

How Frontier Airlines Leveraged Real-Time Fares in Email to Drive Personalization and +90% Conversions

Summary

Frontier Airlines wanted to see if real-time fares in email would have a significant impact on their Click Through Rate (CTR) and conversion rate. Using the real-time fare and flight information from EveryMundo's FareWire combined with the dynamic email capability of [Movable Ink](#), they were able to send emails with relevant low fares to travelers. In their emails, Frontier selected several applicable fares based on user geolocation and interests as informed by customer data. The emails with real-time, relevant fares saw a **90% increase in conversion rate and a 40% increase in CTR**.

[Watch EveryMundo + Movable Ink Case Study](#)

Solution

Frontier had been using a manual "batch and blast" strategy in which emails included one offer and one set of content for the entire email list. Frontier worked to customize audiences and make sure that people who might be interested in an offer received it, but it was a one-size-fits-all approach for email content.

Movable Ink turns data into personalized content in any customer engagement. Using fare and flight data from EveryMundo's FareWire product, Movable Ink generates emails with dynamic, relevant fares. This integration enables Frontier to include real-time fares based on each customer's home airport, ensuring customers always see accurate and applicable fares.

Now the primary offer is a real-time fare based on the receiver's origin and preferences. Additionally, the email contains different content, using Movable Ink and EveryMundo to promote personalized offers the recipient is interested in.

FRONTIER
LOW FARES DONE RIGHT

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Day!

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\$36* [BOOK NOW](#)

*Prices found by others for one-way flights within the past 48hrs. Prices shown may also require membership in our travel club, Discount Den.
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 New Orleans one way from 6/28/19 \$26* BOOK NOW	 Austin one way from 6/26/19 \$28* BOOK NOW	 Kansas City one way from 6/25/19 \$37* BOOK NOW
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Prices found by others for one-way flights. Prices shown may also require membership in our travel club, Discount Den.

Results

The campaign experienced success by having relevant real-time fares in email and driving users to landing pages where they could complete their booking. The automation in the campaign saved the Frontier email marketing team time and effort by making it easy to send personalized, dynamic information in every communication.

+40%
CTR

+90%
Conversions

“When we first started this process, we wanted to know whether dynamic pricing improves engagement rate, conversion rate, any of those things, more than a static price? The answer was absolutely yes. When we use the dynamic pricing in emails we saw a 90% lift in conversion and a 40% lift in click through rate.”

- Josh Raskin, Email Marketing Manager, Frontier Airlines

[Watch Frontier Airlines Testimonial](#)

About EveryMundo

EveryMundo (a PROS Company), the world’s leading price marketing platform for travel, provides technology for airlines, hotels, buses, and events to target customers with their best real-time fares and offers for direct channel growth and customer acquisition. The digital marketing technology empowers customers worldwide, including American Airlines, Hyatt APAC, Tennis Australia, Greyhound, and more, to increase traffic, enhance user experience, and drive brand engagement on and off the brand’s website. For more information, visit everymundo.com and follow us on LinkedIn [@everymundo](https://www.linkedin.com/company/everymundo), Facebook [@everymundo](https://www.facebook.com/everymundo), and Twitter [@everymundo](https://twitter.com/everymundo).

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