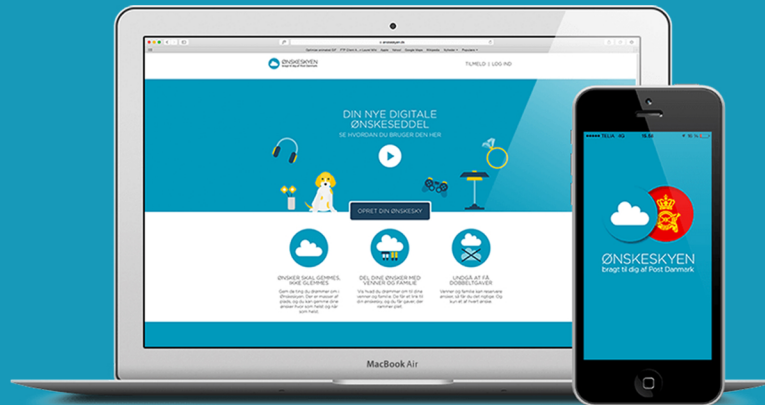


Ønskeskyen



Background

PostNord, the leading provider of freight and logistics solutions in Denmark, wanted to position themselves as a modern digital provider to both their business-to-business customers as well as to their private end users. The advertising agency Hjaltelin Stahl came up with the idea of the branded utility "Ønskeskyen", but lacked a digital partner to realize the huge ambitions of creating an App that would become the preferred digital wish list of the danes.

They found that partner in Ovdal, who has a proven track record in designing and developing business critical, tech driven innovation - from idea to final app store submission.

Solution

In the preliminary phase, Ovdal contributed with ideas for the solutions as well as new functions like crawling product pictures from external websites and transferring them automatically to the users wish lists. Ovdal also developed the unique function "Ønskeknappen", which when installed as a browser plugin, lets you add wishes from other websites seamlessly.

Results

Today Ønskeskyen has several hundred thousands active users, and the solution has even won a prestigious Danish Digital Award.

And we are happy to report that the new owners of Ønskeskyen, Dotcom Capital, has continued the succesful cooperation with Ovdal.

Contact

If you want to learn more about this Case, or perhaps maybe you have a new project or startup that needs a strong digital partner? Then don't hesitate to contact Mathias Ovdal on mobile 26 30 35 15 or via mathias@ovdal.dk