

# 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, and 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 anywhere 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. The promotion ran 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](http://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 airTRFX pages and linked to a Custom Page where visitors could view the discounted routes. The routes were displayed using a Custom Fare airModule. The Custom Fare airModule allows the airline to create a different logic for each market, so that page visitors only see flights leaving from that origin market, in the origin currency. Using the Custom Fare airModule, the traveler can filter the results by Origin, Destination, travel dates, and trip type. These filters refine the user's search while still only showing them select routes that are part of the promotion within a specific market.

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 web page is "indexed", it has the potential to show up on search results. If a page is not indexed, it won't show up in organic results 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 displays the EVERYMUNDO website interface. At the top, there is a navigation bar with the EVERYMUNDO logo and links for STOPOVER, BOOKINGS, PROMOTIONS, and DESTINATIONS. A main banner reads "The 5 Day Sale – 20% OFF our most popular flights" with a large blue section containing "THE 5 DAY SALE 28.10.19 – 01-11-19". Below the banner is a search filter section with options for One Way, Round-trip, and Advanced Search. The search criteria are set to "From" (empty), "To" (empty), dates "09/04/2020" and "16/04/2020", and "1 Passenger". A "Show Flights" button is present. The main content area is titled "Book Your Next Trip With 20% Discount!" and features a table of flight routes.

From	To	Flight Type	Itinerary	Price	Book now
New York (NYC)	Paris (ORY)	One Way	Departure Fri 26 Feb 2021	USD 90	Book now
New York (NYC)	Amsterdam (AMS)	One Way	Departure Thu 25 Jun 2020	USD 94	Book now
New York (JFK)	Amsterdam (AMS)	One Way	Departure Mon 22 Jun 2020	USD 94	Book now
New York (NYC)	Rome (FCO)	One Way	Departure Mon 16 Nov 2020	USD 98	Book now
New York (JFK)	Rome (FCO)	One Way	Departure Tue 5 May 2020	USD 98	Book now
San Francisco (SFO)	London (LGW)	One Way	Departure Mon 5 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 30 Nov 2020	USD 110	Book now
New York (JFK)	Barcelona (BCN)	One Way	Departure Sun 1 Nov 2020	USD 110	Book now
New York/Newark (EWR)	Barcelona (BCN)	One Way	Departure Tue 23 Feb 2021	USD 110	Book now
San Francisco (SFO)	Barcelona (BCN)	One Way	Departure Fri 15 Jan 2021	USD 111	Book now
Chicago (ORD)	Barcelona (BCN)	One Way	Departure Wed 10 Feb 2021	USD 123	Book now
New York (NYC)	Madrid (MAD)	One Way	Departure Sun 31 May 2020	USD 128	Book now
New York (JFK)	Madrid (MAD)	One Way	Departure Thu 14 Jan 2021	USD 128	Book now
Miami (MIA)	Barcelona (BCN)	One Way	Departure Thu 8 Oct 2020	USD 130	Book now
Miami (MIA)	Paris (ORY)	One Way	Departure Sat 30 May 2020	USD 172	Book now
Miami (MIA)	Madrid (MAD)	One Way	Departure Fri 20 Nov 2020	USD 172	Book now
Washington (IAD)	Paris (ORY)	One Way	Departure Sun 18 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 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 relevant to the promotion, as shown in the example to the right.

Additionally, FareWire can be used to display real-time fare feeds via API to any media endpoint online, showing exact values of available searched fares, that visitors can find back on the airTRFX page. 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 and the Facebook ads promoting the sale across all markets. The page had a Conversion Rate of 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 from multiple channels 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](mailto:sales@everymundo.com) or visit [www.everymundo.com](http://www.everymundo.com).

### EveryMundo Products:



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

**airTRFX**



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.

**airModules**



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

**airSEM**



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

**FareWire**