



iDashboard

CASE STUDY

EAM worked with BolderImage to launch their innovative app for the iPad. Through EAM's Media Outreach and Launch Services, iDashboard became the 2nd most downloaded iPad app in the entire App Store.

iDashboard Case Study

Essential App Marketing partnered with BolderImage to launch, iDashboard, an innovative app for the iPad. Through Essential App Marketing's Media Outreach and Launch Services, iDashboard became the 2nd most downloaded iPad app in the entire App Store.

Problem

The BolderImage team had an innovative information dashboard application that brought together commonly referenced information including the Date and Time, Calendar Reminders, News Feeds, Social Media Updates, Photos, Weather, and other information - on a single, elegant screen. With many competitors that incorporated components of their functionality, they needed to convey iDashboard's

unique value proposition and develop a marketing strategy that would cost effectively generate awareness with iPad users. Given the price point of the application it was critical to focus on PR versus advertising to generate the buzz that would be necessary to gain a top position in their category and become a leader in the App Store.

Solution

Essential App Marketing used their Media Outreach and Launch Services to define the launch strategy and promote the iDashboard app. This included writing the app store description, creating a press release, developing a media kit, and sending out letters to key contacts in the consumer technology and mobile application industry. As a result of Essential App Marketing's Media Outreach and Launch Services, iDashboard was prominently placed in Cult of Mac, App Advice, and various Mac-related publications. The launch drove a flurry of downloads and iDashboard achieved the #2 position of all paid apps in the entire App Store ranking higher than Angry Birds and Words with Friends.

