



Charting a Path For Growth in New Markets

Acquiring Insight into a New Competitive Landscape

Gogo's rapid growth triggered a need to track, identify, and understand market trends. And as they transitioned from being a private, domestic concern to a public, global enterprise launching new lines of business, they required insights about what the investment community was saying

They also wanted to share industry news with employees and "need to know" coverage in real time with executives. Reliable metrics, clear analysis of competitors' coverage, and the impact of industry trends could provide perspective and enable more informed decision-making.

"We were a small team. With only two pairs of eyeballs we needed help learning what people were saying," says Gogo's Morgan Painter.

Real-Time Analytics and Internal Newsfeeds

Meltwater enables Gogo to efficiently track key topics across all media, including social. The quality of sources, ability to filter searches, and sharp focus on chosen industries and the global competitive landscape make Meltwater the ideal platform for Gogo's fast-paced growth.

Gogo's corporate blog incorporates the Meltwater newsfeed. This updates automatically as new articles are published throughout the day and streams internally on office monitors under the Gogo brand. Executives and senior managers also receive a daily Meltwater newsletter, containing real-time intel, targeting specific needs.

Meltwater worked closely with Gogo to set up searches that zero in on topics of interest and a dashboard that allows the communications team to quickly pull up industry trends, competitor news, and story reach. These results are readily available in report form for executive briefings.

Meltwater Enables Gogo to:



Identify journalists
and media outlets



Communicate
internally in real-time



Report trend and
competitor news

MEET GOGO

Gogo is a Chicago-based provider of in-flight broadband internet and other connectivity services for commercial and business aircraft. Its reputation is based on creating a more rewarding travel experience for both passengers and airlines.

Meltwater Helps Gogo

MONITOR GLOBAL PUBLICATIONS TO IDENTIFY FUTURE MEDIA PARTNERS

" I find the heat map really interesting. Because we can see where coverage is occurring, we can do our research on publications we might not know of but may want to reach out to when we launch new services globally."

Morgan Painter,
Associate Communications Manager

SHARE REAL-TIME INTEL WITH SENIOR EXECUTIVES

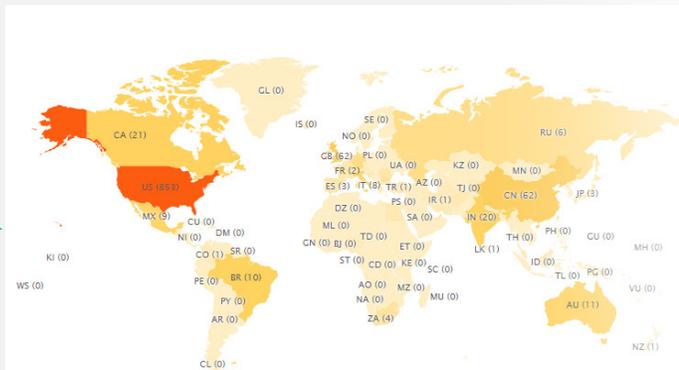
" The newsletter goes to a select group that really needs to see the intel first thing in the morning. If a major airline has a big announcement, this might create an opportunity for us. So it's an important and easy way for our leaders to understand what's going on with their partners."

Morgan Painter,
Associate Communications Manager

MEASURE, ANALYZE, AND REPORT ON COVERAGE INSTANTANEOUSLY

" Meltwater's old platform was good but the new platform is so much faster. When we compare our share of voice with our competitors we can immediately see how we're trending."

Morgan Painter,
Associate Communications Manager



COMPANY NEWS

- SITA Wants Robots To Make Your Airport Visit Easier... and More Stuff!**
(IFExpress) - 14/06-2016
...as they would at home. Passengers on aircraft equipped with the new Gogo 2Ku technology will be notified by the Aeromexico in-flight team that...
- Avison Young negotiates sale of 73,246-square-foot industrial facility in O'Hare market**
(REJournals.com) - 14/06-2016
...leased to a strong roster of stabilized tenants. Among the tenants are Gogo LLC, an in-flight aviation technology company; Pharmedica, a healthcare...
- T-Mobile Tuesdays promo set for week 2**
(RCR Wireless News) - 14/06-2016

