FlightCHECK

Targeted Advertising & Flight Status Tool

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Introduction

FlightCHECK is to be an on-demand SMS/TXT based service that provides flight departure, arrival and flight status information, 24/7 via mobile phone.

To use the service, people simply TXT their flight name i.e. UA96 to a shortcode such as 8808 and receive instant information regarding the flight including instant access to delay or cancelation details.

FlightCHECK would allowing customer to check their flight times at any time, anywhere around the world, from their mobile phone and allow your and its advertisers to specifically target promotions with a guaranteed high read rate.

What is it :

1. On demand flight information for anyone anywhere around the world

2. Targeted advertising medium to flight travellers

Who would use it :

1. **Flight Info :** People interacting with air travel who want up to date flight status information

   o Passengers

   o Passenger family and friends

   o Airport passenger centric businesses (taxi's)

2. **Advertising :** Organisations wanting to target those interacting with Air Travellers including:

   o Targeted advertising companies

   o Travel agencies (wanting to offer customers an agency aligned flight check tool)

   o Airports

   o Taxi Company's

   o Accommodation Venue's

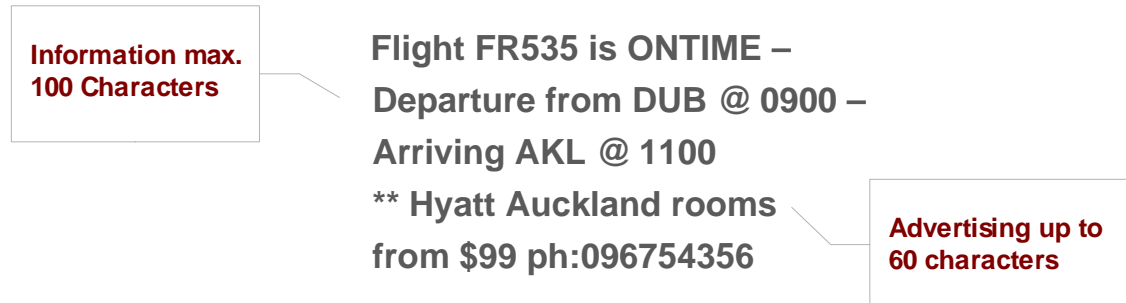   o Local authorities : What there is to do in a city

Viability – the money :

1. Sell an advertising spot held within every Flight Status TXT sent

2. Through a premium rate, user pays non ad supported TXT system.

3. Combination of user pays and ad supported

The message delivered

The key mechanism for information is delivery of a message via TXT message. This is due to the huge availability and take up of TXT'ing throughout the world, compared to WAP or mobile internet usage.

A user simply sending their flight number i.e. UA63, they would in turn receive back a message as follows :

Information max. 100 Characters

Flight FR535 is ONTIME –
Departure from DUB @ 0900 –
Arriving AKL @ 1100
** Hyatt Auckland rooms
from $99 ph:096754356

Advertising up to 60 characters

Technologies

There are 3 simple technologies that need to be employed to make a this service work.

1. The flight information is powered simply by a flight status API which allows queries by carrier number.
2. A SMS gateway with open backend integration and dedicated number access.
3. A transaction service setup on a server to handle combining ad input and flight status message generation to send back to the requester via the gateway.

Ad serving could be handled in a number of ways.

1. Provide location and category requests to existing online text based ad providers such as Advertising.com. Allowing advertisers to opt in to pushing their inventory onto this platform on a pay-per-view / pay-per-serve basis.
2. Create an online ad booking service where agencies can automatically pay for and book blocks of advertising set by city.

If it was a self moderated site, imagine John an employee for Seattle Hyatt brought an ad spot account with FlightCHECK. He would be able to login and manage his account through a simple interface as follows :

Example client site : http://youtxt.co.nz/flightcheck/admin/login.htm

Alternatively for corporate use: Your ad sales and marketing teams can push latest flight deals and promotions through to customers using the same mechanism. Targeting specific offers and deals to travellers by region.

Try it out: Text NZ2960 *(or any flight number)* to 8808

Costs vs. Revenue

Basic costs for hosting and setup.

Shortcode and gateway setup	$550apx	
Shortcode and Gateway Yearly Costs		$2500apx
Hosting	$1500	
Flight Status Information Calls	N/A	$0.015 p/txt
Licence service	$7500	
Costs	$9550 setup	$2500 yearly + FS Calls

Going forward

This is a great service which is quick to deploy and integrate. I would love to hear from you if you feel this is something you wish to take up, or if you have any further questions.

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