

# Increasing Click-Through-Rate Using Real-Time Fares in Paid Search Ads



## Summary

Copa Airlines wanted to increase the efficacy of their paid search campaigns in their domestic and international markets. The airline was using paid search ads, but was experiencing low click-through-rates due to low quality scores and low average position. By deploying EveryMundo FareWire<sup>®</sup>, airTRFX<sup>®</sup> and airSEM<sup>®</sup> Copa Airlines was able to display dynamic fares in their paid search ads and landing pages, and because of the increased relevance of ads to the landing pages their quality score increased. This, in turn moved their ads up the search results page.

## 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.

Discover Panama - Fly with Copa Airlines<sup>®</sup> from \$405 - [copaair.com](http://copaair.com)

 [bookings.copaair.com/Discover/Panama](http://bookings.copaair.com/Discover/Panama) ▼

Like you've never seen it before. The best fares & full service experience!

Star Alliance Member · Two check-in bags allowed · Miles with ConnectMiles

Amenities: Complimentary Meals, Complimentary Drinks, Movies, Music

Where We Fly

Only in Panama

Save with Exclusive Fares

Business Class Passengers

## The Results

Copa Airlines was now fully empowered to leverage dynamic pricing across their paid search campaigns, both domestically and internationally, and began to see results almost immediately. The campaign also experienced success by having high relevance between paid search ads and the fares on airTRFX landing pages. This increase in ad relevance led to a higher average ad position on Google and an improved Quality Score.

This positive change in average position resulted in Copa's paid search ads experiencing uplift in click-through rates, conversion rates, overall revenue, and revenue per visit, while at the same time reducing their cost-per-click.

## About EveryMundo

EveryMundo provides airlines with Fare Marketing technology for direct channel growth and customer acquisition. We work with over 40 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).

### 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.