



## App of the Day™

### **PR Case Study: Infographic PR**

At WISE PR we're big believers in the power and value research can offer in terms of thought leadership and brand recognition, among other benefits. And, infographics are quickly becoming an ideal way to represent often hard to understand data in a visually compelling and user-friendly format. WISE PR has been responsible for the interest in more than a dozen recent infographics on topics ranging from politics and real estate to start-ups and PR

### **Client Situation**

App of the Day, a popular app review site, aimed to be recognized as an authority providing timely and relevant app data and research. The company sought to increase awareness of and traffic to their website ([www.appoftheday.com](http://www.appoftheday.com)) by leveraging publicly available data from the Apple app store to drive interest in their brand and their reviews.

### **Strategy**

WISE PR effectively engaged in a focused media relation effort, including traditional media relations, word of mouth marketing, social media engagement, and online community management. Our team sought to seed the infographic created by App of the Day which looked back at the trends and verticals from the app store in 2010.

WISE PR's efforts resulted in consistent coverage of the site's research by relevant industry outlets, and App of the Day's profile and credibility was quantifiably raised among key media and consumer audiences.

### **Results**

App of the Day was elevated to the forefront of the tech and mobile app community, helping to drive interest in the website's reviews, research and perspective. Coverage for App of the Day's 2010 App store infographic appeared in all of its target business media outlets, including but not limited to *Fast Company*, *Mashable*, *The Next Web*, *GigaOm*, *TechCrunch*, and *Business Insider*. As a result, App of the Day was recognized for its data and research, and was established as the "authority" of the mobile app community.