

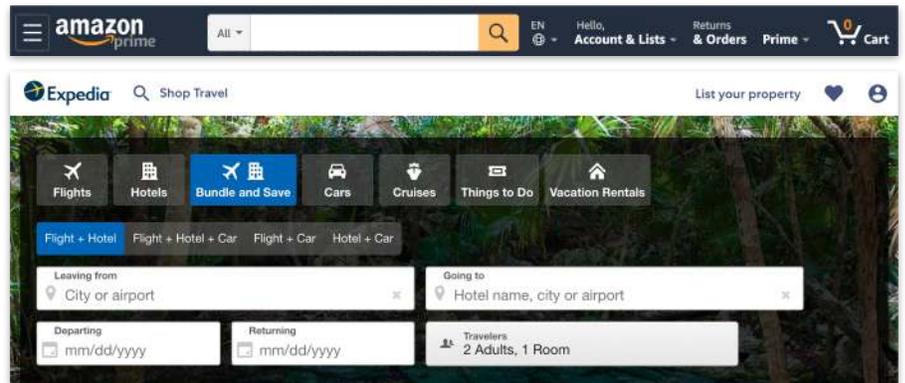
Deploying the Flight Search Panel airModule to non-airTRFX Pages to Enhance Page Revenue



Summary

As retailers, airlines aspire to generate as much revenue per website visitor as possible. Airlines receive a high volume of traffic to many pages across their website. However, not all of these pages offer methods to initiate a flight purchase. Because of this, many pages do not generate the maximum potential revenue.

eCommerce best practice, as demonstrated by Amazon, Expedia, and others, is to offer revenue-generating capabilities on all pages of the website. EveryMundo collaborated with one of our largest airlines to place our Flight Search Panel airModule on a webpage with



high volumes of traffic but no flight search tools. The results were immediate revenue increase from sessions visiting these pages of 3%-5% each month.

The Conclusion: Airlines should include flight search tools on every page on its website to maximize online revenue. Expected revenue increase of 3% - 5%.

The Initiative

EveryMundo delivered to its airline customer a Flight Search Panel airModule for use on a high-volume webpage (top 15 in overall traffic) which did not have a flight search panel. The Flight Search Panel airModule is placed at the top of the page, just below the header.

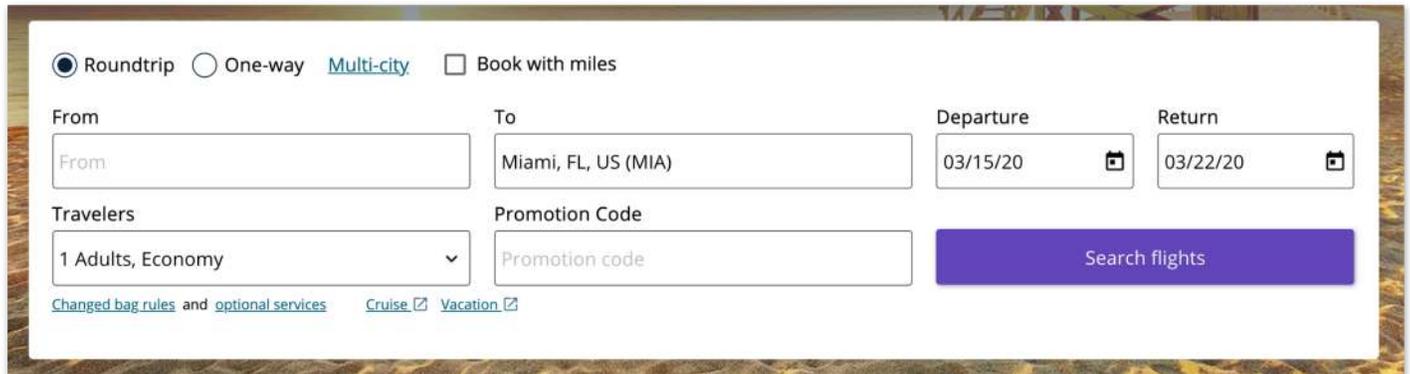
This enabled visitors to immediately initiate a flight search, entering the booking engine directly, removing additional steps otherwise required to book. Also, it ensured flight purchase was top-of-mind for the visitor.

The Flight Search Panel is highly versatile and fits on most pages. It offers multilingual support, including right-to-left languages.

Results

The placement of the Flight Search Panel airModule resulted in the following revenue increase:

- The revenue per session increased an average of 3.5% per month overall (year-on-year), and 7.0% per month as a landing page.
- Average overall monthly revenue attributed to the webpage including the Flight Search Panel airModule increased nearly US\$5 million.



The image shows a flight search panel with the following fields and options:

- Radio buttons for **Roundtrip** (selected), **One-way**, **Multi-city**, and **Book with miles**.
- From**: Input field with placeholder text "From".
- To**: Input field with text "Miami, FL, US (MIA)".
- Departure**: Input field with text "03/15/20" and a calendar icon.
- Return**: Input field with text "03/22/20" and a calendar icon.
- Travelers**: Dropdown menu showing "1 Adults, Economy".
- Promotion Code**: Input field with placeholder text "Promotion code".
- Search flights**: A purple button.
- Links at the bottom: [Changed bag rules and optional services](#), [Cruise](#) (checked), and [Vacation](#) (checked).

Conclusion

By adding the Flight Search Panel to high-traffic web pages, EveryMundo enabled its airline customer immediately increase online direct revenue.

Adding the Flight Search Panel was a minor change that required no airline IT involvement (script placement via tag manager) and was rapidly implemented and launched by EveryMundo.

Airline's websites contain hundreds to tens of thousands of pages to entice travelers into selecting their next flight. With a simple addition of a single airModule, all pages can become flight booking pages and contribute additional direct revenue to the airline.

Flight Search Panel airModule = Immediate Increased Direct Revenue

About EveryMundo

EveryMundo provides airlines with Fare Marketing technology for direct channel growth and customer acquisition. We work with dozens of airlines worldwide ranging from major full-service carriers to LCCs, based in 60 countries and marketing in over 35 languages. Our products increase traffic, improve conversion rate, enhance user experience, and drive brand engagement on and off the airline's website.

EveryMundo Products



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



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.



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



Display real-time fares on social media, emails, retargeting ads and on any webpage with FareWire. Powered by user-search data without additional calls to your GDS/Res System.