



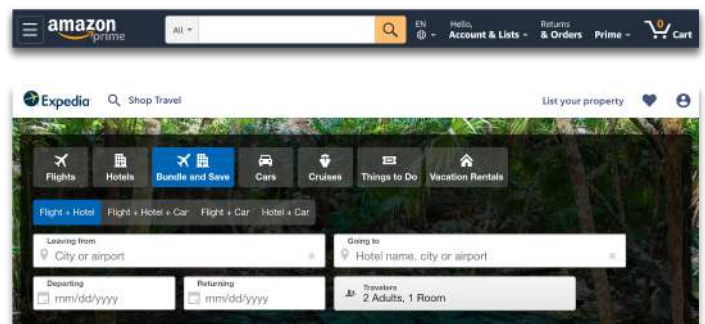
AIRMODULES

# Deploying the Flight Search Panel airModule to non-airTRFX Pages to Enhance Page Revenue

## Summary

As retailers, airlines aspire to generate as much revenue per website visitor as possible. Airlines receive a high volume of traffic to many pages across their website. However, not all of these pages offer methods to initiate a flight purchase. Because of this, many pages do not generate the maximum potential revenue.

eCommerce best practice, as demonstrated by Amazon, Expedia, and others, is to offer revenue-generating capabilities on all pages of the website. EveryMundo collaborated with one of our largest airlines to place our Flight Search Panel airModule on a webpage with high volumes of traffic but no flight search tools. The results were immediate revenue increase from sessions visiting these pages of 3%-5% each month.



**The Conclusion:** Airlines should include flight search tools on every page on its website to maximize online revenue. Expected revenue increase of 3% - 5%.

## The Initiative

EveryMundo delivered to its airline customer a Flight Search Panel airModule for use on a high-volume webpage (top 15 in overall traffic) which did not have a flight search panel. The Flight Search Panel airModule is placed at the top of the page, just below the header.

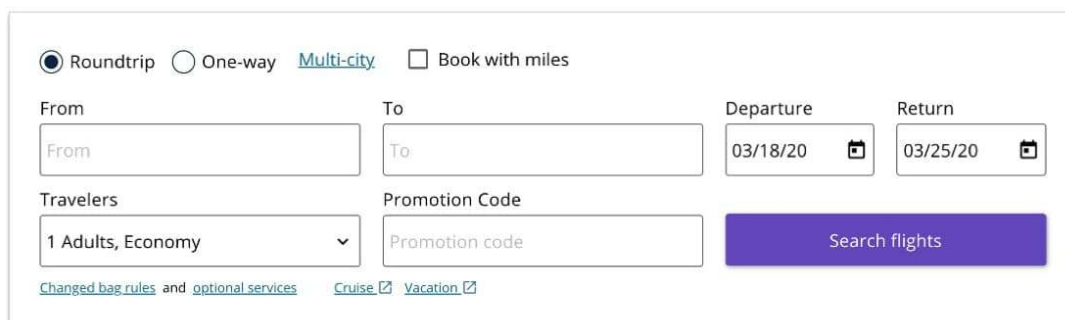
This enabled visitors to immediately initiate a flight search, entering the booking engine directly, removing additional steps otherwise required to book. Also, it ensured flight purchase was top-of-mind for the visitor.

The Flight Search Panel is highly versatile and fits on most pages. It offers multilingual support, including right-to-left languages.

## The Results: Increased Direct Revenue

The placement of the Flight Search Panel airModule resulted in the following revenue increase:

- The revenue per session increased an average of 3.5% per month overall (year-on-year), and 7.0% per month as a landing page.
- Average overall monthly revenue attributed to the webpage including the Flight Search Panel airModule increased nearly US\$5 million.



The screenshot shows a flight search interface with the following elements:

- Radio buttons for **Roundtrip** (selected), **One-way**, **Multi-city**, and **Book with miles**.
- From** and **To** text input fields.
- Departure** and **Return** date pickers, with dates 03/18/20 and 03/25/20 respectively.
- Travelers** dropdown menu showing "1 Adults, Economy".
- Promotion Code** text input field.
- A purple **Search flights** button.
- Links for [Changed bag rules and optional services](#), [Cruise](#), and [Vacation](#).

## Conclusion: Flight Search Panel airModule = Immediate Increased Direct Revenue

By adding the Flight Search Panel to high-traffic web pages, EveryMundo enabled its airline customer immediately increase online direct revenue.

Adding the Flight Search Panel was a minor change that required no airline IT involvement (script placement via tag manager) and was rapidly implemented and launched by EveryMundo.

Airline's websites contain hundreds to tens of thousands of pages to entice travelers into selecting their next flight. With a simple addition of a single airModule, all pages can become flight booking pages and contribute additional direct revenue to the airline.