

Maximize the Revenue from Promotional Offers with airTRFX



Summary

Airlines compete amongst each other and Online Travel Agencies (OTAs), for website traffic and ticket sales. To attract travelers and encourage transactions, airlines can use airTRFX to offer discounts on certain routes for set travel times.

One of our airline customers wanted to promote a 20% discount for several of their routes for trips that occurred within a set window of time. They wanted the offer to be seen by as many people as possible for 5 days. The airline used airTRFX to create a Custom Page, a banner Campaign, a Custom Fare airModule to display the select routes included in the promotion, and used FareWire on Facebook to drive additional website traffic.

Their airTRFX campaign earned the airline €30 Million in revenue and 2 Million page visits during the 5 day promotion.

Add Campaigns to any page

Within airTRFX, airlines can add a Campaign to any webpage to ensure page visitors see relevant messages. A Campaign can be an image, text, video, or custom code that is placed on a page. Campaigns are scheduled to be visible for a set number of days, and can include blackout dates when they should not appear.

For the airline's five day 20% discount promotion, they placed a clickable banner Campaign across all of their website pages that linked to an airTRFX landing page that displayed the available promotional routes. EveryMundo provided translation services in nine languages so the airline could target customers across multiple markets in their language across the airline's entire website.

The 5 Day Sale
Book your getaway www.airline.com
Only until 01-11-19

Book Now

20% OFF
Our most popular flights

Airline Alliance Member
EVERYMUNDO AIRLINE

Custom Pages with Promotional Fares

The Campaign banner images were placed on all of the airline's website pages and linked to a Custom Page where visitors could view the discounted routes. The routes were displayed using a Custom Fare airModule. The airModule enabled visitors to filter the available routes by Origin, Destination, travel dates and number of passengers. These filters would refine the user's search while still only showing them select routes that are part of the promotion.

The airline wanted to ensure they did not cause confusion or frustration for customers by showing any price or route that was not included in the discount. With airTRFX, airlines can use the Schedule Feature to specify what flights to show, and for what dates, including any blackout dates, as well as travel times.

The airline also chose to index these pages to improve their ranking on search engines like Google. When a webpage is "indexed," it has the potential to show up on search results. If a page is not indexed, it won't show up no matter what is typed into Google.

This is valuable to the airline because the airTRFX Custom Page can be reused again for future campaigns, ensuring optimized SEO performance that only grows as it is updated and reused over their future promotions.

The screenshot shows the EVERYMUNDO website interface. At the top, there's a navigation bar with 'EVERYMUNDO' and 'BOOKING BOOKINGS FAVORITES DESTINATIONS'. Below that, a promotional banner reads 'The 5 Day Sale - 20% OFF our most popular flights' with dates '28.10.19 - 01-11-19'. Underneath is a search bar with fields for 'From', 'To', '09/04/2020', '16/04/2020', and '1 Passenger', along with a 'Show Flights' button. The main content area is titled 'Book Your Next Trip With 20% Discount!' and displays a table of flight options.

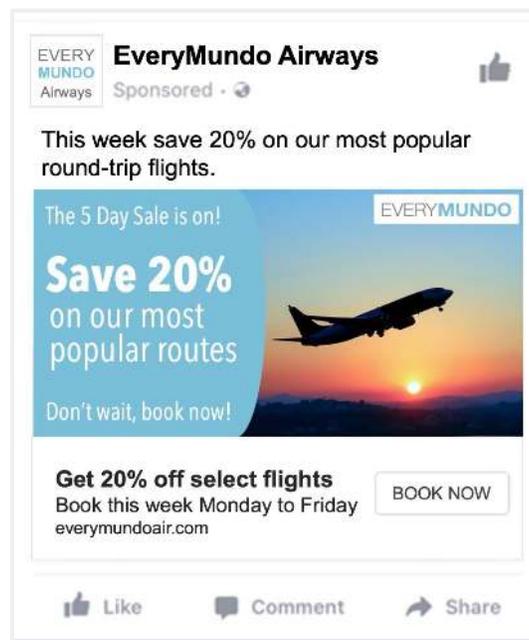
From	To	Flight Type	Itinerary	Price	Book Now
New York (NYC)	Paris (ORY)	One Way	Departure: Fri 02 Oct 2020	USD 90	Book Now
New York (NYC)	Amsterdam (AMS)	One Way	Departure: Thu 21 Aug 2020	USD 94	Book Now
New York (JFK)	Amsterdam (AMS)	One Way	Departure: Mon 22 Aug 2020	USD 94	Book Now
New York (NYC)	Rome (FCO)	One Way	Departure: Mon 10 Nov 2020	USD 98	Book Now
New York (JFK)	Rome (FCO)	One Way	Departure: Tue 5 Mar 2020	USD 98	Book Now
San Francisco (SFO)	London (LGW)	One Way	Departure: Mon 2 Oct 2020	USD 100	Book Now
New York (NYC)	London (LON)	One Way	Departure: Mon 7 Sep 2020	USD 100	Book Now
New York (NYC)	Barcelona (BCN)	One Way	Departure: Mon 20 Nov 2020	USD 110	Book Now
New York (JFK)	Barcelona (BCN)	One Way	Departure: Sun 1 Apr 2020	USD 110	Book Now
New York/Newark (EWR)	Barcelona (BCN)	One Way	Departure: Tue 22 Feb 2020	USD 110	Book Now
San Francisco (SFO)	Barcelona (BCN)	One Way	Departure: Fri 12 Jun 2020	USD 111	Book Now
Chicago (ORD)	Barcelona (BCN)	One Way	Departure: Wed 10 Feb 2020	USD 123	Book Now
New York (NYC)	Madrid (MAD)	One Way	Departure: Sun 25 Mar 2020	USD 128	Book Now
New York (JFK)	Madrid (MAD)	One Way	Departure: Thu 14 Jun 2020	USD 128	Book Now
Miami (MIA)	Barcelona (BCN)	One Way	Departure: Thu 9 Oct 2020	USD 130	Book Now
Miami (MIA)	Paris (ORY)	One Way	Departure: Sat 09 Mar 2020	USD 172	Book Now
Miami (MIA)	Madrid (MAD)	One Way	Departure: Fri 30 Nov 2020	USD 172	Book Now
Washington (IAD)	Paris (ORY)	One Way	Departure: Sun 10 Oct 2020	USD 178	Book Now

Example of an airline Custom Page with the Custom Fare airModule displaying the selected routes available for the promotion.

Ads on Facebook

To drive additional traffic to the promotional page, the airline used Facebook ads with FareWire to advertise their 20% off discount. The ads linked directly to the custom page where visitors could search through available promotional fares. These ads had static text, as shown in the example to the right.

Additionally, FareWire can be used to display real-time fare feeds via API to any endpoint online, showing exact dollar values of available fares. Some airlines choose to have dynamic fares in ad copy when promoting a limited number of routes.



Example of a Facebook ad powered by FareWire.

Results

The airline's campaign earned €30 Million in revenue during the five days it ran as active. This revenue was driven by the high level of traffic the page generated from the banner campaigns on the airline's website pages and the Facebook ads promoting the promotion. The page had a Conversion Rate 2.5% and the Average Sale Value was €614.

The page was viewed by 2 million visitors, at times with more than 3,000 simultaneous visitors with no page downtime. EveryMundo airTRFX supports 21 Million airline pages and serves more than 800 pages per second to passengers around the globe.

€30 Million
Campaign Revenue

2.5%
Conversion Rate

2 Million+
Page Visitors

3,000+
Simultaneous Visitors

Conclusion

By using airTRFX to launch the Campaign banner and promotion landing page with the discounted fares, the airline was able to successfully promote their 5 Day Sale. The airline saw a high amount of traffic on the page as well as a high conversion rate, indicating that the promotion was successful in driving qualified traffic to the website and to the Custom Page to book directly.

With increasing competition from other airlines and OTAs, it is essential for airlines to drive direct sales and cultivate customer loyalty. airTRFX ensures that airlines are able to run high performance campaigns across all digital channels with minimal technical requirements.

About EveryMundo

EveryMundo provides airlines with Fare Marketing technology for direct channel growth and customer acquisition. We work with over 50 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: sales@everymundo.com or visit www.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.