



B 2 C C A S E S T U D Y

HeliNY is a sightseeing, charter, and aircraft management firm with offices located at the Downtown Manhattan Heliport (NYC) and at the Linden Municipal Airport (Linden, NJ).

They specialize in the management and operation of helicopters, but their primary emphasis is on providing safe, exciting helicopter tours at a reasonable cost and comfortable charter flights, saving time for clients with a busy schedule.

THE CHALLENGE:

HeliNY was losing revenue from site visitors who would leave the site without booking a helicopter tour. They lacked a strategy to harness site traffic and convert it into sales.

THE SOLUTION:

HeliNY came to Ajax Union with a need to increase the conversion rate on their website. HeliNY struggled with driving its website users to make a purchase, which was ultimately causing them to lose revenue.

By implementing an exit-intent strategy to HeliNY's website, offering an incentive to make a purchase, they were able to generate over \$28K in revenue from visiting users.



HeliNY generated \$28K in revenue from visiting website users

\$28K

Revenue

Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.

YES, I WANT TO GENERATE LEADS