

# Accelerating the aviation industry — How Yieldr increased productivity by 30% using Marvel Enterprise

## Background

Yieldr is a first of its kind company that helps airlines connect unsold seats with passengers most likely to buy. By being first, Yieldr has needed to be able to design, build and showcase its platform to potential customers quickly and clearly. Marvel's Prototyping and Handoff features have proved vital to the company's success.

"Historically, we would have our product managers reach out to market to identify possible problems, then bring those back to the different teams, design, engineering etc. who would then have the tough task of trying to translate that into something tangible," explains Robin. Using Marvel made that whole process a lot quicker

## Challenges

- Reducing internal back and forth and aligning on product purpose and messaging
- Improving a manual, time-consuming design-to-dev process
- Creating an inclusive, design culture across the business

## Solutions

- Prototypes provided proof of concept internally and tangible ideas for stakeholders
- An automatic and seamless design-to-code process was enabled using the Handoff tool
- Establishing a collaborative process company wide via the Marvel platform

■ 30%

### Productivity increase

With Marvel's Handoff tool, design and engineering worked together seamlessly

■ 4x

### Designs Shipped

Marvel prototypes improved comms and reduced stakeholder back and forth

■ 200%

### Time reduction

With Marvel, decision making timeframes were faster and smoother

"Some departments can feel disconnected from the product. But Marvel allows them to look and see what's going on. We're now engaging teams typically not involved in building products"



**Joseph Vito DeLuca**  
CMO