

# Powering Real-Time Fares in Google Dynamic Remarketing Campaigns



A STAR ALLIANCE MEMBER 

## Summary

Aegean, Greece's largest airline, partnered with EveryMundo to improve their direct channel performance by leveraging EveryMundo Fare Marketing products: FareWire<sup>®</sup>, airSEM<sup>®</sup>, and airTRFX<sup>®</sup>. Their implementation of this Fare Marketing System resulted in their conversion rates growing by 3x in the first 60 days of the campaign.

## The Solution

**FareWire:** Powered by business logic and fares seen by others in the airline booking engine, FareWire feeds real-time fare data to endpoints across the web, including landing pages, ads, and pricing widgets. These feeds can connect to display ads, such as Responsive Display Ads or HTML5 ads.

**airSEM:** EveryMundo's Search Engine Marketing tools (collectively referred to as airSEM) includes a dynamic price insertion tool, airDPI<sup>®</sup>, that enables airlines to display dynamic, real-time fares in Dynamic Display Remarketing ads. This tool is the direct connection from the FareWire feed and the fare displayed in the ad copy.

**airTRFX:** The fare marketing system that scales an airlines' digital presence by automatically deploying web pages with dynamic fare content for the airline's route network.

This is an example of a dynamic paid search ad with real-time pricing powered by FareWire and airDPI. Ads like this link to airTRFX pages with additional real-time fares and booking capabilities.

Paris to Athens - 74 € with Aegean Airlines<sup>®</sup>

[\[Ad\] flights.aegeanair.com/CDG/ATH](https://flights.aegeanair.com/CDG/ATH)

Book the lowest prices online and discover the best experience on-board!

## Results

Leveraging airDPI, ad customizers were included in all Non-Brand ad groups. These customizers contain a dynamic fare field in the headline which, according to the advertised route, matches the corresponding airTRFX page and the content in it. Accuracy of fares and real-time updates result in better performance, most importantly – lower cost per conversion and higher ROI. Dynamic Display Remarketing campaigns using airDPI™ bring positive results right away and have a larger volume in terms of conversions and revenue comparing to RLSA, Search and non-brand campaigns in general.

# 490%

Increase in  
Conversion

# 309%

Increase in  
Revenue

# 56%

Decrease  
in CPA

*“Dynamic fares helped us improve the accuracy ad messages and landing page price, leading to better results. Through Google Dynamic Remarketing we were able to track the full customer journey within Google Analytics and that led us to better audiences created directly within GA360”* - Linda Galaziou, Head of Digital Performance, Aegean

## 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](mailto:sales@everymundo.com) or [www.everymundo.com](http://www.everymundo.com).



airTRFX



airModules



airSEM



FareWire