

Communicate in Fares: Best Practices for Holistic Fare Marketing



Summary

How airlines communicate with customers has a direct impact on conversion and loyalty. Rather than branding and inspiration, fares are the most effective communication to entice customers to complete a purchase. Fare Marketing shifts focus away from general awareness and moves it to the dollar value of the lowest priced flights that the customer is shopping for.

One of our airline customers shifted from brand marketing to Fare Marketing when they launched airTRFX. This shift was holistic across all of their marketing channels so that they were now consistently speaking to their customers in fares first. Since the shift, their results have been so powerful that they have created a Performance Marketing department in their organization to manage these Fare Marketing communication strategies.

In this document we will examine the airline's Summer Routes promotional message and how they were able to provide customers with a consistent, holistic Fare Marketing message across all marketing channels: airline website, press releases, email campaigns, and in-app notifications.

Why communicate in fares?

Fares are the best direct marketing message, considering that the cost of travel has the greatest influence on travelers when deciding when and where to fly. By realizing that pricing holds the greatest importance to travelers, airlines can become more competitive against other airlines as well as Online Travel Agencies (OTAs), such as Expedia and Kayak, who excel in marketing the best available fares to travelers.

EveryMundo enables airlines of any size to share their lowest fares in real-time across all marketing channels and link all Fare Marketing back to dedicated landing pages with real-time fares.

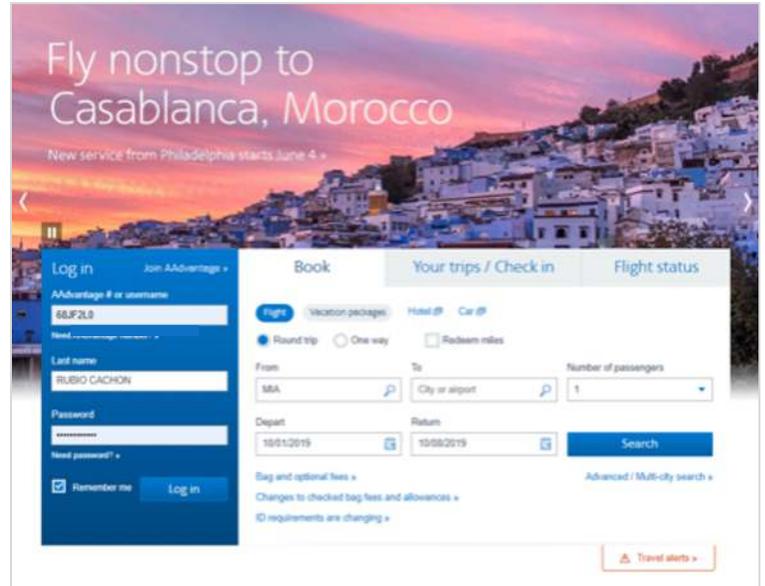
Website

Prior to launching airTRFX, the airline website had page banners that linked to the same booking mask page, regardless of route. They did not have dedicated pages for routes and could not share real-time fares on their pages. This greatly limited flight search initiation and booking capabilities.

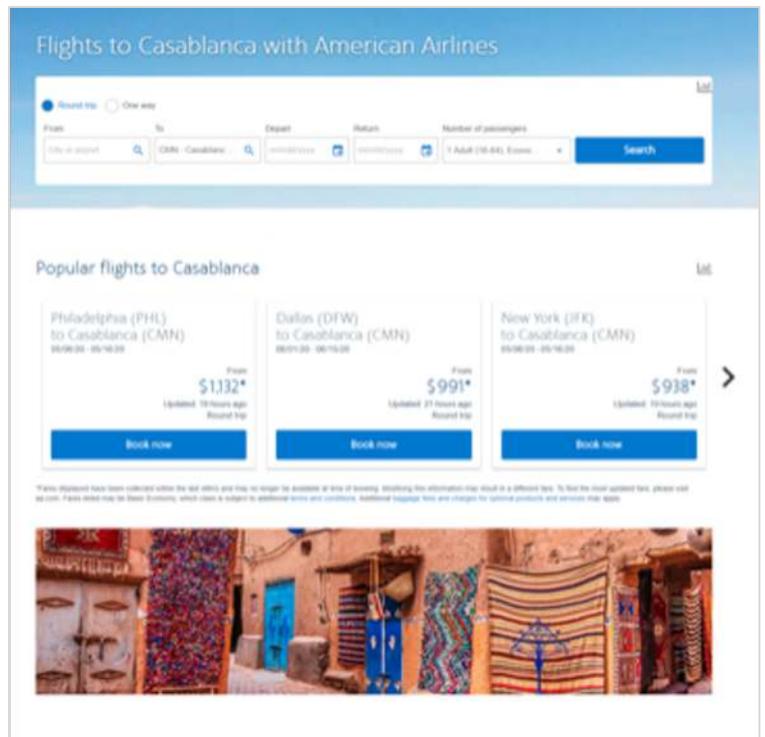
airTRFX generates dedicated landing pages for every route, origin and destination in an airline's network. These pages include real-time low fares that travelers can filter through to find the best flight for their trip and complete their booking. Displaying fares on the page encourages users to have a transactional mindset as they can easily filter through fares, dates, and flight options.

For the promotion of their Summer Routes Campaign, the airline used banner images on their homepage to showcase some of the new destinations. When a user arrives on the airline's homepage, they can click on the banner image and be directed to a dedicated landing page with real-time fares that make it easy to search for flights based on origin, price, dates, and travel class.

By decreasing barriers to flight search initiation the airline saw an increase in bookings via the home page banner to promoted destinations and routes, and higher conversion rate from dedicated airTRFX landing pages.



Airline Home Page with banner linking to dedicated airTRFX page with real-time fares.



airTRFX page where travelers can filter, search and book flights to their desired destination.

Email Notifications

The airline integrated airTRFX pages in their email marketing campaigns to direct customers to pages where they would be able to find and filter through real-time fares. Their email campaign for the Summer Routes Promotion included a list of several of their new destinations, each linking to an airTRFX page. This made the user journey from email to flight search and booking seamless.

The email campaign was successful in raising awareness of the route expansion for the summer season, and made it simple for users to find the pages for destinations and filter through the best available real-time fares.

Adventure this summer

We're expanding our global network with new destinations and new routes. Whether for vacation or business, American Airlines is proud to take you on life's next adventure.

New routes		
Chicago O'Hare, IL (ORD)	Krakow, Poland (KRK)	May 8 through Oct. 23, 2020
Chicago O'Hare, IL (ORD)	Prague, Czech Republic (PRG)	May 8 through Oct. 24, 2020
Chicago O'Hare, IL (ORD)	Budapest, Hungary (BUD)	May 7 through Oct. 24, 2020
Philadelphia, PA (PHL)	Casablanca, Morocco (CMN)	June 4 through Sep. 8, 2020
Philadelphia, PA (PHL)	Reykjavik, Iceland (KEF)	June 4 through Oct. 24, 2020
Boston, MA (BOS)	London Heathrow (LHR)	Starting March 29, 2020
Dallas/Fort Worth, TX (DFW)	Tokyo, Japan (HND)	Starting March 29, 2020
Dallas/Fort Worth, TX (DFW)	Tel Aviv, Israel (TLV)	Starting September 9, 2020
Dallas/Fort Worth, TX (DFW)	Auckland, New Zealand (AKL)	Oct. 25 through Mar. 25, 2021
Los Angeles, CA (LAX)	Christchurch, New Zealand (CHC)	Oct. 25 through Mar. 24, 2021

Flights to Prague

Round trip | One way

From: To: Depart: Return: Number of passengers:

City to airport: PRG - Prague (Prague) 1 Adult (18-64) Economy

Home > American Airlines flights > Flights to Prague

Popular flights to Prague

Chicago (ORD) to Prague (PRG) 05/08/20 - 06/12/20 From \$1,048* Updated 11 hours ago Round Trip <input type="button" value="Book now"/>	Dallas (DFW) to Prague (PRG) 06/01/20 - 06/11/20 From \$1,583* Updated 21 hours ago Round Trip <input type="button" value="Book now"/>	Philadelphia (PHL) to Prague (PRG) 05/29/20 - 06/11/20 From \$1,428* Updated 4 hours ago Round Trip <input type="button" value="Book now"/>
--	---	--

*Fares displayed have been collected within the last 24 hours and may no longer be available at time of booking. Scheduling this information may result in a different fare. To see the most updated fare, please visit our site. Fares listed may be Basic Economy, which rates is subject to additional terms and conditions. Additional baggage fees and charges for optional products and services may apply.

Email campaign to promote summer travel with links to airTRFX pages for recently launched routes.

One of the airTRFX pages for a new destination in the airline's route network including real-time low fares to encourage users to complete their booking.

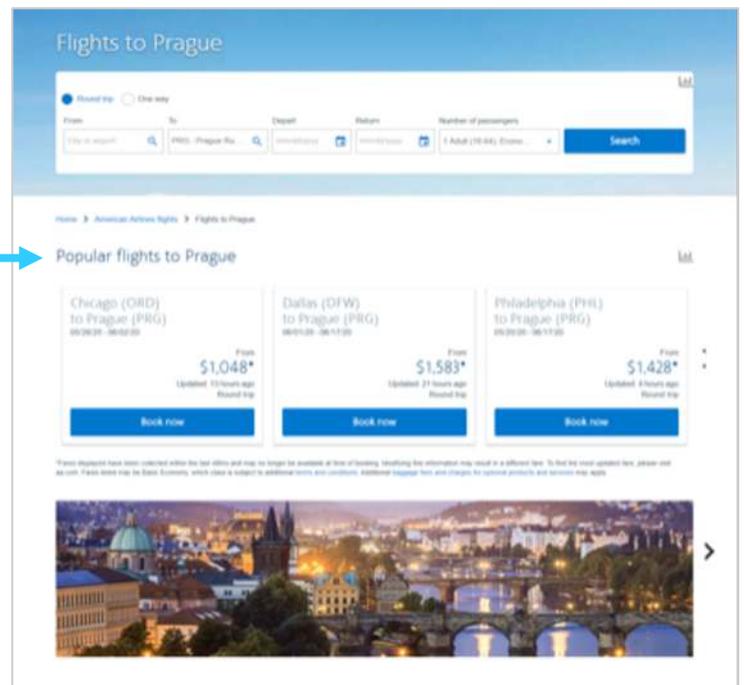
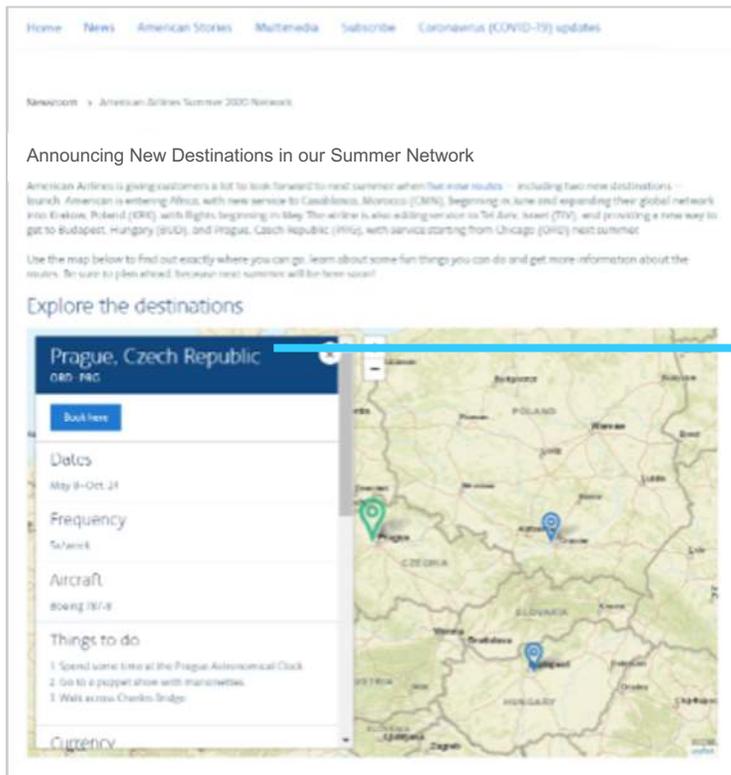
Press Release

When announcing new routes or special promotions, sending out a static press release that does not give enable customers to complete a purchase is a wasted opportunity.

The airline sent out a press release on their Summer Routes with an interactive map that included a pin for each new destination. The map pins linked to airTRFX pages for each new destination/ When users clicked on the destination pin, they could see more information on the destination, as well as a link to the destination’s relevant airTRFX page.

This way, users were moved seamlessly from the press release to an airTRFX page with booking capabilities with real-time fares that they could filter to find the best deal and complete their purchase.

By doing this, the airline ensures that their press release drives not only brand awareness, but also website visits and bookings.

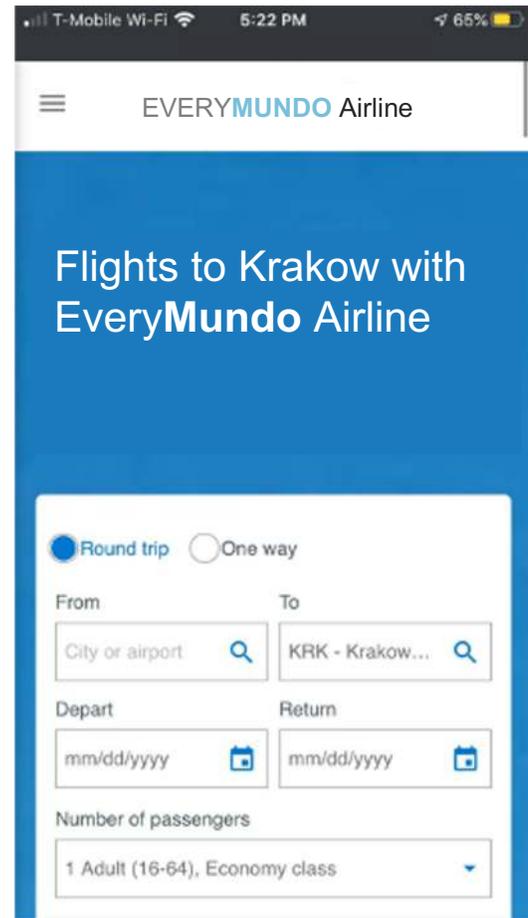
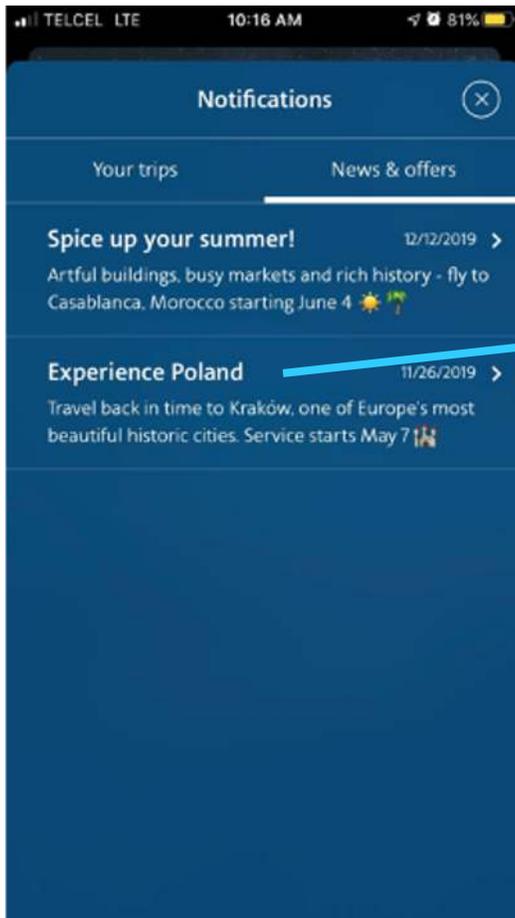


The airline’s press release to promote their summer network expansion included an interactive map that linked all destinations to relevant airTRFX pages.

airTRFX pages like the one above helped promote the new routes and destinations, while enabling the press release to drive sales and conversions.

App Notifications

To complete their Summer Routes campaign, the airline sent out notifications to all airline app users with linked airTRFX pages. This way, all travelers who have downloaded the airline's app receive a message promoting the Summer Routes campaign and can instantly click and be directed to a mobile-friendly airTRFX page where they can see the latest low fares available for the route or destination they selected.



Conclusion

By launching airTRFX and automatically generating dedicated landing pages with real-time fares for their network, the airline was able to successfully promote their Summer Route campaign and drive users to their website to book directly. With increasing competition from other airlines and OTAs, it is essential to airlines to drive direct sales and cultivate customer loyalty. airTRFX ensures that airlines are consistently communicating their best available real-time fares to travelers across all digital channels and driving website traffic and conversions.

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.



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.