



# Increasing Real-Time Fare Content by Integrating PROS FastSearch into the airTRFX® Fare Marketing System

## Summary

When Air Europa wanted to increase the number of fares on airTRFX destination and O&D pages, EveryMundo integrated PROS FastSearch into the EveryMundo Platform. [airTRFX](#) real-time fares collected by [FareNet®](#) were supplemented with PROS FastSearch fares, empowering the Air Europa team with new marketing capabilities, increasing fare content completeness, and allowing scalability without incurring additional costs.

## Challenge

Air Europa partnered with EveryMundo to enhance their web presence and direct sales with both the airTRFX Fare Marketing System as well as [airModules®](#) flight search and fare display applications. To power dynamic fares in airModules, Air Europa placed the EveryMundo FareNet pixel on its internet booking engine (IBE) to collect fares as users search for flights and instantly send newly searched fares out to all endpoints where the fares are displayed, keeping fares updated with every search.

However, in some cases the number of searches for a route may be less than what is necessary to keep fares up-to-date. Due to a low number of searches for some routes, Air Europa needed an additional fare feed to populate the airModules on their airTRFX pages.

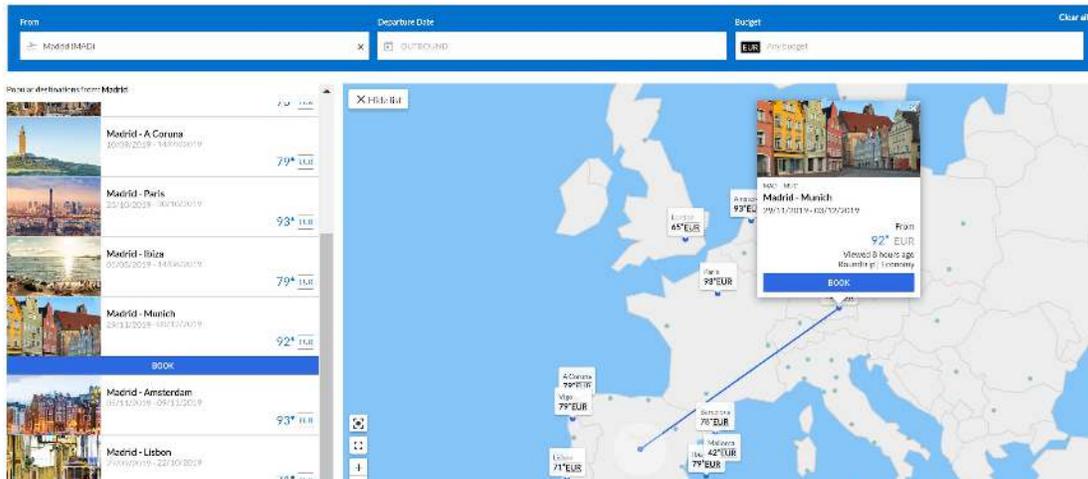
***“After the integration of airTRFX and PROS Fast Search we brought the number of pages without dynamic fares from more than 1,000 down to 26.”***

*- Sebastian Daviu, SEO Manager, Air Europa*

# Solution

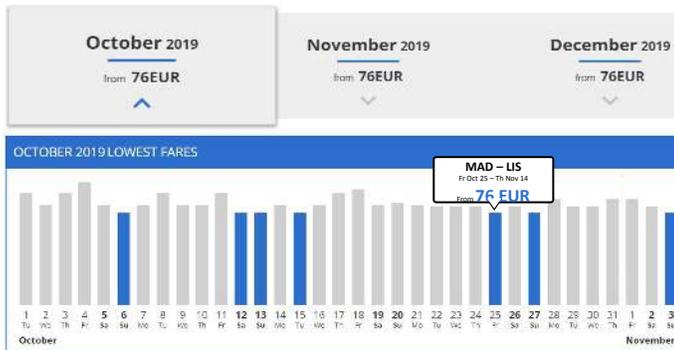
To ensure that all routes had fares displayed, EveryMundo integrated into its platform the PROS FastSearch API and scheduled a small number of calls to supplement the FareNet-collected fares. This combination with FareNet data increased the fare feed content available and enabled airTRFX to display the best available fares on all pages for every route.

Below are examples of real-time fare visualizations powered by the integration of EveryMundo FareNet and PROS FastSearch. Air Europa's web pages include a variety of airModules that display fares, including the Low Fare Map, the Histogram, and the Low Fare Cards. All of these airModules contain dynamic fare information that is constantly updated using both FareNet and PROS FastSearch data.

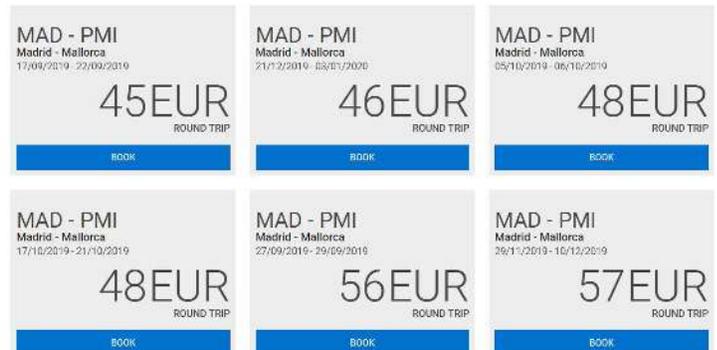


EveryMundo Low Fare Map airModule

## Lowest Monthly Fares\*



## Book Lowest Flight Deals\*

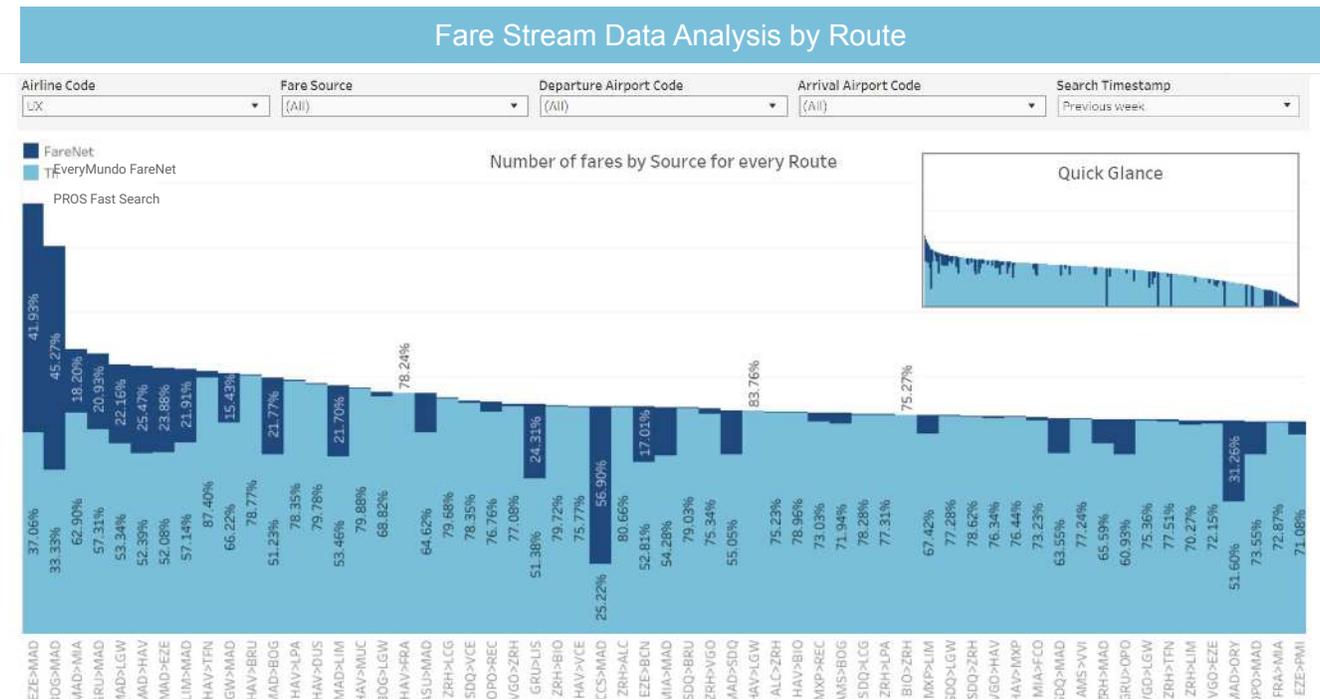


# How It works

To ensure that all routes have fares available, EveryMundo integrates the PROS FastSearch API into the EveryMundo Platform and schedules a small number of calls to supplement the FareNet-collected fares. This combination with FareNet data increases the overall fare feed content available and enables airTRFX to display the best available fares on all pages for every route.

airTRFX displays the lowest available fare for the most popular routes, based on real user searches. If EveryMundo does not have an updated FareNet-collected fare for the route, and PROS FastSearch does, then the PROS FastSearch fare will be used, so the most recently stored fare is displayed.

The visualization below analyzes the percentage of fares collected by either EveryMundo FareNet or PROS FastSearch for each Air Europa route. FareNet is used for frequent search results from Air Europa’s IBE. Together, these two solutions integrate to ensure complete fare content is available.



## Conclusion

Air Europa's integration of airTRFX and PROS Fast Search delivers complete fare content on 1,196 routes for the next 365 days. Air Europa receives timely and updated fare content provided by up to 200 concurrent calls built into the FastSearch integration. Additional content supplied via FareNet is unrestricted, giving the Air Europa team the scalability they need. Prior to the integration, Air Europa had more than 1,000 pages in their Spanish site edition with missing fare content. Now, with both FareNet and Pros FastSearch, Air Europa displays fares on all airTRFX pages.

## About EveryMundo

EveryMundo provides airlines with Fare Marketing technology for direct channel growth and customer acquisition. We work with over 100 travel brands globally ranging from airlines, hotels, transportation, and events. Our airlines customers include major full-service carriers to LCCs and are based in 60 countries marketing in more than 30 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 with [airSEM](#).



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.