



FlightView: Owning a New Market

Challenge

As the consumer world shifted to mobile, FlightView tapped us to launch its mobile offering and bring its products to the forefront of the crowded application market.

Strategy and Action

We quickly branded FlightView as the “day-of-travel information app” – and in just six months, helped drive more than 350,000 combined downloads through targeted blogger outreach, business press coverage and social media.

Results

In addition to driving revenue, widespread visibility drove record site traffic, and elevated FlightView’s corporate brand. The company is recognized today as a major player in the travel, airline and airport industries.