



**JAPAN
AIRLINES**

In partnership with
volantio[®]

Increasing Direct Bookings with Email Price Alerts

Summary

EveryMundo and Volantio partnered to integrate their solutions to deliver relevant, real-time flight deal alerts to Japan Airlines' travelers. [EveryMundo products](#) enable real-time low fares to be broadcast across digital marketing channels, and integrated this fare content into the [Volantio SmartShopper Platform](#) which alerts travelers of relevant offers based on their interest. By adding the real-time fares to Volantio's SmartShopper Platform, Japan Airlines was able to deploy an opt-in for price alerts on their website where users could subscribe to receive weekly emails on fares for flights they are searching for.

Through this partnership, Japan Airlines is seeing a growth rate of 79% for price alert subscriptions, active user growth is at 67%, and revenue per active subscription is growing at 30% per month.

Challenge

Flight shopping is a lengthy process. Engagement at the top of the purchase funnel is important, however, airlines like Japan Airlines have been disrupted by Online Travel Agencies (OTAs) and metasearch engines. The third-party disruptors are capturing traveler demand for flight deals and have impacted the airline's relationship with customers, reducing direct bookings and the lack of real-time low fare information causes the airline's email marketing campaigns to often have conversion rates because they can not promote the best deals.

Solution

FareWire is EveryMundo's solution to enable airlines to place real-time fare content anywhere across their digital marketing channels, such as social media, paid search and retargeting ads. With FareWire providing the fare and flight content, Volantio's SmartShopper Platform could now include real-time fare content in the offer alerts it sends to customers.

How it works

Volantio added a button to "Watch Prices" across Japan Airlines website:



When a traveler clicks on that button they are prompted to put in the dates of travel origin and destination, how flexible the dates are, and their contact email address.

The image shows a form titled "Japan Airlines (JAL) Price Alert". At the top, it displays "Departing Nov 26" and "Returning Dec 3". Below this, it says "We'll keep you updated on this flight." There are input fields for "Origin" and "Destination". Below these is an "Email" input field. At the bottom, there are options for "Trip length" (set to "About"), "Within a date range" (set to "2 weeks"), and "One-way". There are "Change dates" and "Sign me up!" buttons. At the very bottom, it says "We'll keep your email safe, and you can unsubscribe anytime."

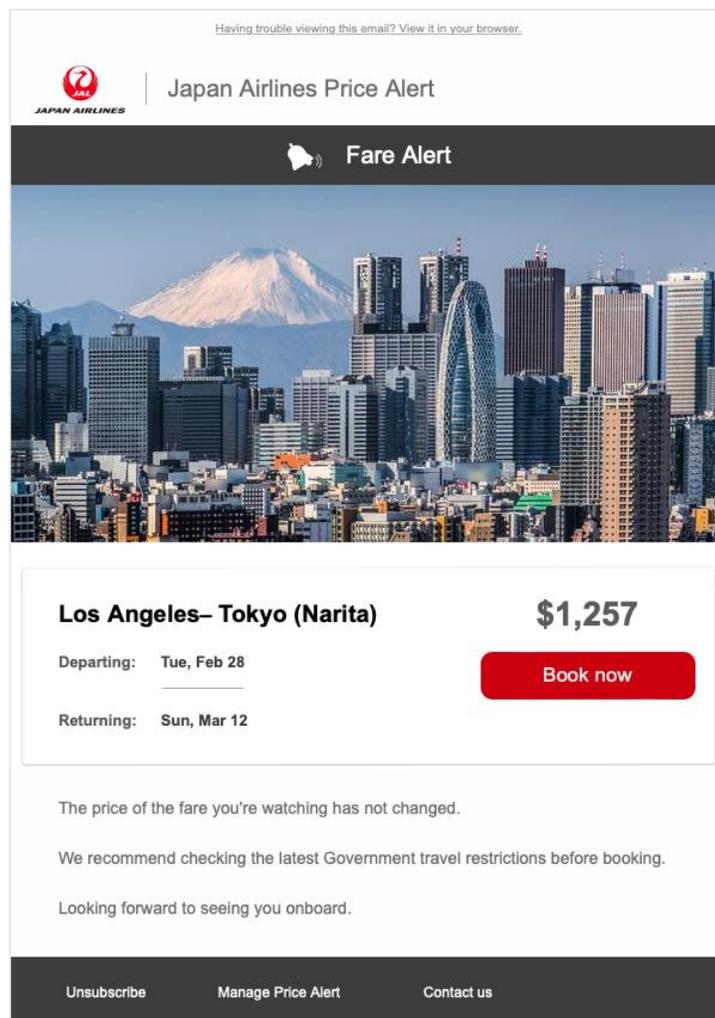
The image shows a confirmation screen titled "Japan Airlines (JAL) Price Alert". It displays "Los Angeles (LAX) – Tokyo (Narita) (NRT)" and "departing between Feb 24 and Mar 11, for about 2 weeks". Below this, it says "Price updates will be sent from notifications@pricealert.jal.com". There is a link to "Click here to edit your alerts." and a checkbox for "I also want to receive promotional information from Japan Airlines, and agree to Privacy Policy and Website Policy." An "OK" button is at the bottom.

Once the customer is subscribed to fare alerts, SmartShopper will send them an email with the most up-to-date low fare for the route and dates they are looking for using FareWire information.

Emails with real-time prices have improved conversion rates and improve airline direct channel bookings.

Results

Since deploying the price alerts opt-in, users are signing up for email alert subscriptions at a rate of 79% increase each month, with active user growth of 67%, and revenue per Active Subscription is growing by 30% month over month.



This partner integration enables EveryMundo and Volantio to offer airlines an instant solution to deploy price alerts, with concierge-style guest service that provides only relevant information designed to elicit customer loyalty. Traffic from the price alert email is highly qualified, with demonstrated intent to purchase.

The solution also encourages travelers to opt-in to emails from the airline, increasing brand engagement and creating opportunity to share additional information on deals and offers with travelers.

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.