Dynamic Price Insertion Improves Airlines' Digital Ad Campaign Performance

airSEM

Summary

To test the efficacy of our Dynamic Price Insertion product, airDPI®, a client* ran a controlled experiment in three of their most important European markets – their domestic market, one growth international market, and one mature international market – and analyzed the effect Dynamic Price Insertion had on each ads' click through rate (CTR) and conversion rate.

**Note: All information in the ads has been anonymized at the request of our client.*

The Experiment

One of our airline customers implemented airDPI to update the fares seen in all of their search ads. To test its efficacy if dynamic ads, they ran a controlled experiment in three of their most important markets in Europe – their domestic market, one growth international market, and one mature international market. The control group in the study was a standard text ad copy. The experiment focused on adding dynamic pricing into the same text copy as the control group.

How it works

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.

airSEM®: EveryMundo's Search Engine Marketing tools (airSEM) includes a dynamic price insertion tool, airDPI, which enables airlines to display dynamic, real-time fares in Dynamic Display Remarketing ads.

Example of the Experiment Ad with Dynamic Price Insertion:

London to Paris **€65**
Ad AIRLINE.com/London-Paris
Low prices only on our website

Example of the Control Ad Without Dynamic Price Insertion:

London to Paris Flights
Ad AIRLINE.com/London-Paris
Low prices only on our website

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The Results

There was marked improvement in the pre-defined KPIs in all three markets, resulting in substantial uplift in Click-Through Rate (CTR), Conversion Rate, and Revenue.

Impressions Per Week	10,000					
	Domestic		Growth International Market		Mature International Market	
	CTR	Conversion Rate	CTR	Conversion Rate	CTR	Conversion Rate
Duration of Experiment	3 weeks		3 weeks		3 months	
Control	8.28%	0.66%	5.61%	0.87%	1.37%	0.82%
Experiment	11.04%	0.88%	7.35%	1.69%	1.64%	0.84%
Percent Change	**+33.3%**	**+33.3%**	**+31%**	**+94.3%**	**+19.7%**	**+2.5%**
Revenue Increase	**+62.50%**		**+146.67%**		**+22.63%**	

Results of the Experiment

Conclusion

Through Dynamic Price Insertion, airlines are able to drive incremental conversions from both Search and Display Remarketing ads by providing more relevant, conversion-oriented content in ads.

The same type of dynamic pricing can be used on airTRFX® landing pages. And, if the dynamic landing pages are used as the destination URL of the dynamic ads, then relevancy and conversion rate will increase.

Displaying the most updated and lowest fare prior to click-through ensures that the clicks you pay for are the ones that are more likely to purchase that route at that price. By using Dynamic Price Insertion, airlines are able to dramatically increase conversions in all markets and immediately begin earning incremental revenue.

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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 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.

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