

Customer Acquisition campaign for X-naut

Company Overview

X-naut is a technology company that created a product that prevents iPad's from overheating when exposed to direct sunlight. X-naut was started by a pilot who wanted to prevent his iPad from overheating while mounted to the yoke of his fixed wing aircraft.

Product

The Active Cooling Mount is an innovative device that prevents an iPad from overheating when exposed to direct sunlight. The Active Cooling Mount was designed specifically for pilots who fly high fixed winged aircraft.

Goal

X-Naut wanted to launch their product to people who flew high fixed winged aircraft. The company knew that they had the perfect solution to a problem that many pilots who use digital charts face. Before working with Root Marketing X-naut was having trouble getting their product in front of their target audience.

Campaign

In January 2017, Root Marketing developed a Facebook advertising strategy and email marketing campaign for X-naut to break into the market. Root Marketing developed a Facebook strategy that utilized X-naut's current video assets to their full potential and paired that with a powerful email marketing strategy.



The Results

Since January, Root Marketing's unique marketing campaign was able to generate a **415%** return on ad spend (ROAS) for X-naut as of June 2017.

Services Performed

- Email Marketing
- Website Optimization
- Facebook Advertising
- Landing Page Development
- Copywriting
- E-mail Marketing