

# Improving Direct Channel results by 4X by Building a Fare Marketing Infrastructure.



## Summary

Volaris, Mexico's second largest airline, partnered with EveryMundo to build their Fare Marketing infrastructure with their products: airTRFX®, airSEM®, airModules® and FareWire®. Using this robust Fare Marketing System, Volaris has increased organic traffic more than 400% from 2016 to 2017, and an additional 46% from November 2017 to November 2018.

## The Challenge

Volaris wanted to increase their digital performance; including the amount of qualified traffic entering their booking engine via emails, ads, and landing pages, but they did not have a platform that allowed them to manage their digital content goals strategically.

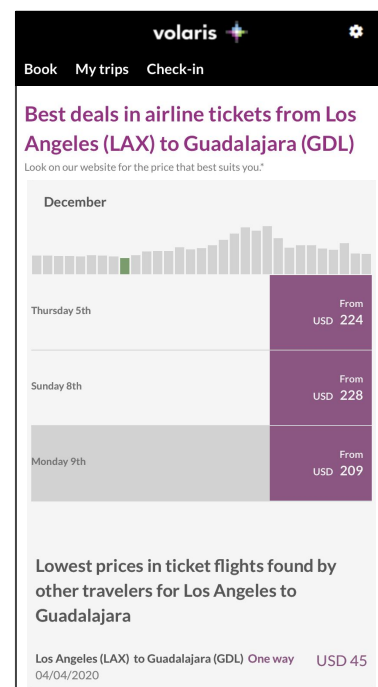
The team knew that to meet their goals for direct channel sales they would need to develop a new digital marketing strategy, or risk losing momentum by spending additional time without a Fare Marketing Platform in place.

## The Solution

**airTRFX:** With airTRFX, Volaris was able to automate landing page generation for every route, origin, and destination in their network, which enhanced their online presence instantly. After publishing over 1,000 landing pages, Volaris experienced a 400% improvement in SEO performance in the first year and has continued to see performance gains ever since.

**airSEM:** Search Engine Marketing tools that build, launch, manage, and analyze digital campaigns. This includes the ability to deploy dynamic ads with real-time fares in ad copy, dynamic retargeting ads for website visitors, email ads, and paid search ads, allowing for optimized results, sustained growth, and easier management.

**airModules:** Interactive and conversion-oriented flight and fare display visualizations added to pages so visitors can easily enter the booking engine.



Volaris mobile web page with Histogram airModule displaying real-time fares.

Results

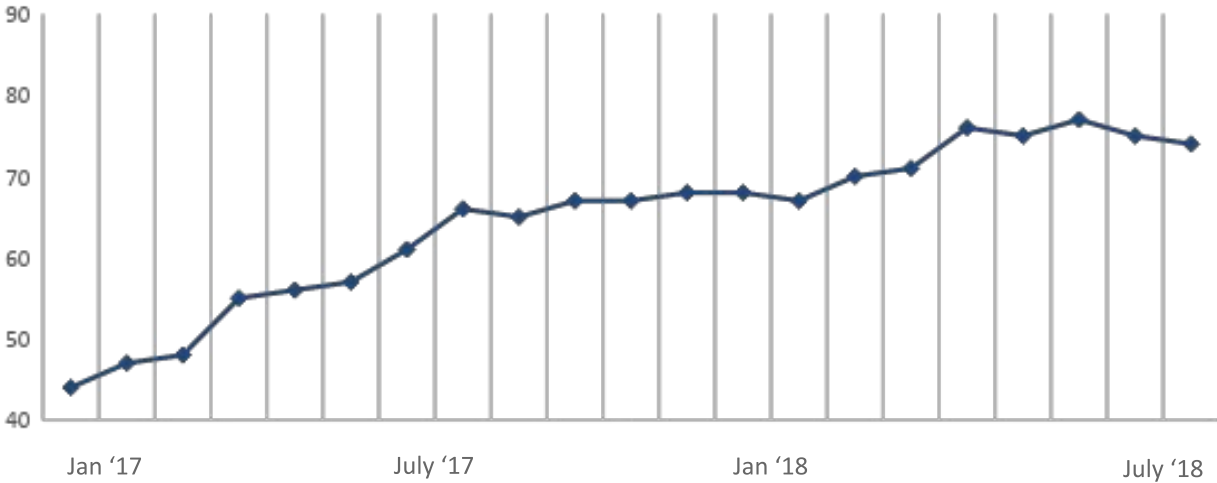
**+70%** Conversions      **+65%** Web Traffic      **+61%** SEM Revenue

*“In the first year we increased Volaris’ organic footprint by +400% on Google.”* - Claudia Martínez, Performance Marketing Manager at Volaris

Using this robust Fare Marketing System, Volaris has used airTRFX to launch more than 4,600 conversion-optimized pages with airTRFX and increased the airline’s non-brand keywords 10x in 1st page of search engine results. These changes have resulted in a 400% growth in organic traffic from 2016 to 2017 and 46% from November 2017 to November 2018.

Volaris also saw a 65% increase in web traffic, 70% increase in e-commerce transactions, and 61% growth in SEM allocated revenue. Additionally several million dollars in revenue were collected via airModules successfully converting website visitors the first month after launch.

Non-Brand keyword visibility since launching airTRFX



Data source: Brightedge. 12/2016 - 09/2018. Non-brand keyword visibility.

## Number of non-brand keywords ranked on page 1 of the Search Engine Results



Data source: Brightedge. September 2017 - September 2018. Keywords Ranked on Page 1.

airTRFX enabled Volaris to grow their SEO presence significantly in a short period of time thanks to the provided scalability and optimization of the automated landing pages. In less than 2 months, Volaris was using the newly created airTRFX pages to direct traffic from their email marketing campaigns, reaching the most engaged audience and successfully converting them.

## 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