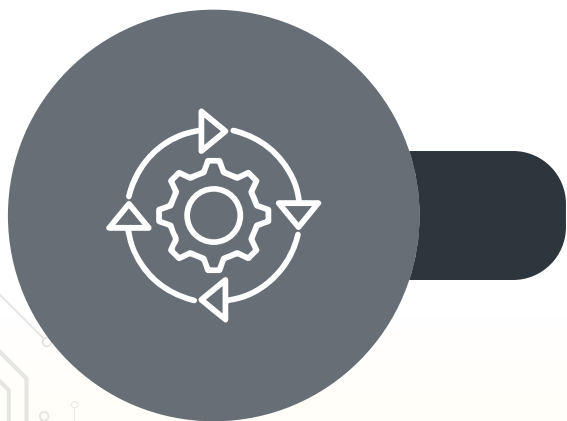
A Ccube Case Study

Problem Statement

Parents faced a fragmented, time-consuming experience booking kids' activities

Activity providers lacked tools to manage listings, payments, and registrations

Limited online presence made it hard for providers to reach families

Manual workflows hindered scalability and real-time communication

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Solution

» Centralized platform for parents to discover, filter, and register for kids' activities

» Unified provider dashboard for managing schedules, payments, and communication

» Integrated Stripe, SendGrid, and Twilio for seamless payments and messaging

» Scalable infrastructure optimized for peak traffic and mobile users

Our Tech Stack

- ERB
- Angular
- jQuery
- SCSS
- Webpack
- Ruby on Rails
- PostgreSQL
- Redis
- Heroku
- AWS S3
- CloudFront
- CDN
- Delayed Jobs
- Rollbar
- Rack::MiniProfiler
- StackProf
- Stripe
- SendGrid
- Twilio

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Migrated from early-stage architecture to a scalable, high-traffic platform

Iteratively developed & optimized user flows for discovery, booking, and payments

Built provider dashboards for scheduling, registrations, and reporting

Enabled secure transactions and real-time notifications

Rolled out platform to support thousands of experiments and hundreds of users

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» 8× growth in parent user base

» 5× increase in activity providers listed on the platform

» 9× boost in revenue through improved booking and payment flows

» Streamlined discovery and registration for 900K+ users

» Scaled to handle 400K+ monthly visits and 5M+ messages per month

» 70K+ activities and schedules listed on the platform

» Millions in annual booking volume processed via Stripe

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Want results like these?

Become a client