

# How Got Friends landed the most successful launch of its product within the first months of working with Flightsim.to



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## The challenge

Got Friends is a brotherhood beyond collaboration, made up of four talented developers: Jonx, Got Gravel, twoseventyinc and Mykrode – known for their high-quality freeware add-ons for Microsoft Flight Simulator, including the Discus-2c Glider, Savage Gravel, Fokker DR.1, Vertigo, and twoseventyinc's Pilot Character Mod. As most developers start out, they dream of creating content for their community full-time. Got Friends has been closer than ever to supporting their development group full-time and ensuring that the community continued to receive a steady stream of quality aircraft. With the overwhelming support from the community following the initial freeware releases, Got Friends' greatest challenge was to finally evolve from individual freeware developers into a fully supporting payware development group.

## The approach

After successfully launching their first freeware add-ons, Got Friends was finally ready to expand to the next level, looking for a way and home to effectively reach their future customers – as they found Flightsim.to. After the initial unbureaucratic conversations via Discord, Got Friends felt confident and optimistic that partnering with Flightsim.to was the right choice, given Flightsim.to's wide reach among their target audience. Finally, Got Friends joined the Flightsim.to partners family in August 2021.

It took Flightsim.to only a few days to get Got Friends set up, and with their first product launch – the Gee Bee R3 – the results immediately started to kick. From that moment on, the Flightsim.to team continued to support Got Friends as their comprehensive e-commerce partner, taking care of everything from marketing, generating sales up to successfully completing the purchase workflow and bringing their products to the customer seamlessly.

## The results

The results of their first product launch were so overwhelming that Got Friends had gathered enough resources to focus on developing even more amazing products for its community. Their next challenge was to be the remastered EA-7 Edgley Optica, which was finally launched on Flightsim.to's store in March 2022. Encouraged by the previous results, Got Friends even decided to go with Flightsim.to exclusively. In just two days, Got Friends had officially doubled their sales figure compared to their initial product launch with the Gee Bee R3. Over the next three weeks, Got Friends consistently generated more revenue than they were prior to partnering with Flightsim.to. and continues to do so to this day.

Through the partnership with Flightsim.to, Got Friends was able to reach exactly the audience that they have been looking for and were targeting. While navigating the ebbs and flows of the digital e-commerce business, Jonx appreciates having the dedicated team at Flightsim.to at their fingertips to provide industry expertise within the flight simulation community.

**"We already had a great community established, largely in part due to their game-changing freeware platform, so working with Flightsim.to and bringing our aircraft to our closest fans was exactly what we needed. While their platform is invaluable for our community outlook, the relationship and comfort the Flightsim.to team has given us is unmatched by any other competitor."**

— Jonx, Head of Got Friends