

# Monetize Traffic and Improve User Experience with the Low Fare Map

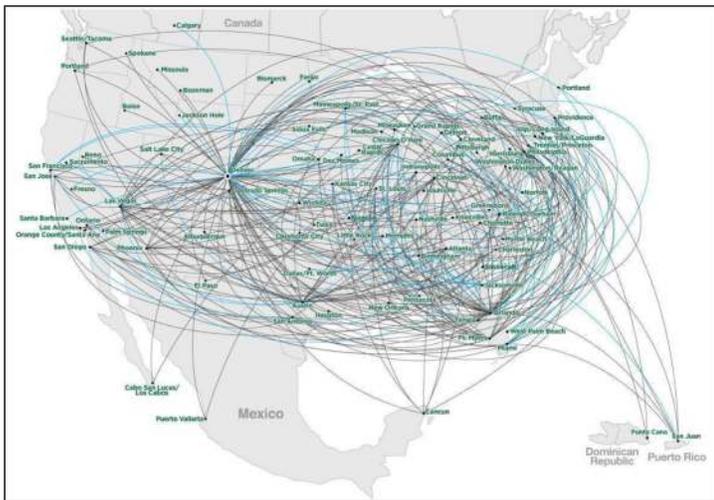


## Summary

An EveryMundo airline wanted to improve user experience on their website, while also highlighting the many destinations in their route network. Their website had an image of their route map; however, the map was static, without any fares displayed. This static map did not allow interactions, filtering, or flight search capabilities.

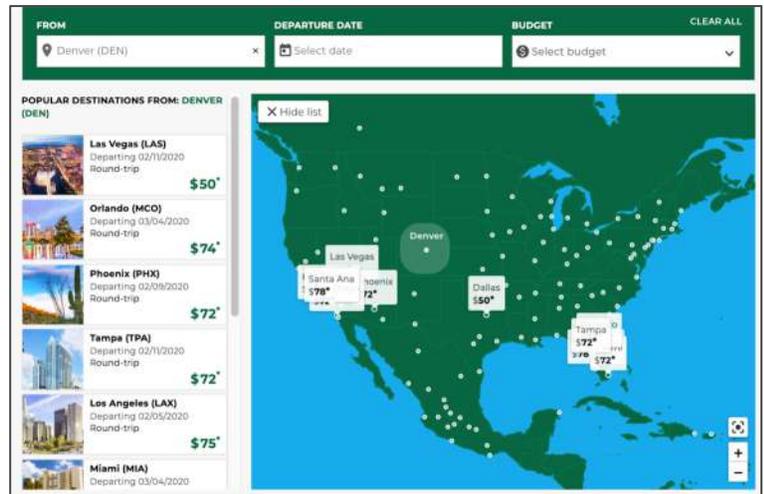
The EveryMundo Low Fare Map airModule was deployed on the airline's website to capture the attention of users in the research phase of the booking process and bring them closer to the booking funnel. The interactive Map airModule not only engages users, but also provides information for them on the airline's route network and lowest available real-time fares.

### Before: Static Route Map Image



The airline had a static image of their route map, but it was difficult to read and did not allow users to search for flights or interact with the route network.

### After: Interactive Low Fare Map



The Low Fare Map displays all of the airline's routes and allows users to search for the lowest real-time fares based on their travel dates, budget, and origin, then select a flight to enter the booking engine.

## Results

The airline launched the Low Fare Map airModule on April 17th, 2019. For this case study, we are comparing values from the 8 months before the Map airModule was added (August 7th, 2018 - April 19th, 2019) with the 9 months since the Map airModule was launched (April 20th, 2019 - January 20th 2020). All results are from organic traffic to the airline's website.

### +22.5% Revenue

Revenue since Map airModule launch has increased by 22.5% compared to the previous period.

### +8% New Users

New users to the map pages increased by 8% over the previous period.

### +31% User Engagement

Time on page increase shows that users are spending more time on the page engaging with the Map airModule.

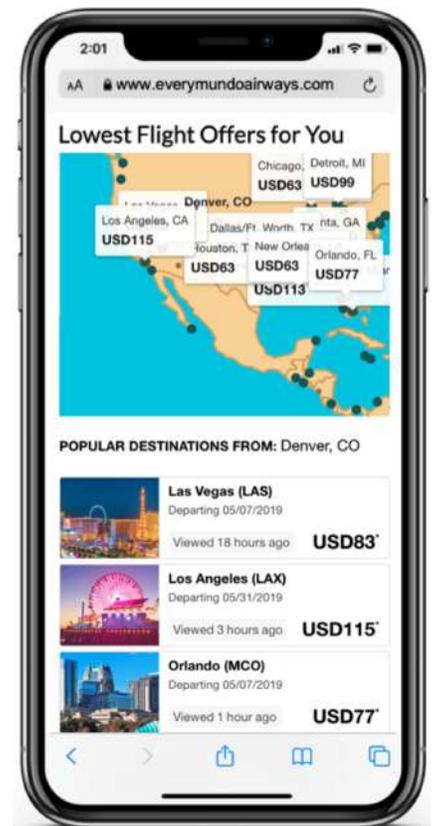
### +5.5% Transactions

Transactions attributed to the route map page have increased 5.5% since the date of launch.

## Benefits of the Map airModule

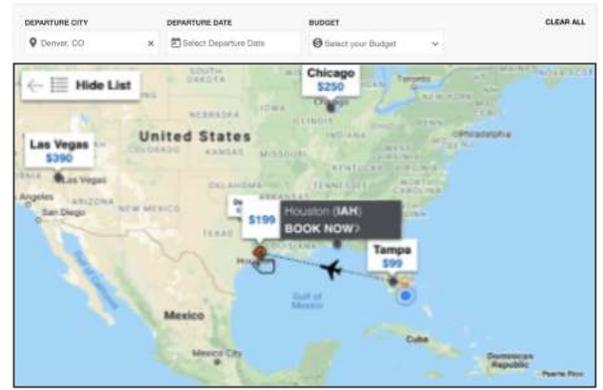
The Low Fare Map airModule increases user interest and engagement, which is measured by average time spent on the page. The Map airModule is able to display real-time fare feeds and adds an entry point directly into the booking funnel.

Airlines can use the Map airModules to for top-funnel inspirational campaigns on a dedicated route map page or from-city pages. Users can filter the map results by origin city, dates and budget to get inspired to choose their next destination. The Map airModule is formatted to provide optimized views on desktop, tablets, and mobile devices.



# Customizations to Fit Every Airline

- Ability to integrate with different Map Services, including Google Maps, Mapbox, OpenStreetMap, Microsoft Bing Maps, Apple Maps, Yandex Maps.
- Filtering can include: Origin airport, departure date, return date, budget, travel class, number of stops, one-way and round trip options.
- Map colors, font, color palette and icons can be customized.
- Pins for Origin and Destinations can be compact or extended, and route line color, weight, and style can be changed.



New Map airModule designs coming soon

## 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.