



.mobi Solutions in Action

bigfishtackle.mobi

Presented by Predatorial Advertising Associates, L.L.C.

"dotMobi is one of the most exciting and innovative services we have ever been able to provide anglers."
– Mike Hodgdon, Vice President of Operations, Predatorial Advertising Associates, L.L.C.

Company

Predatorial Advertising Associates specializes in servicing the fishing, hunting, outdoor and sports industries' Internet needs. They manage a large online network of outdoor-related niche sites, averaging more than 17 million ad impressions served monthly.

Issue

Creators of bigfishtackle.com, Predatorial Advertising Associates were searching for a way to provide anglers with valuable information and feedback at the very moment they were battling the fish of a lifetime ... not after it became the one that got away. Traditionally, anglers have relied on magazines, TV and PC-based Web sites for information about their fishing area or the fish they're trying to catch. This information is often outdated and can't account for the factors that play a large part in fishing, like water and weather conditions.

Solution

Using the .mobi domain – specifically designed for mobile devices – Predatorial Advertising Associates created a mobile site, bigfishtackle.mobi, to bring real-time information to anglers already on the water.

bigfishtackle.mobi gives anglers up-to-the-minute fishing reports, tips and techniques based on current water and weather conditions. A discussion forum gives anglers access to advice from thousands of fishermen, allowing them to ask questions and receive responses while they are trying to catch "the big one."

Results

Bigfishtackle.mobi launched in November 2006. Since going live, the site has received more than 10,000 visits. The site is quickly becoming a trusted resource for sportsmen, combining the wealth of information provided by bigfishtackle.com and the mobile experience found with a .mobi domain.

"The Internet has allowed us to provide anglers with an unprecedented information and resource platform," said Mike Hodgdon, Vice President of Operations, Predatorial Advertising Associates. "The .mobi domain takes our ability to provide anglers with the most accurate, beneficial and timely information to a whole new level."

bigfishtackle.mobi has already received feedback for text message alerts, mobile versions of online fishing games and a buddy list to send pictures of big catches to friends.



Welcome page



A sample fishing report



The site even has recipes!

For more information, visit bigfishtackle.mobi.

For more information on dotMobi, visit dotmobi.mobi or email pr@mtld.mobi.