

Customer Guide: Dynamic Price airModules

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What are Dynamic Price airModules?

The Dynamic Price airModule (DPA) is a cutting-edge pricing widget designed to enhance airTRFX pages and offer travelers dynamic fare information, empowering them with precise pricing details and boosting the likelihood of conversions. DPAs are powered by harnessing your airline's live booking rates, ensuring that users are consistently presented with the most competitive and relevant pricing options available.

What are the benefits of this module?

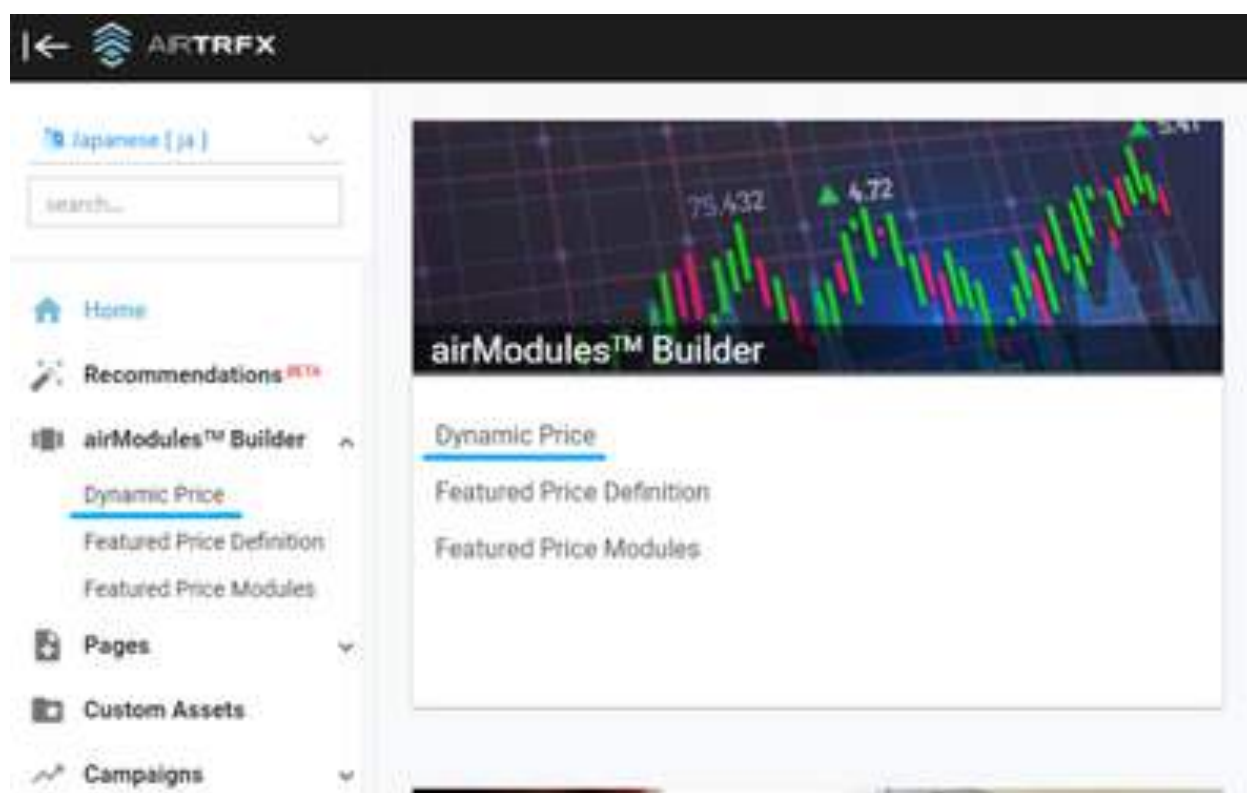
- **Flexibility:** DPAs offer remarkable flexibility, allowing airlines to fine-tune the fare widget to precisely match their unique marketing objectives and strategic needs. This encompasses a range of specific business rules, such as:
 - Crafting personalized route combinations
 - Determining the number of displayed fares
 - Utilizing a dynamic date range or selecting a specific date range for fare visibility
 - Excluding fares according to:
 - Required days of advance purchase
 - Designated blackout dates
 - Blackout days of the week
 - Price range thresholds (max and min)
 - Trip duration limits (max and min)
- **Visualizations:** With a range of five visualization options, DPAs elevate fare presentation for compelling, conversion-driven engagement. Choose between a carousel, table, grid, two-column list, or headline view to provide a dynamic, interactive experience that encourages easy offer exploration.
- **Filters:** Airlines can create a personalized and relevant travel experience for their customers by including filters in their DPAs to allow travelers to quickly narrow down offers based on origin, destination, budget, cabin class*, branded fare class*, or location attributes*.
- **URL Parameters:** DPAs allow the use of URL parameters to support marketing campaigns and present pre-populated data based on origin, destination, budget, fare

class* and redemption unit*. Marketers can leverage airTRFX pages to control the data displayed on page load, which can be utilized for various marketing projects such as email, paid search, display ads, and more.





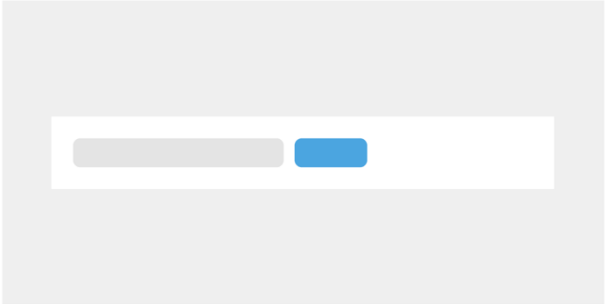
*Available for customers with premium data package licenses.

How do I use it?

Start using the Dynamic Price airModule by navigating to the airModules Builder > Dynamic Price option in the aTC menu.



To create a new Dynamic Price airModule, click on the “+ New Dynamic Price airModule” button. You’ll find that a pop-up is displayed requesting you to select the *Layout Type* desired. Please know that the list of settings to configure the module may vary according to the layout option selected:

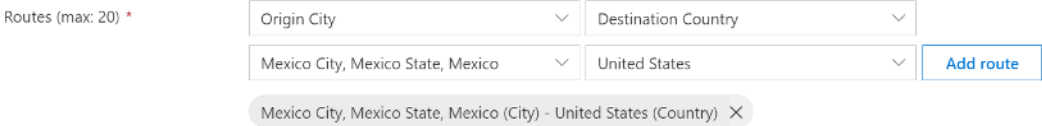
Layout Type	Visualization	Description
Fares Table		<p>The table view allows for an analytical approach by displaying fare data in a clear and organized way, helping customers make informed decisions.</p>
Fares List Two-Columns		<p>The two-column list view is ideal to display key details in a concise and easy-to-read format.</p>
Fares Grid		<p>The grid view offers a visually appealing design that drives bookings with a clear call to action.</p>
Fares Carousel		<p>The carousel view creates a dynamic and interactive experience, encouraging users to swipe through offers with ease.</p>
Headline		<p>NEW! The headline view prominently displays dynamic pricing on the airTRFX pages, ensuring that the pricing information takes center stage.</p>

Classic Visualizations

The carousel, table, grid, and two-column list are considered classic visualization types. After selecting one of these layout options, click the *Continue* button to find a list of settings to configure the module according to your preferences. For a proper configuration, consider the following:

Step 1: Data Settings Tab

Setting Name	Description
<i>Define</i>	
Internal Name	Name you choose to identify the module within aTC. It should be a descriptive name that helps you quickly identify the module when placing it in a template layout.
Site editions	Select the site editions where you want the Dynamic Price airModule to display. The module will not display on the airTRFX pages related to the unselected site editions.
Available templates	Select the templates where you want the Dynamic Price airModule to display. The module will not be available for placement in the layout of unselected templates.
<i>Routes</i>	
Flight type filter	To further customize the DPA, choose between displaying only international or domestic routes depending on the page's site edition. If this distinction is not necessary and you are looking to promote every type of route, select the "No Filter" option.

<p>Routes</p>	<p>Route selection for origin and destination can be based on various criteria, such as page context, location attributes, region, country, state, city, airport, or all available origins/destinations.</p> <p>To add a route, pick the preferred criteria in the 'From' and 'To' drop-downs. If your choice differs from 'ALL' or 'PAGE CONTEXT', a second row of drop-downs will appear, allowing you to define your selection within your chosen criteria. Finally, click the 'Add route' button to include the route in your selection.</p> <p>Example:</p> 
<p>Max routes per selection</p>	<p>Input a value that represents the maximum number of unique routes that could be displayed <i>per selection</i> within the module based on the availability of fare data.</p>
<p>Max fares per route</p>	<p>Input a value that represents the maximum number of fares that could be displayed <i>per route</i> within the module based on the availability of fare data.</p>
<p>Dates</p>	
<p>Date range</p>	<p>Specify whether the date selection for the DPA will be static or dynamic. In a static date range selection, users can set specific calendar dates (e.g., Jan 1st - Jan 31st). In a dynamic date range allows users to specify a time frame (e.g., 180 days).</p>
<p>Departure date <i>If Static</i></p>	<p>Use the date input calendar to select a specific departure date. If you check the 'Range' checkbox, the departure date will be set within the selected date range.</p>
<p>Return date <i>If Static</i></p>	<p>Use the date input calendar to select a specific return date. If you check the 'Range' checkbox, the return date will be set within the selected date range.</p>
<p>Time frame (days) <i>If Dynamic</i></p>	<p>Enter a value to set the maximum number of days for the departure and return date window. This determines the range for displaying flight offers, spanning from today to the specified maximum time frame.</p>
<p>Status</p>	

Activate on airTRFX pages	This toggle is used to turn the module on or off. When the module is active, it will be displayed on airTRFX. When it is turned off, the module will be hidden from view and from adding to template or custom page layouts.
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Example of a proper setting configuration for the **Data Settings**:

To navigate to the next tab, click the 'Continue' button on the bottom right-hand side of the screen or use your cursor to select the 'Content' tab on the top of the screen.

Step 2: Content Tab

Setting Name	Description
Title / Description / Footer	
Default / Home / Custom Page	This setting reflects the customer-facing title users will see on home and custom pages. If there is no title defined for templates pages, airTRFX will also use this title as a fallback on template pages.

+ Titles per available template	<p>This setting determines the customer-facing title users will encounter when the module is placed on an airTRFX template page. The number of template titles to define will adjust automatically based on the templates selected in the 'Available templates' setting within the 'Data Settings' tab.</p> <p>You're also welcome to employ dynamic variables using the {{variable}} format.</p>
Description	Use this setting to input an internal description. The information here won't be visible on airTRFX pages; its purpose is to provide relevant descriptions for your internal team's reference.
Footer	The footer setting allows you to enter text that you'd like to display as a disclaimer note within the DPA. This text will appear in a smaller font below the module.
Layout	
Layout type	This section displays the available visualization options for DPAs. The layout option is preselected based on your initial choice. If you wish to change the visualization type, you can do so by selecting a different option. <u>Please note:</u> If you're specifically looking for the 'Headline' visualization, you should create a separate DPA and choose 'Headline' in the initial layout decision.
Design	
Include airTRFX destination images	Available for grid and carousel visualizations, this toggle determines whether a module should display a destination image. When activated, the module will show the image; otherwise, it will be hidden from view.
Number of columns	Available for grid and carousel visualizations on large viewports, this setting determines the number of columns to display in the module. You can choose between one and four columns.
Data display	Within this section, you'll find a set of four checkboxes to control the visibility of specific content in the DPA: Journey type, Travel class, Fare timestamp, and Departure and Return date.
Text Alignment	Available for grid and carousel visualizations, you can choose to center-align all DPA data or maintain our standard alignment.
Pagination at	Define the number of fares to display before the CTA break. Only available for table, grid, and two-column visualizations.
Filters	

Restrict query	This toggle is used to determine whether the origin and destination filter will only display airports based on page context. If enabled for custom pages, airTRFX will restrict the origin and destination filter options based on route selection (only applicable to one route selection).
Filters	<p>In this section, you will find a set of checkboxes representing filter options that can be activated within DPAs. There are six filters available: by origin, destination, budget, travel class*, branded fare class*, or location attribute* (up to 3). Please note that only up to 4 filters can be active simultaneously.</p> <p>*Premium data set licenses are required</p>

Example of a proper setting configuration for the **Content** tab:

The screenshot displays the 'Content' configuration tab in the airTRFX interface. It is divided into three main sections:

- Title / Description / Footer:**
 - Default / Home / Custom Page:** Set to "Best Flight Deals with EveryMundo".
 - Flights from City to City:** Set to "Book flights [\(\(from.Origin.City\)\)](#) [\(\(to.Destination.City\)\)](#)".
 - Description:** A text area with a green speech bubble icon.
 - Footer:** A text area containing the disclaimer: "Fares displayed have been collected within the last 24hrs and may no longer be available at the time of booking. Additional fees and charges for optional products and services may apply."
- Design:**
 - Include all the destination images:** Enabled (toggle on).
 - Number of columns:** Set to 4.
 - Cards display:** Includes "Company Logo", "Travel Class", "Fare Information", and "Destination and Return Date" (all checked).
 - Text alignment:** Set to "Right".
 - Maximum width:** Set to 100.
- Filters:**
 - Restrict query:** Disabled (toggle off).
 - Filters:**
 - Origin: (Active)
 - Destination: (Active)
 - Budget: (Active)
 - Class Class: (Inactive)
 - Branded Fare: (Inactive)
 - Location attribute 1: (Inactive)
 - Location attribute 2: (Inactive)
 - Location attribute 3: (Inactive)

Below the Design section, four layout options are shown: "Fares Table (Default)", "Fares List Two Columns", "Fares Grid" (highlighted with a blue border), and "Fares Carousel".

To navigate to the next tab, click the 'Continue' button on the bottom right-hand side of the screen or use your cursor to select the 'Advanced (Optional)' tab on the top of the screen.

Step 3: Advanced Tab

Setting Name	Description
Booking options	
Cash vs. award	Configure the DPA to display either cash or miles/points. <u>Please note:</u> A premium data set license is required for this setting. Without it, the only available option in the dropdown will be 'Cash'.
Cabin class	Configure the DPA to display a specific travel class. <u>Please note:</u> A premium data set license is required for this setting. Without it, the only available option in the dropdown will be 'Economy'.
Branded fare	Configure the DPA to display a specific branded fare class. <u>Please note:</u> A premium data set license is required for this setting. Without it, this setting will be disabled.
Journey type	Configure the DPA to display a specific journey type. Available options are 'Round trip' and 'One way'.
Booking parameters and restrictions	
Trip duration	Enables you to set both a minimum and maximum duration for a traveler's trip. DPAs will only show offers that fall within the selected trip duration boundaries.
Days of advance purchase	Allows you to tailor DPAs to only display fares for trips departing after the defined days of advanced purchase. Dates will roll automatically. For example, if days of advanced purchase is 5, the DPA will only show fares that are 5+ days away.
Valid days of week	Allows you to tailor DPAs to only display fares that depart or arrive on the selected days of the week.
Blackout dates	Allows you to tailor DPAs to block fares from a particular date or date range.
Pricing and discounts	
Price range (USD)	Allows you to tailor DPAs to only display fares that fall within a minimum and/or maximum price.

Promotional code	Enables you to set up a promotional code that pre-populates in the flight search pop-up.
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Example of a proper setting configuration for the **Advanced (Optional)** tab:

Once all the required settings have been completed, save your new module by clicking the *'Finish'* button and head to the layout configuration of the desired template page to add it.

Headline Visualization

After selecting the "Headline" option, click the *Continue* button to find a list of settings to configure the module according to your preferences.

For a proper configuration, consider the following:

Step 1: Data Settings Tab

Setting Name	Description
Define	
Internal Name	Name you choose to identify the module within aTC. It should be a descriptive name that helps you quickly identify the module when placing it in a template layout.
Available templates	Select the templates where you want the Headline to display. The module will not be available for placement in the layout of unselected templates.
Routes	
Routes	<p>Route selection for origin and destination can be based on various criteria, such as page context, location attributes, region, country, state, city, airport, or all available origins/destinations.</p> <p>To add a route, pick the preferred criteria in the 'From' and 'To' drop-downs. If your choice differs from 'ALL' or 'PAGE CONTEXT', a second row of drop-downs will appear, allowing you to refine your selection within your chosen criteria. Finally, click the 'Add route' button to include the route in your selection.</p> <p><u>Please note:</u> Headline DPAs only allow one route selection.</p>
Dates	
Date range	Specify whether the date selection for the DPA will be static or dynamic. In a static date range selection, users can set specific calendar dates (e.g., Jan 1st - Jan 31st). In contrast, a dynamic date range allows users to specify a time frame (e.g., 180 days).
Departure date <i>If Static</i>	Use the date input calendar to interactively select a specific departure date. If you check the 'Range' checkbox, the departure date will be set within the selected date range.
Return date <i>If Static</i>	Use the date input calendar to interactively select a specific return date. If you check the 'Range' checkbox, the return date will be set within the selected date range.

Time frame (days) <i>If Dynamic</i>	Enter a value to set the maximum number of days for the departure and return date window. This determines the range for displaying flight offers, spanning from today to the specified maximum time frame.
Fare settings	
Fare click	Choose the expected behavior for when a user clicks on the dynamic price component of the Headline. Select the “Booking pop-up” option to allow end-users to edit the booking data in a pop-up, otherwise, choose the “Deeplink” option to directly send users to your IBE.
Status	
Activate on airTRFX pages	This toggle is used to turn the module on or off. When the module is active, it will be displayed on airTRFX. When turned off, the module will be hidden from view and unavailable to place on template or custom page layouts.

Example of a proper setting configuration for the **Data Settings** tab:

The screenshot shows the 'Build a Dynamic Price airModule' configuration page in the airTRFX interface. The 'Data Settings' tab is selected, and the configuration is as follows:

- Define:** Internal name is set to 'HEADLINE: DEFAULT'.
- Available templates:** Includes 'Custom Page', 'Flights to Country', 'Flights from City to City', 'Home', 'Flights from City', 'Flights from City to Country', 'Flights from Country', and 'Flights to City'.
- Routes:** A route is defined from 'From Page Context' to 'To Page Context'.
- Dates:** Date range is set to 'Dynamic' and the time frame is '180' days.
- Fare settings:** 'Fare click' is set to 'Booking pop-up'.
- Status:** 'Activate on airTRFX pages' is toggled on.

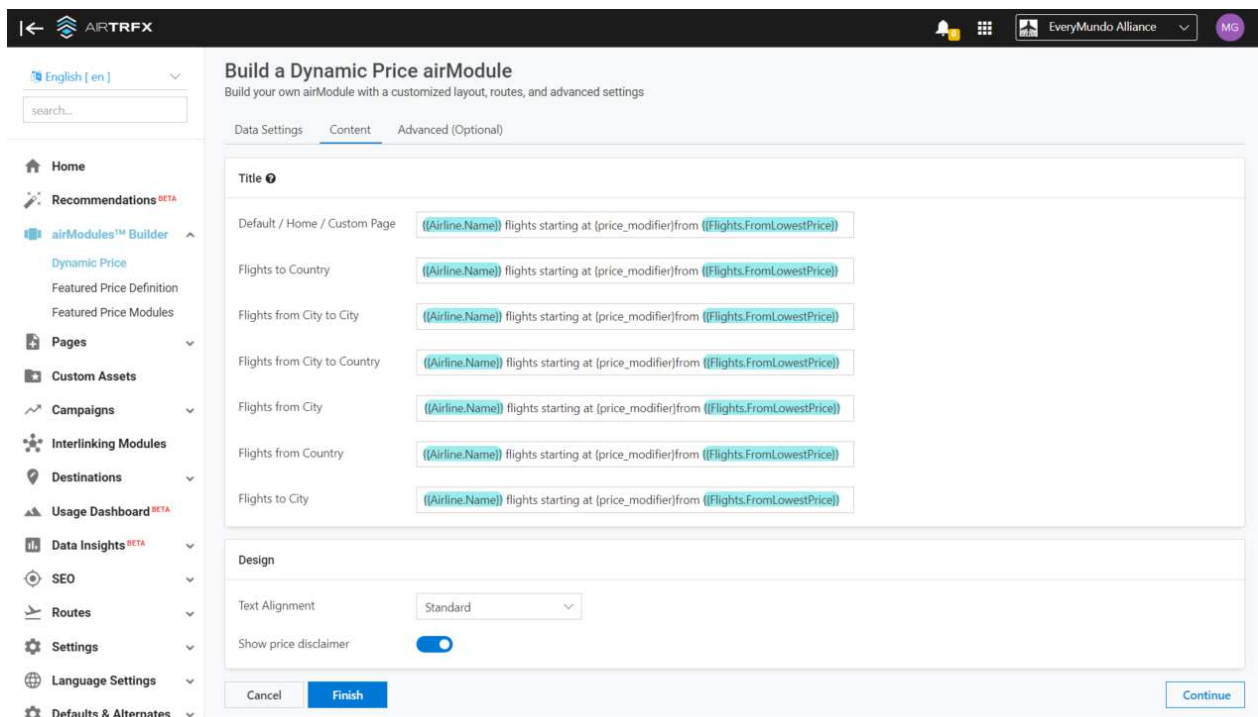
Buttons for 'Cancel', 'Finish', and 'Continue' are visible at the bottom of the configuration panel.

To navigate to the next tab, click the 'Continue' button on the bottom right-hand side of the screen or use your cursor to select the 'Content' tab on the top of the screen.

Step 2: Content Tab

Setting Name	Description
Title	
Default / Home / Custom Page	<p>This setting reflects the customer-facing headline title users will see on home and custom pages. If there is no title defined for templates pages, airTRFX will use this title as a fallback for template pages as well.</p> <p>To include the dynamic price component, remember to use the price modifier variables. For example: “<code>{{Airline.Name}}</code> flights starting at <code>{{price_modifier}}</code> <code>{{Flights.fromLowestPrice}}</code>”</p>
+ Titles per available template	<p>This setting determines the customer-facing headline title users will encounter when the module is placed on an airTRFX template page. The number of template titles to define will adjust automatically based on the templates selected in the 'Available templates' setting within the 'Data Settings' tab.</p> <p>To include the dynamic price component, remember to use the price modifier variables. For example: “<code>{{Airline.Name}}</code> flights starting at <code>{{price_modifier}}</code> <code>{{Flights.fromLowestPrice}}</code>”</p>
Design	
Text Alignment	You can choose to center-align all headline data or maintain our standard alignment.
Show price disclaimer	This toggle is used to enable a price disclaimer note within the booking mask when the headline displays a fare.

Example of a proper setting configuration for the **Content** tab:



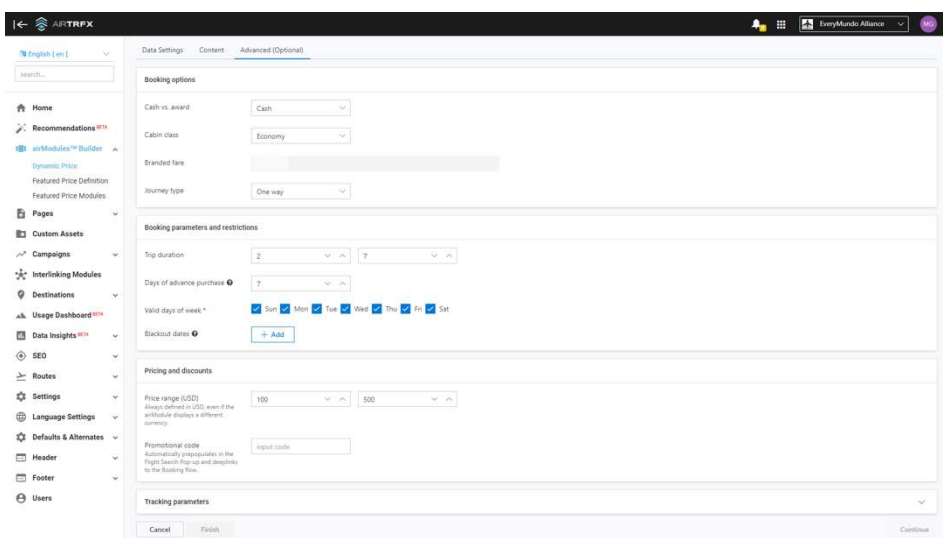
To navigate to the next tab, click the 'Continue' button on the bottom right-hand side of the screen or use your cursor to select the 'Advanced (Optional)' tab on the top of the screen.

Step 3: Advanced Tab

Setting Name	Description
Booking options	
Cash vs. award	Configure the DPA to display either cash or miles/points. <u>Please note:</u> A premium data set license is required for this setting. Without it, the only available option in the dropdown will be 'Cash'.
Cabin class	Configure the DPA to display a specific travel class. <u>Please note:</u> A premium data set license is required for this setting. Without it, the only available option in the dropdown will be 'Economy'.
Branded fare	Configure the DPA to display a specific branded fare class. <u>Please note:</u> A premium data set license is required for this setting. Without it, this setting will be disabled.
Journey type	Configure the DPA to display a specific journey type. Available options are 'Round trip' and 'One way'.

Booking parameters and restrictions	
Trip duration	Enables you to set both a minimum and maximum duration for a traveler's trip. DPAs will only show offers that fall within the selected trip duration boundaries.
Days of advance purchase	Allows you to tailor DPAs to only display fares for trips departing after the defined days of advanced purchase. Dates will roll automatically. For example, if days of advanced purchase is 5, the DPA will only show fares that are 5+ days away.
Valid days of week	Allows you to tailor DPAs to only display fares that depart or arrive on the selected days of the week.
Blackout dates	Allows you to tailor DPAs to block fares from a particular date or date range.
Pricing and discounts	
Price range (USD)	Allows you to tailor DPAs to only display fares that fall within a minimum and/or maximum price.
Promotional code	Enables you to set up a promotional code that pre-populates in the flight search pop-up and deeplinks.
Tracking parameters	Input all necessary tracking parameters in the JSON editor for optimal web analytics. All parameters in this field are optional.

Example of a proper setting configuration for the **Advanced (Optional)** tab:



Once all the required settings have been completed, save your new module by clicking the 'Finish' button and head to the layout configuration of the desired template page to add it.

Please remember: Only **one** headline DPA can exist per layout.