

FIREANT

studio

— *an interactive company*

**AMBERWATCH ALERT
SYSTEM**

SUMMARY

The mission of **AmberWatch Foundation** is to provide educational programs and innovative technologies that proactively and preemptively protect children against abduction, predators and the dangers of the digital world. **FIREANT** was called in to help create an email-based alert service that notifies parents/subscribers of potentially harmful child predator activity occurring in their area.



CHALLENGE

The AmberWatch Alert system would require planning and execution far beyond standard email delivery. It's a complex process of submitting, validating and broadcasting alerts with the cooperation of regional authorities and various third-party systems to ensure timely and accurate reporting of verified incidents.

The AmberWatch Foundation engaged several partners, including FIREANT, to plan and execute this brand-new alert system in a seamless, legal and compelling way. This service is now live and free to anyone who wants to prevent child abductions.



SOLUTION

FIREANT worked closely with **The AmberWatch Foundation**, **Exact Target**, **The Viral Factory**, **Morgan Lewis** and others to:

- Develop the online strategy, user experience, visual design and third-party system integration points for the application.

- Plan and execute a custom system flow so that only 100% accurate information is vetted and delivered to subscribers in a timely manner.

- Integrate with **Exact Target** email system to generate and deliver customized email messages on demand.

- Develop a Drupal framework with customized SOAP extensions, as well as user segmentation profiling based on geographical data



RESULTS

With 3.5 million subscribers already in the database, the AmberWatch Alert system has quickly established itself as “Mom’s Weapon of Choice” against child predators.

