



Team 15
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MediaContacts

A large group of Air France cabin crew members, both men and women, are posing for a group photo in front of an Air France Airbus A380. They are all wearing dark blue uniforms with white scarves and red bows. The airplane's tail and the word "AIRFRANCE" are visible in the background.

AGENDA

Business Statement

Explaining our Data and Method

Data Analysis

Recommendations



France is **in the air**, Don't miss it out

Where ?

From

Paris (All airports)

To

Anywhere*When ?*

Departure

Anytime

Return

One way trip**SEARCH**

Business Statement

Optimize Search Engine Marketing strategy

Increase Market Reach

Grow Market Share in the US



Data Limitations

- Timeframe
- Sample size



KPIs

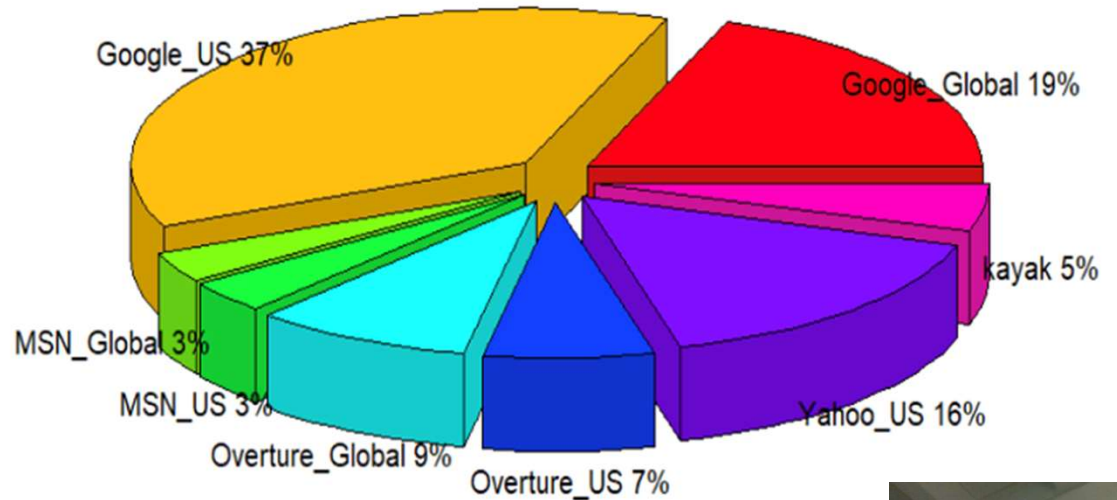
- Booking per Search Engine
- Net Revenue per Search Engine
- Booking per Dollar



Booking per Search Engine

Google US ↑

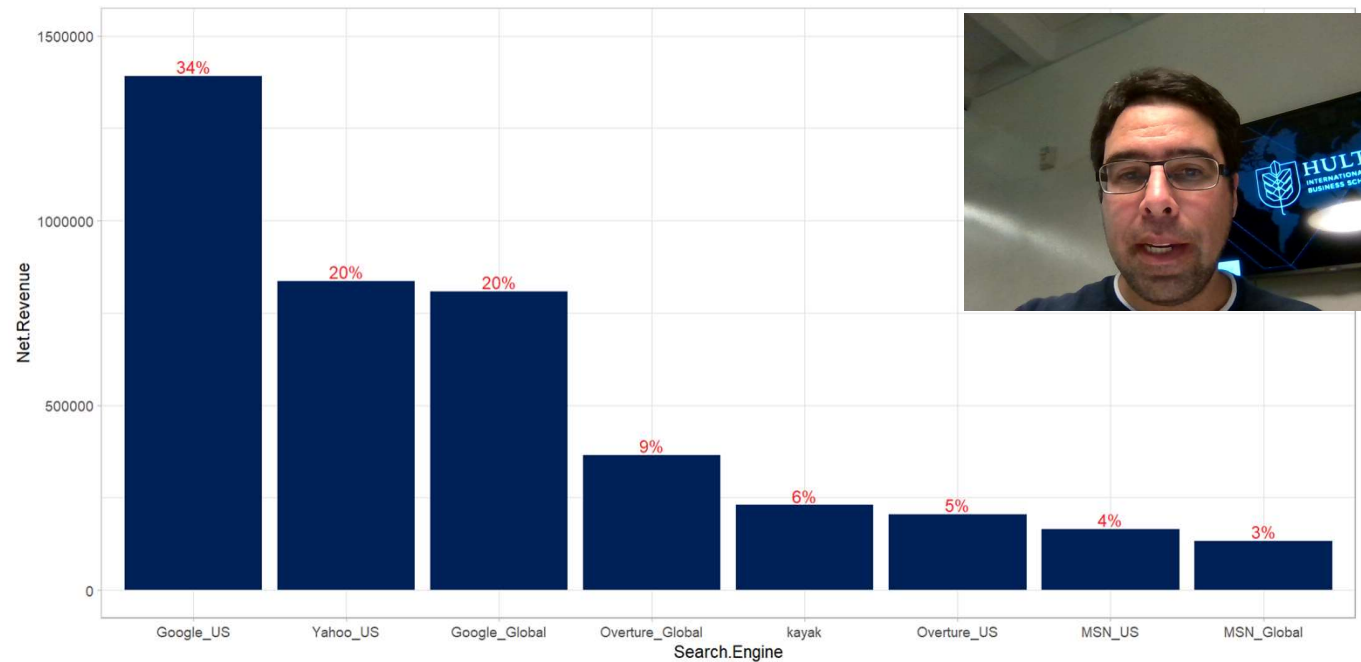
Kayak ↓

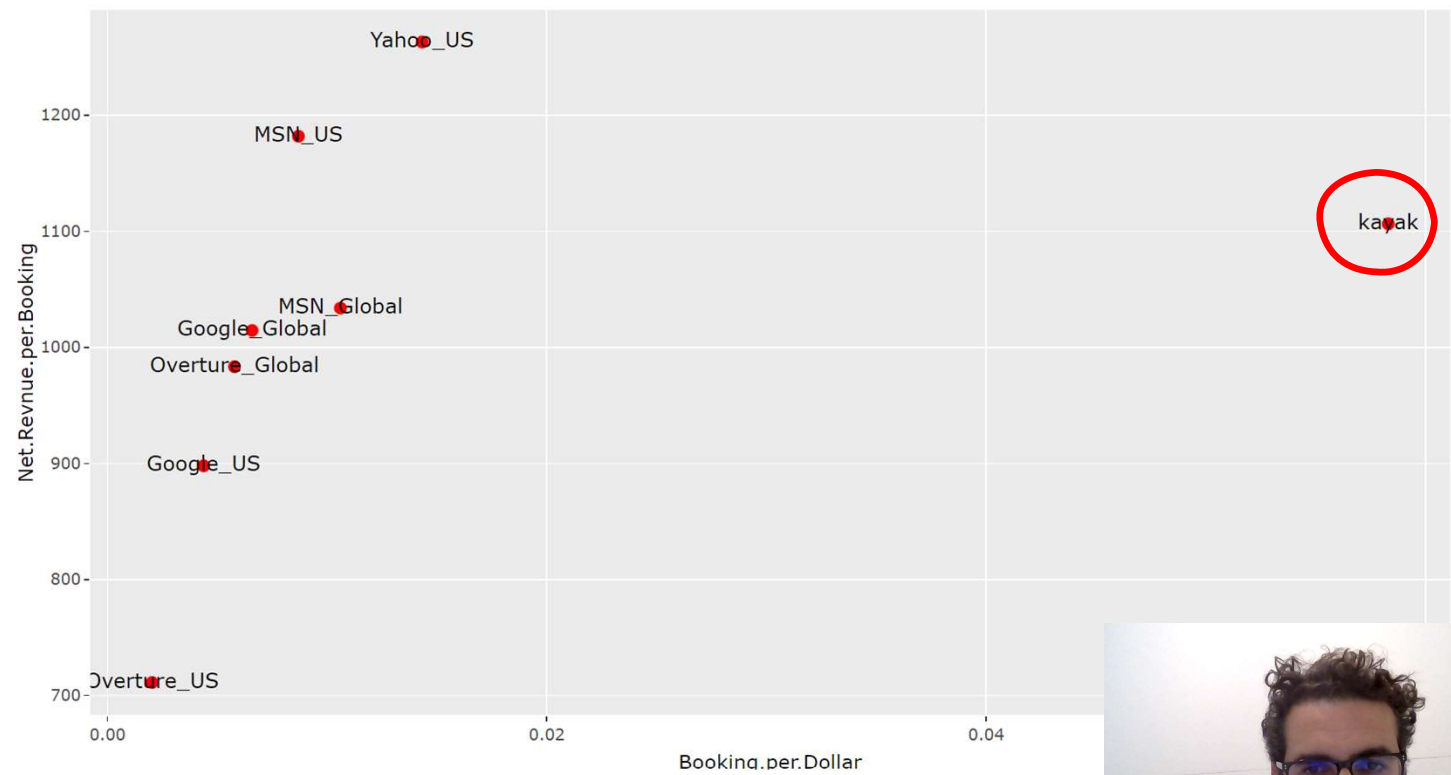


Net Revenue per Search Engine

Google US ↑

Kayak ↓







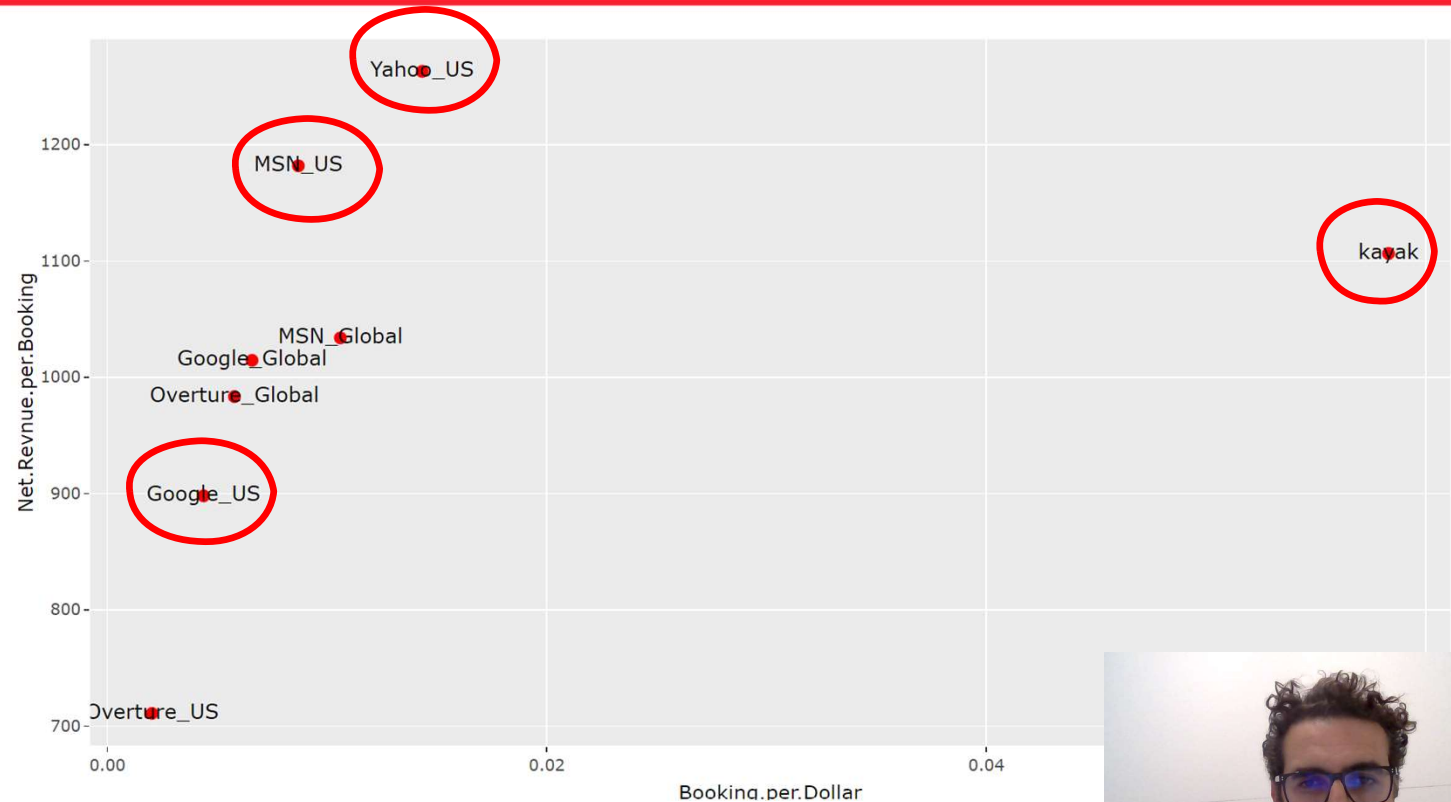
Recommendation

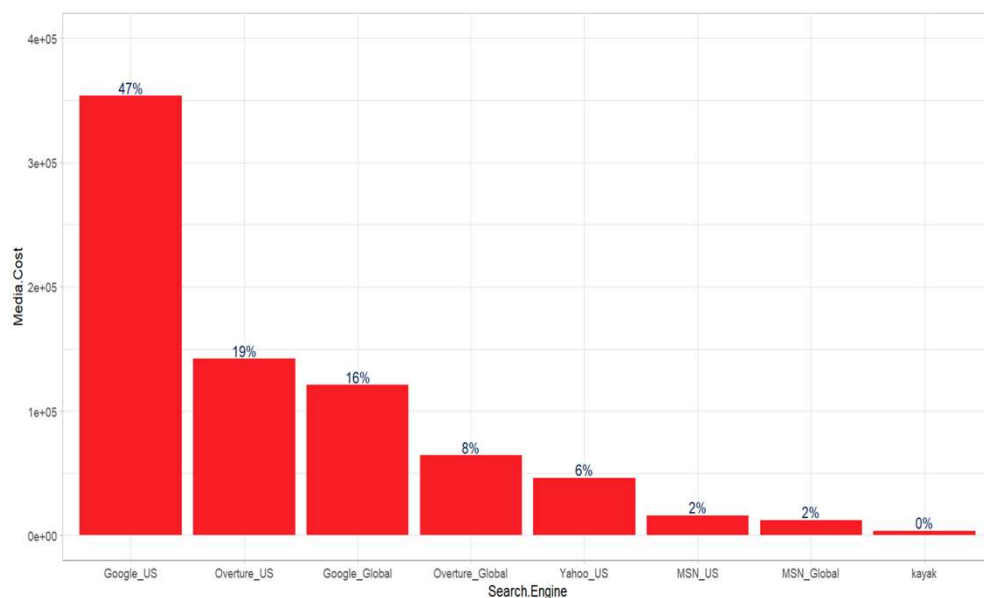
66% Kayak

19% Yahoo US

11% MSN US

4% Google US





Current Marketing Strategy

Total Net Revenue per Booking

Current Model: \$523/booking

Proposed Model: **\$1,136**/booking

Proposed model is 2x





Thank You!

