

## Select packages and add-ons by tier to build a comprehensive package that fits your needs.

### Standard

We'll get you started with the best in-class SEM campaigns, analysis and reporting which includes:

- ✓ Assessment and Diagnosis
- ✓ Setup and Configuration
- ✓ Promotion Management
- ✓ Optimization and Analysis
- ✓ SEM Standard Reporting Suite
- ✓ Paid Search conversion Tracking

- ✓ Initial SEM assessment to optimize campaigns and find quick wins
- ✓ Manage SEM campaigns for Google Ads and Microsoft (Bing) ads
- ✓ Establish performance baseline and identify major areas for opportunity
- ✓ Formulate Paid Search account-wide initiatives
- ✓ Deliver SEM budget allocation recommendations
- ✓ Define route, market coverage in SEM and expansion opportunities
- ✓ Multi-language coverage for keywords and ad Copy
- ✓ Communicate strategic and tactical opportunities for Paid Search
- ✓ Customer SEM training support.
- ✓ Identify additional market opportunities to advertise Paid Search
- ✓ Define SEM roadmap that include activities and to-dos for subsequent quarter based on strategic recommendations
- ✓ Iterative A/B testing SEM experiments for Ad copy, bidding strategies and landing pages to constantly improve Paid Search performance.
- ✓ Map airTRFX® landing pages for SEM activities
- ✓ Unlimited configuration of new SEM campaigns in Google and Bing Search Engine (brand and Nonbrand) for all market/language combination – covering all network using airBLDR technology
- ✓ Access to available keywords patterns in +30 languages
- ✓ Creation and translation of always-on ad copy in up to 4 languages with one additional refresh once a year
- ✓ Use of SEM management tools comprising airSEM®, Company's proprietary portfolio of SEM management tools
- ✓ Creation of dynamic price ads leveraging EveryMundo's FareWire for Search (Google and Microsoft)
- ✓ Implementation of promotions with airPromo tool in SEM
- ✓ Bid Management with airOptimizer technology for Paid Search
- ✓ Routes Management with RouteOptimizer dashboard based on Search data
- ✓ Creation of SEM Performance Dashboards in tableau with access 24/7 airSEM Dashboards – EveryMundo
- ✓ Creation of multiple SEM performance analysis ( ad copy analysis, device, route, impression share, audiences, location, language, competition, promotions, search query report and weekly performance review)
- ✓ Set-up of additional Search campaign types – Special campaigns (competitors, generics, and promotions)
- ✓ Set-up of additional Display campaign types – Discovery and Dynamic remarketing in Google ads (Not including FareWire for Dynamic Remarketing)
- ✓ Leverage set-up and manage of Search campaigns with audiences
- ✓ Quarterly and yearly Performance reviews
- ✓ Assessment and recommendations on how to setup standard Google Ads and Bing tracking

### Plus

We have you cover beyond SEM Management by providing custom reporting & advanced tracking which includes:

- ✓ Custom Reporting
- ✓ Creation and Manage of SEM campaigns in additional Search Engines
- ✓ Creation and Manage of additional upper-funnel campaigns (video and display)
- ✓ Advance tracking

#### Everything in Standard, plus:

- ✓ Custom reports in Tableau or Data studio integrating additional sources (Load Factor, Google queries, etc)
- ✓ Manage additional Search Engines (Yahoo Japan, Yandex, Baidu, Naver)
- ✓ Assess and recommend solutions for basic paid search e-commerce tracking in Google Analytics or Omniture
- ✓ Provide support defining the data Layer configuration for dynamic origin and destination variables for dynamic remarketing
- ✓ Managing Dynamic Remarketing campaigns including integration of FareWire for Display
- ✓ Managing video and app campaigns in Google ads (does not include the creation of creative assets)
- ✓ Unlimited translation of ad copy across all markets and languages, including promotional ads