

Increasing Real-Time Fare Content by Integrating PROS FastSearch into the airTRFX[®] Fare Marketing System



Summary

When Air Europa wanted to increase the number of fares on airTRFX destination and O&D pages, EveryMundo integrated PROS FastSearch into the EveryMundo Platform. airTRFX real-time fares collected by FareNet[®] were supplemented with PROS FastSearch fares, empowering the Air Europa team with new marketing capabilities, increasing fare content completeness, and allowing scalability without incurring additional costs.

Background

Air Europa partnered with EveryMundo to enhance their web presence and direct sales with both the airTRFX Fare Marketing System as well as airModules[®] flight search and fare display applications. To power dynamic fares in airModules, Air Europa placed the EveryMundo FareNet pixel on its internet booking engine (IBE) to collect fares as users search for flights and instantly send newly searched fares out to all endpoints where the fares are displayed, keeping fares updated with every search.

However, in some cases the number of searches for a route may be less than what is necessary to keep fares up-to-date. Due to a low number of searches for some routes, Air Europa needed an additional fare feed to populate the airModules on their airTRFX pages.

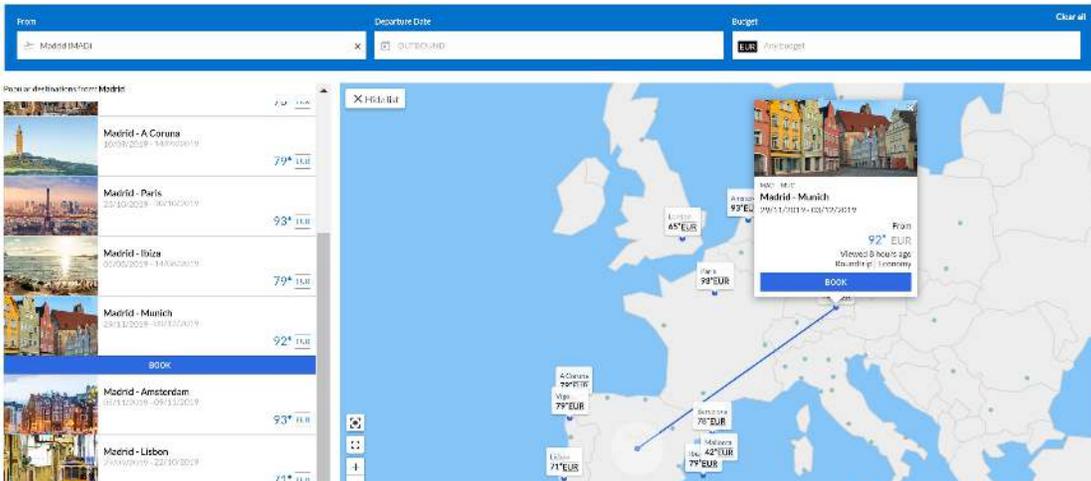
“After the integration of airTRFX and PROS Fast Search we brought the number of pages without dynamic fares from more than 1,000 down to 26.”

- Sebastian Daviu, SEO Manager, Air Europa

The Solution

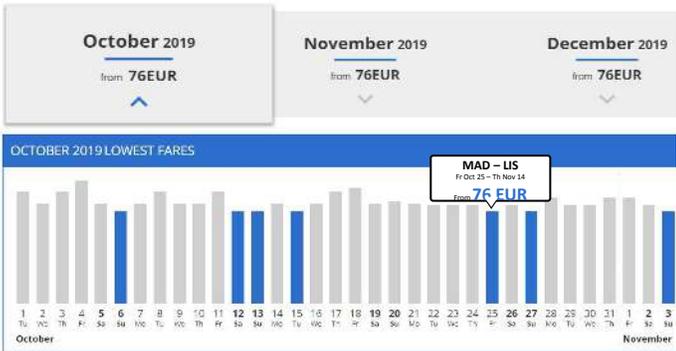
To ensure that all routes had fares displayed, EveryMundo integrated into its platform the PROS FastSearch API and scheduled a small number of calls to supplement the FareNet-collected fares. This combination with FareNet data increased the fare feed content available and enabled airTRFX to display the best available fares on all pages for every route.

Below are examples of real-time fare visualizations powered by the integration of EveryMundo FareNet and PROS FastSearch. Air Europa's web pages include a variety of airModules that display fares, including the Low Fare Map, the Histogram, and the Low Fare Cards. All of these airModules contain dynamic fare information that is constantly updated in real-time using both FareNet and PROS FastSearch data.



EveryMundo Low Fare Map airModule

Lowest Monthly Fares*



EveryMundo Histogram airModule

Book Lowest Flight Deals*

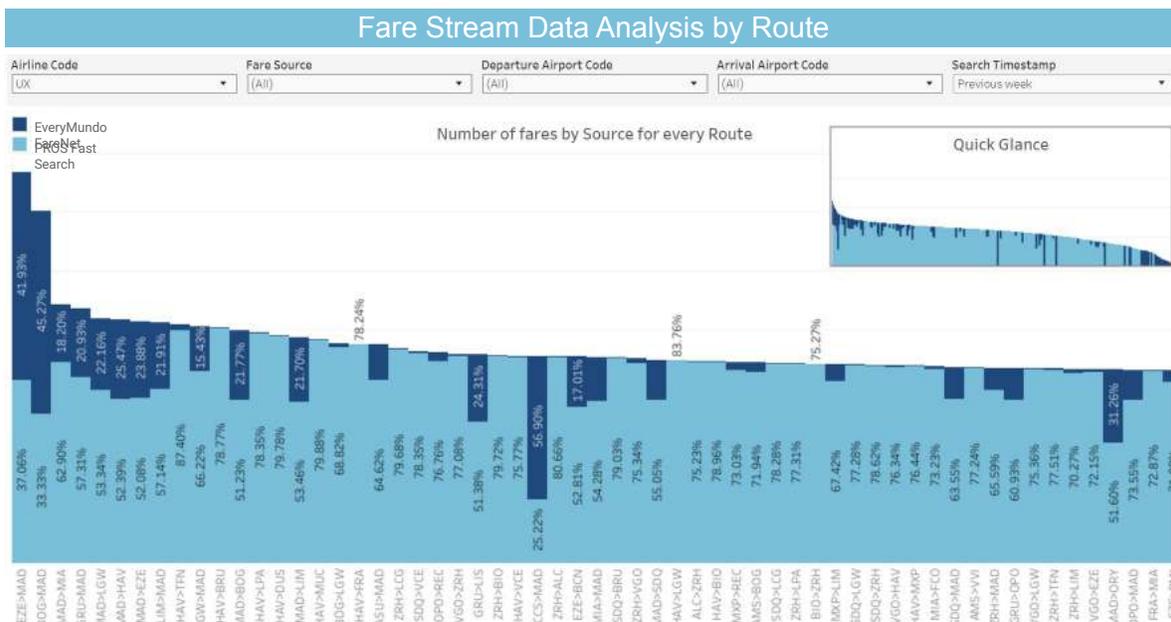


EveryMundo Cards airModule

How It Works

To determine which fare to display, airTRFX will populate whichever fare is most recently updated; if EveryMundo does not have a FareNet-collected fare for the route, then the PROS FastSearch fare will be used. If both FareNet and PROS Fast Search are available, the most recently queried fare is displayed.

The visualization below analyzes the percentage of fares collected by either EveryMundo FareNet or PROS FastSearch for each Air Europa route. FareNet is used for frequent search results from Air Europa’s IBE. PROS FastSearch is used when a route has fewer searches. Together, these two solutions integrate to ensure complete fare content is available.



Data source: Proprietary Tableau Dashboard. July 2019.

Air Europa’s Results

Air Europa’s integration of airTRFX and PROS Fast Search delivers complete fare content on 1,196 routes for the next 365 days. Air Europa receives timely and updated fare content provided by up to 200 concurrent calls built into the FastSearch integration. Additional content supplied via FareNet is unrestricted, giving the Air Europa team the scalability they need.

Prior to the integration, Air Europa had more than 1,000 pages in their Spanish site edition with missing fare content. Now, with both FareNet and Pros FastSearch, Air Europa displays fares on all airTRFX pages.

Conclusion

The combination of FareNet and PROS FastSearch improved fare delivery on all airTRFX pages and enabled Air Europa's Marketing and Revenue Management teams to reach even more customers through their digital channels by broadcasting real-time fares for their entire route network in their fare marketing.

In addition to successfully integrating Fast Search into airTRFX, EveryMundo works with numerous airlines to integrate other fare content solutions, including those from Amadeus Instant Search, Vayant, ITA Software by Google, Switchfly, and others. EveryMundo's approach allows the future replication of integrations through pattern recognition and normalization, mapping data such as language and location of flight search queries.

About EveryMundo

EveryMundo provides airlines with Fare Marketing technology for direct channel growth and customer acquisition. We work with over 40 airlines worldwide ranging from major full-service carriers to LCCs, based in 60 countries and marketing in over 25 languages. Our products increase traffic, improve conversion rate, enhance user experience, and drive brand engagement on and off the airline's website.

To learn how EveryMundo will improve your airline's Fare Marketing and online experiences contact us at sales@everymundo.com and everymundo.com.

EveryMundo Products:



airTRFX

Create a Fare Marketing infrastructure with airTRFX. Leverage airTRFX to scale your site, online presence, and improve engagement.



airModules

Conversion-oriented flight search tools with real-time fares that can be deployed on any web page. Boost the revenue-generating potential of any page with airModules.



airSEM

Airline-specific Search Engine Marketing tools to build, launch, and manage ad campaigns with real-time fares in ad copy.



FareWire

Display real-time fares on any webpage with FareWire. Powered by user-search data without additional calls to your GDS/Res System.