

How an On-demand Private Jet Charter Company Developed a Mobile App to Improve Cost Transparency and Drive a 488% Increase in Leads

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Flexjet

Things You Can Purchase With Your Fingerprint



Lunch ~\$8.00



ticketmaster

Concert tickets ~\$175.00



Charter a private jet~ \$20,000.00



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How Does Skyjet Serve its Customers?

- A leading provider of on-demand private jet charters
- Founded in 1997
- Part of Directional Aviation
- Skyjet provides an easier and more transparent way for customers to book private jets on demand



Discovering the Need for an App



Increase in Mobile Performance

In one quarter, Skyjet saw:

- A 50% increase in mobile traffic
- A 177% increase in quote requests on mobile devices
- Average mobile user spend 29% longer on Skyjet.com than desktop user



Increase in Mobile Performance

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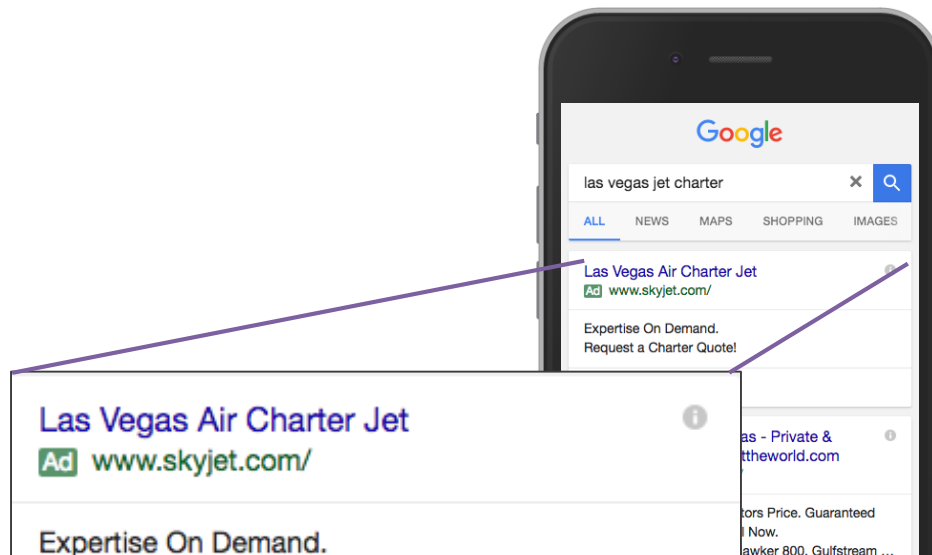
- 50% increase in mobile traffic

**While we weren't there yet, our
customers were already on mobile.**

- 177% increase in quote requests on mobile devices
- Average mobile user spent 29% longer on Skyjet.com than desktop user

Google Mobile AdWords Campaign

- Showed ads when travelers searched for private flights near major airports & at peak travel days and times
- Influenced our overall approach to digital marketing



93% Increase in Website Bookings

Building the App



Choosing the Right Partner



Identify a list of
potential vendors



Ask for client
references



Engage in concept
workshop

Identifying a List of Potential Vendors



Identify a list of potential vendors



Ask for client references



Engage in concept workshop

- Started by evaluating 10 vendors
- Considered:
 - Portfolio of work
 - Portfolio of clients in a similar vertical
 - Awards received
 - Technical capabilities
 - Development process
 - Support and maintenance
 - Project management process
 - Design and UX capabilities

Asking for Client References



Identify a list of potential vendors



Ask for client references



Engage in concept workshop

- Narrowed down to six vendors
- Asked previous clients about:
 - Development process
 - Quality of work
 - Responsiveness and communication

Engaging in Concept Workshop



Identify a list of potential vendors



Ask for client references

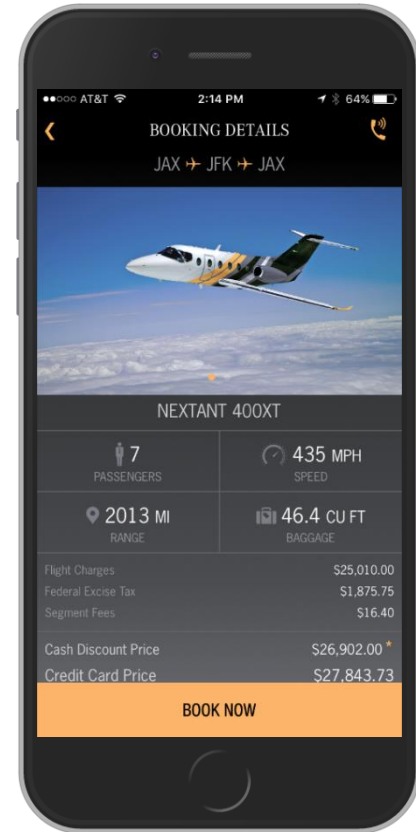


Engage in concept workshop

- Vendor selected
- On-site meeting where the scope of the app was further developed
- Resulted in the following features:
 - “Contact rep via phone” prominent on each screen
 - Apple Pay as a payment option

Choosing the Right Features and Platform

- Apple Pay:
 - Book with the touch of a finger
 - Secure and private
 - Competitive differentiator in the market
- Ungated price estimates:
 - Only app at the time that offered instant, ungated price estimates



Tying into Your Current Systems

- “Even the best user experience can still be shackled if the technology can't deliver on the promise.”
- We used web services that our team established in the early 2000s.
- Per Apple, apps must meet the app transport security minimum of TLS 1.1.

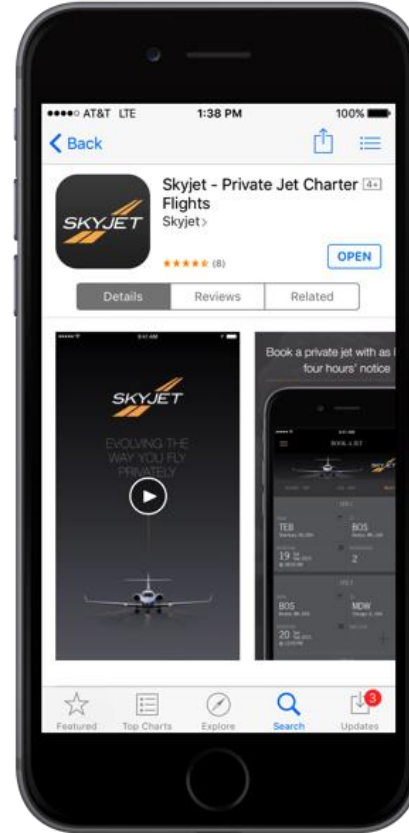
```
return this.each(function(i, var d = {  
});c.VERSION="3.3.7",c.TRANSITION_DURATION=150,c.prototype.  
.attr("href"),d=d&&d.replace(/.*(?=#[^\s]*$)/,""),  
t:b[0]],g=a.Event("show.bs.tab",{relatedTarget:e[0]  
.closest("li"),c},this.activate(h,h.parent(),function  
[0]]))},c.prototype.activate=function(b,d,e){func  
nd('[data-toggle="tab"]').attr("aria-expanded",!1),  
class("in")):b.removeClass("fade"),b.parent(".dropdown  
expanded",!0),e&&e()}var g=d.find("> .active"),h=e&&  
h?g.one("bsTransitionEnd",f).emulateTransitionEnd  
ctor=c,a.fn.tab.noConflict=function(){return a.fn.t  
api",'[data-toggle="tab"]',e).on("click.bs.tab.data  
function(){var d=a(this),e=d.data("bs.affix"),f="ob  
s.options=a.extend({},c.DEFAULTS,d),this.$target=a  
ick.bs.affix.data-api",a.proxy(this.checkPositionWi  
tion());c.VERSION="3.3.7",c.RESET="affix affix-top  
.scrollTop(),f=this.$element.offset(),g=this.$targ  
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n"},c.prototype.getPinnedOffset=function(){if(this  
et.scrollTop(),b=this.$element.offset();return  
y(this.checkPosition,this) 1))  
f=d.bottom
```

Launching the App and Growing User Adoption



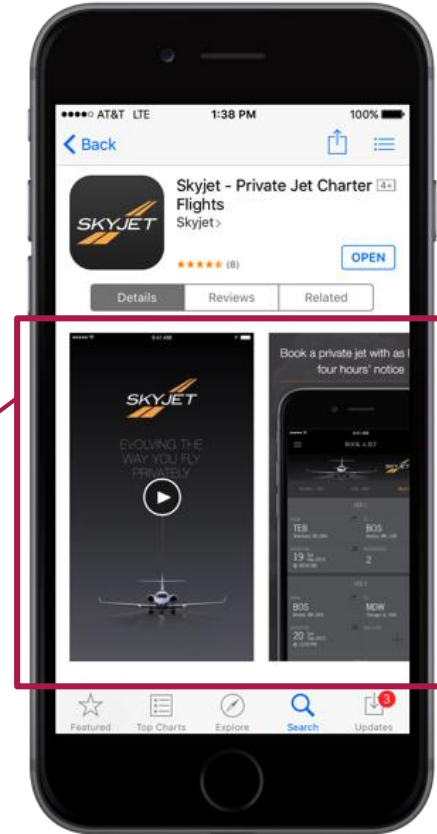
App Store Optimization

- Choose the right app name
- Maximize your keywords
- Write a compelling description
- Stand out with a unique icon
- Include a video and screenshots
- Encourage ratings and reviews



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App Store Video



Press Coverage

- PR enabled us to target a very specific set of publishers and create different story angles for our key audiences
 - Extremely targeted outreach list
 - Press kit with strong visuals
 - Story angles included: Apple Pay, user experience and ungated price estimates
- Results
 - Reach: 150 million
 - Media hits on 17 different publishing sites




Print Advertising

- Wanted to increase brand awareness and generate more installs of the new app
- Featured in *Robb Report* and *Jetset Magazine*
- Hard to attribute installs or ROI to print ads, but there was a lift in site visits and installs after the ads ran

THE ONLY THING IT CAN'T DO
IS PACK YOUR BAGS.

Introducing a better private jet charter app.



Quote
Research what you should be paying for a trip and receive real-time market quotes within an hour. *

Book
Download the only app with comprehensive trip management features. Choose your jet, view your itinerary and receive travel updates.

Pay
Use your preferred secure payment method: Apple Pay™, credit card or wire transfer.

Download on the App Store

855.656.7131 | skyjet.com

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SKYJET

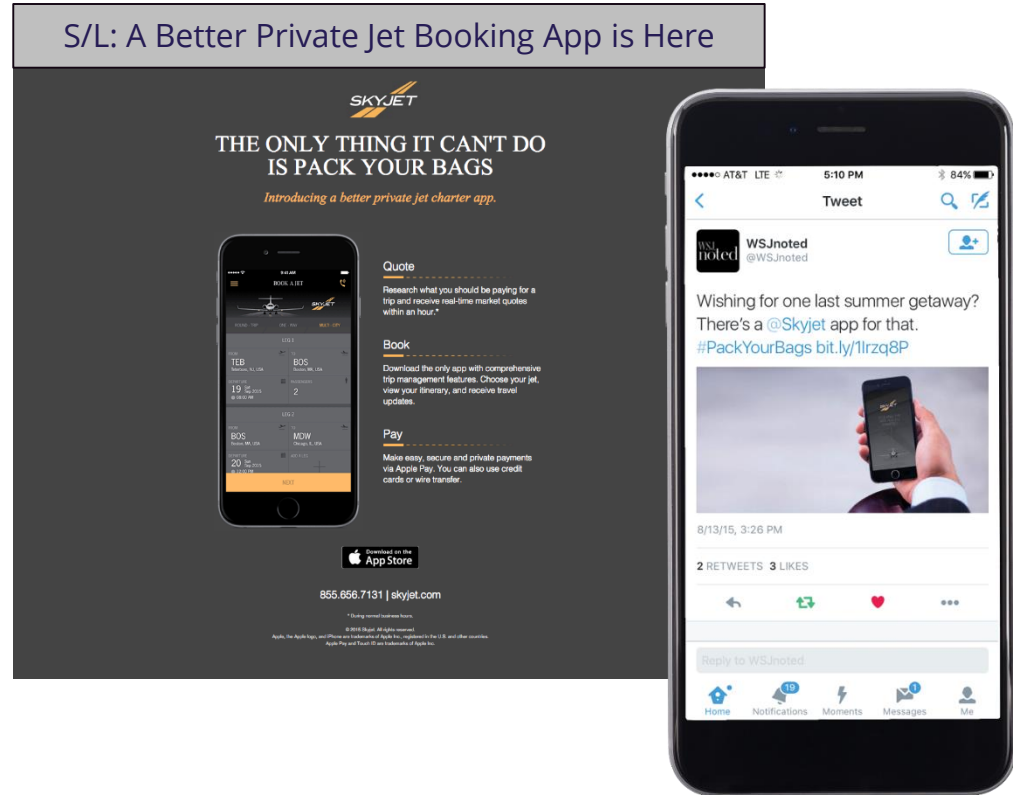
Email and Social

Email

- Part of our go-to-market strategy for the app
- A way to leverage our media partners' existing subscribers, and the Share of Voice was 100%
- Saw an 11% conversion rate in click-to-app downloads

Social

- Leveraged our media partners' existing followers
- Enhanced our overall campaigns by extending the message to a responsive audience through highly engaging visual posts



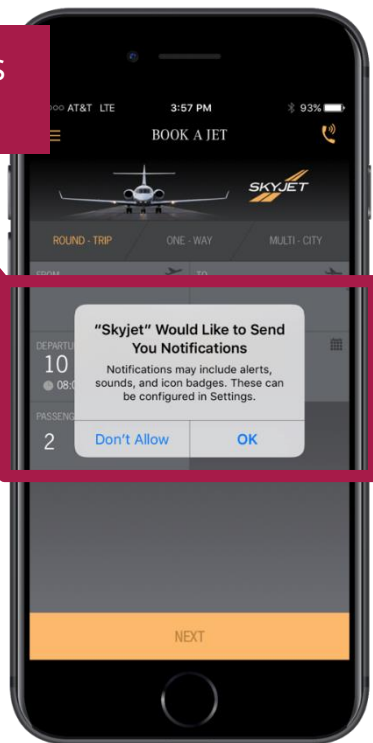
Growing Engagement



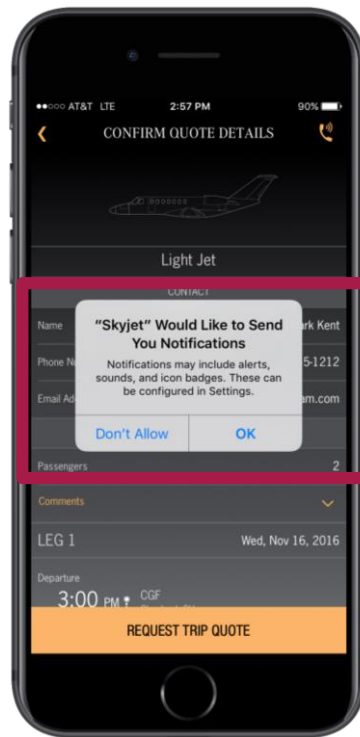
Original Push Notification Opt-in

Version 1.0.0

Appeared as soon as
the app was opened



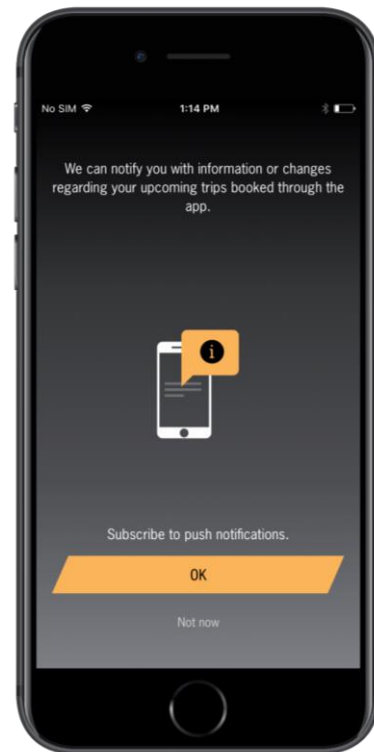
Version 1.0.1



Appeared right
before the customer
requested a quote

Placement of “Soft Asks”

Customer Action	Soft Ask
Performs three itinerary searches but hasn't logged in or booked	We see you've been searching for jets but haven't booked a trip yet. We can notify you when we have specials or one-way deals.
Just requested a quote and sees the “Thank You” screen	We can notify you as soon as your on-demand expert has your flight options prepared.
Just paid for an instant booking or confirmed a quote and paid for a trip	We can notify you with information or changes regarding your upcoming trips booked through the app.



Learning From the App



Transforming the Business Model

- Skyjet went from broker to hybrid broker
 - Customers now get charter access to a fleet of aircrafts without any membership fees, upfront costs or repositioning fees
- Instant booking
 - Reduced steps to book in the app by 40%
 - Average booking process time decreased from **1-2 hours** to **less than 60 seconds** due to no longer having to source the market for availability and pricing on behalf of the client
 - Transferred this new technology to the website



Results



More than **35,000** downloads since app release in August 2015



Average **38%** week-over-week user acquisition growth rate
during first 12 weeks in App store

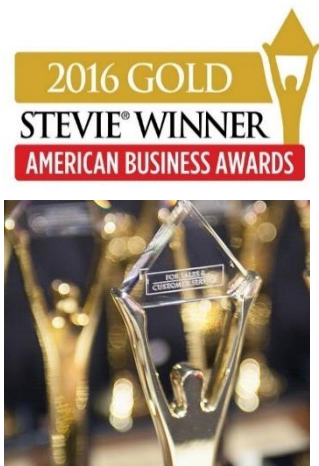


More than **1,350** itinerary searches processed each week in 2016



24% of Skyjet's bookings came through the app in 2016

Awards



2016 Winner
"Best Travel App"



2016 Winner
"Best Travel Mobile App"



2016 Winner
"Best Mobile Travel
User Experience"



2016 Silver Addy Winner
"Mobile Application"

Top Takeaways

- Understand how and where your customers are interacting with your brand — make sure you are in that space.
- When entering a new space, do your research. Make sure you are creating the best experience possible for your customers.
- Mobile marketing goes beyond app installs. Successful marketing requires effective user engagement.



Thank You!

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