

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.

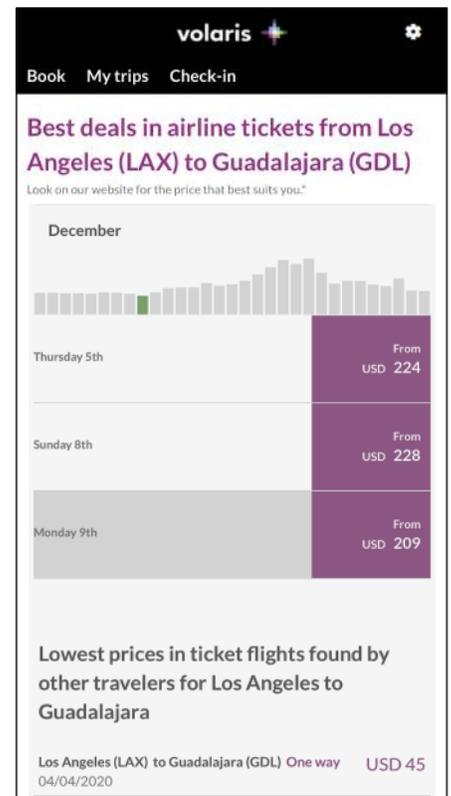
The team knew that to meet their goals for direct channel sales they would need to develop a new digital marketing strategy, or risk losing momentum by spending additional time without a Fare Marketing Platform in place.

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

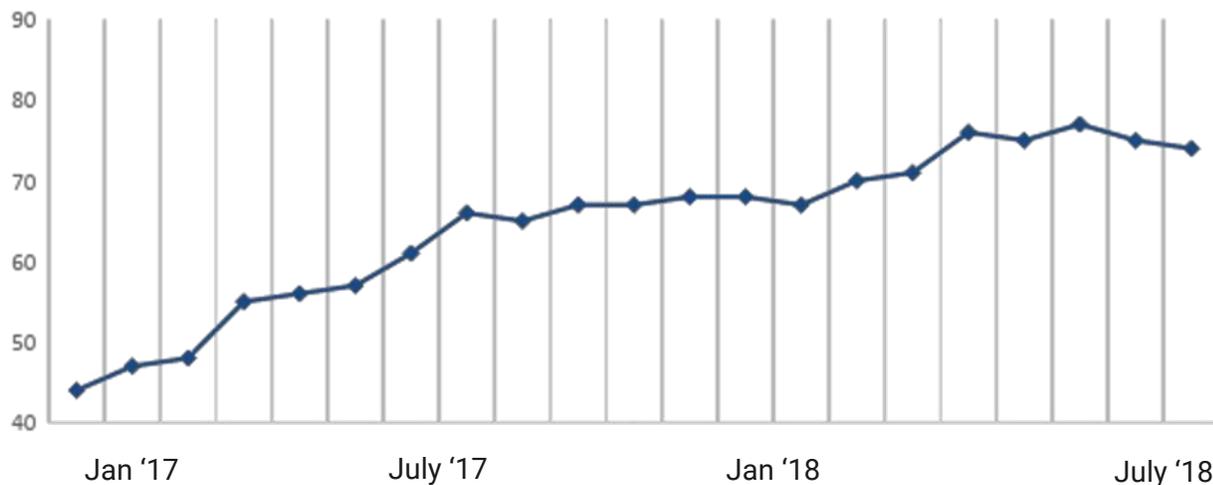
Using this robust Fare Marketing System, Volaris has used airTRFX to launch more than 4,600 conversion-optimized pages with airTRFX and increased the airline's non-brand keywords 10x in 1st page of search engine results. These changes have resulted in a 400% growth in organic traffic from 2016 to 2017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

+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

Non-Brand keyword visibility since launching airTRFX



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

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 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.

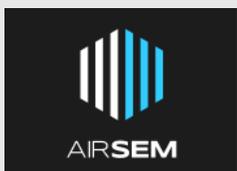
EveryMundo Products



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.