

PIRATE - R TEAM 13

AIRFRANCE 
**INTERNET
MARKETING**

Business Report



Presentation Guide

TOPIC OUTLINE

- Our Observation
- Problem Statement
- Our Analysis
- Our Recommendations
- Meet Your Pirates



Our Observation

AIR FRANCE GOAL

Pursuing an international growth strategy and increase market share in the hyper-competitive U.S. air travel market.

THE CHALLENGES

- The cost-per-click of search engine keywords is continuing to increase
- New players entering the market.



Air France's net revenue gained
through online advertising as well as
ROA

MEDIA CONTACT STRATEGY

CONTRACT



Problem Statement

SEARCH ENGINE OPTIMIZATION

Uniform strategy for all search engines VS. Tailor each publisher strategy

CAMPAIGN PERFORMANCE

How to measure campaign performance/ Keywords /KPIs

SEM FUTURE STRUCTURE

Old publishers (Google, Yahoo, and Microsoft) VS. metasearch companies like Kayak





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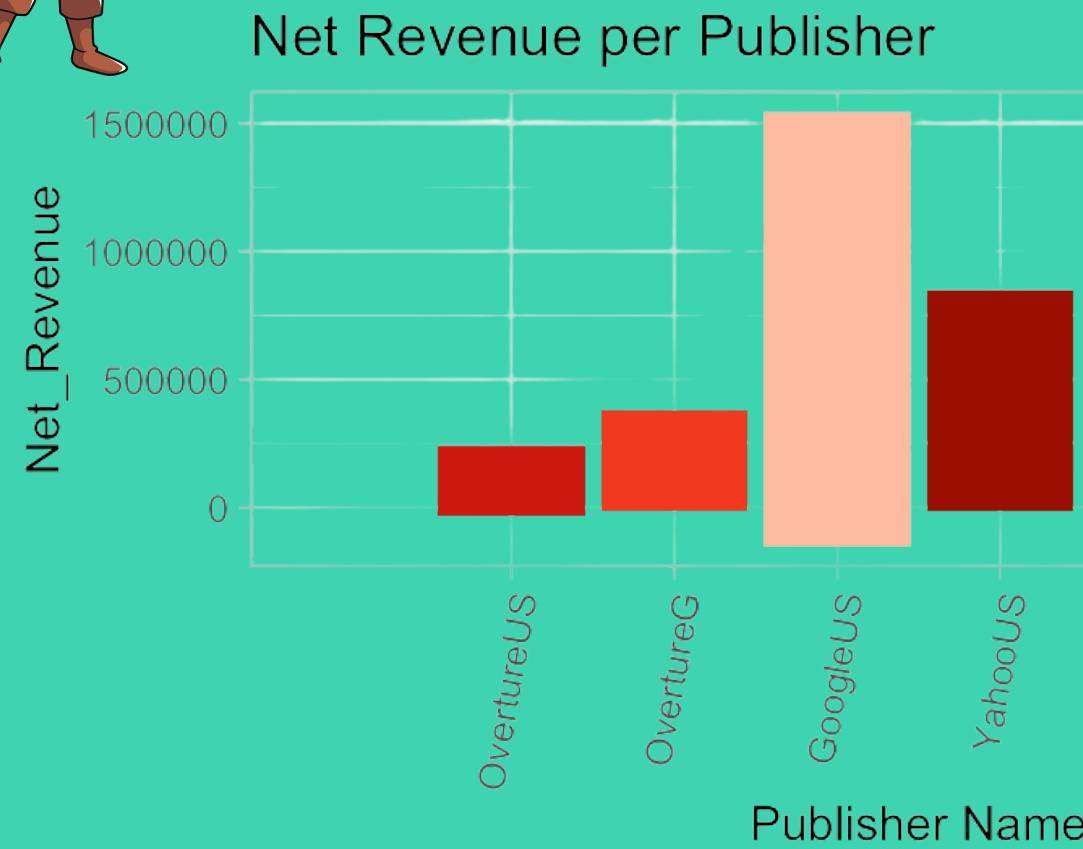


Our Analysis

BUSINESS INSIGHTS FROM DATA



Net Revenue VS. ROA



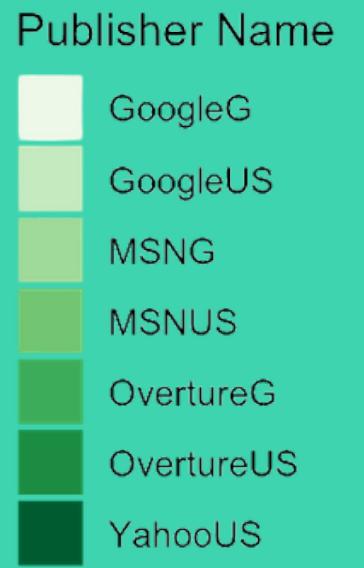
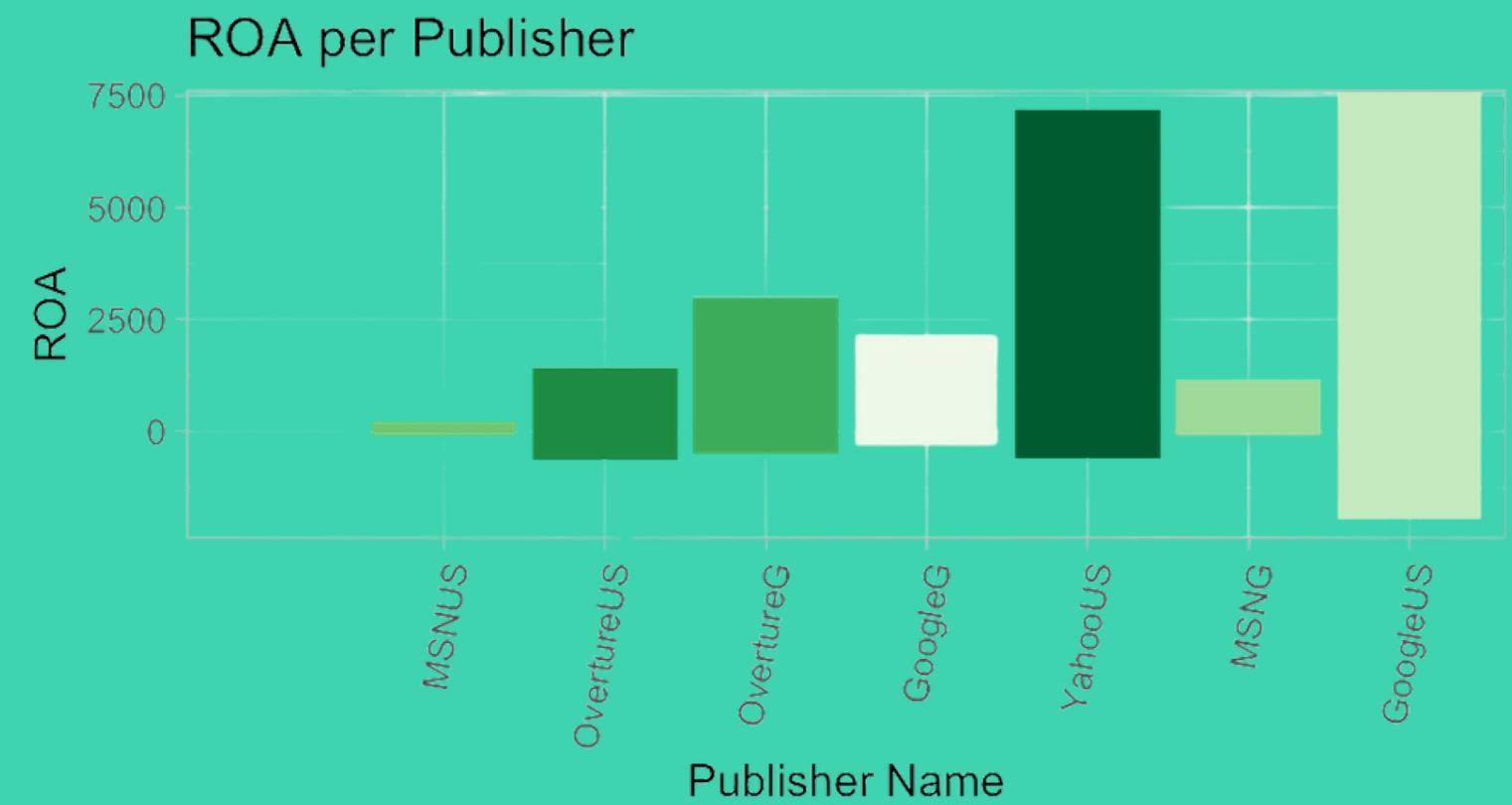
ROA

- Google US had the highest ROA and closely followed by Yahoo US
- MSN US and Global took the last 2 seats
- US region had the highest ROA compare to global



NET REVENUE

- Google US had the highest net revenue
- Yahoo US and Google Global ranked 2nd and 3rd
- MSN US and MSN Global took the last 2 seats
- US region had the highest net revenue compare to global



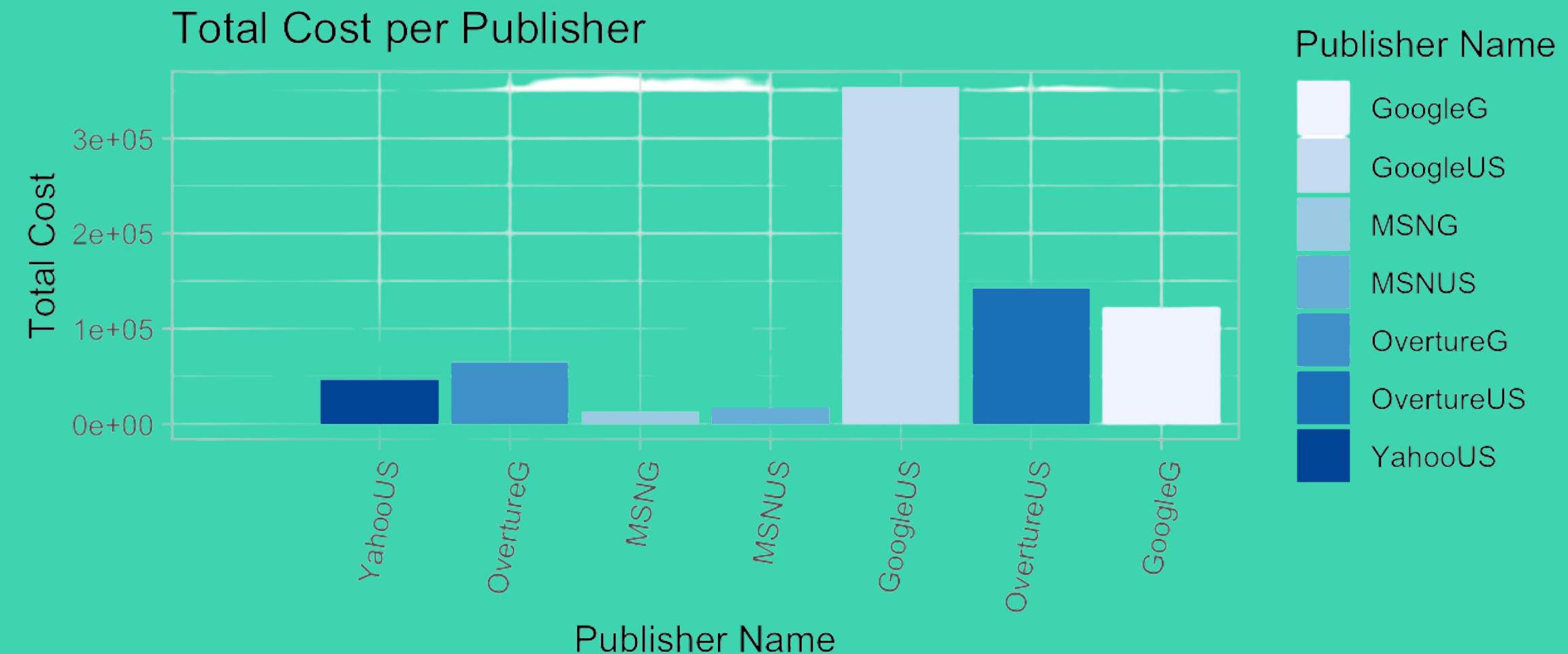
*NET REVENUE = Amount - Total Cost

*ROA = Net Revenue/Total Cost



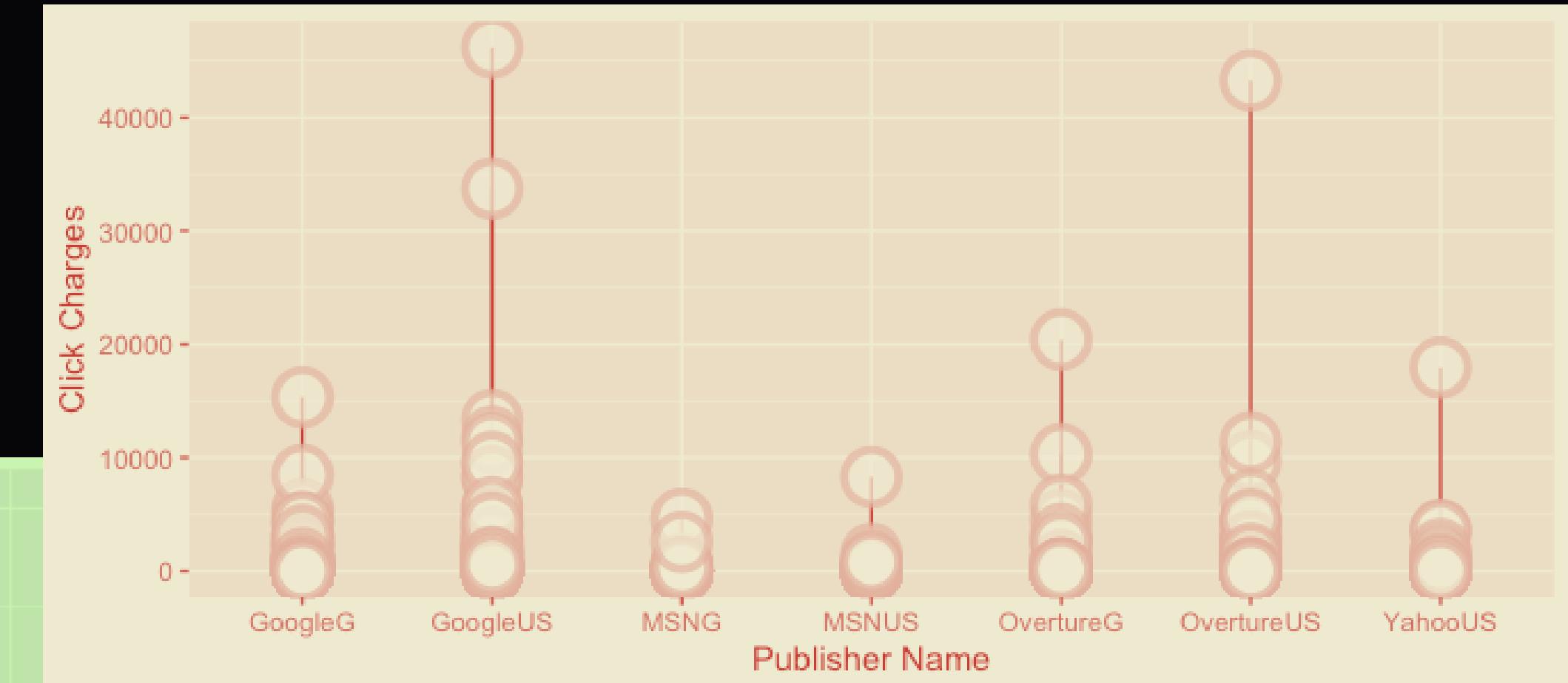
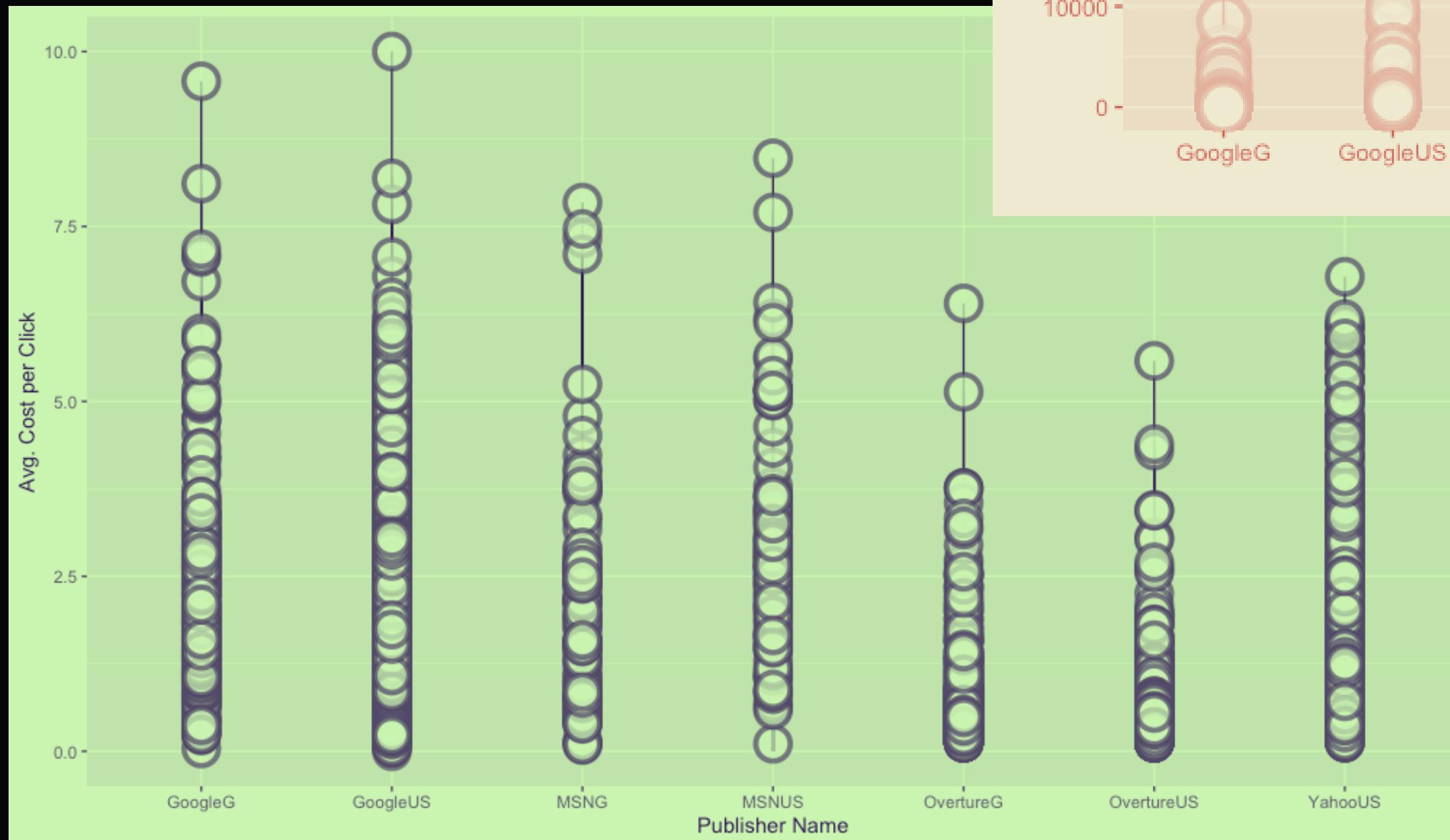
Total Cost BY PUBLISHERS (\$)

- Google US had the highest total cost
 - US region had the highest total cost compare to global
 - MSN US had MSN Global had the lowest cost
 - Overture US ranked 2nd place, Google global is 3rd, Overture global and Yahoo US is 4th and 5ht separately





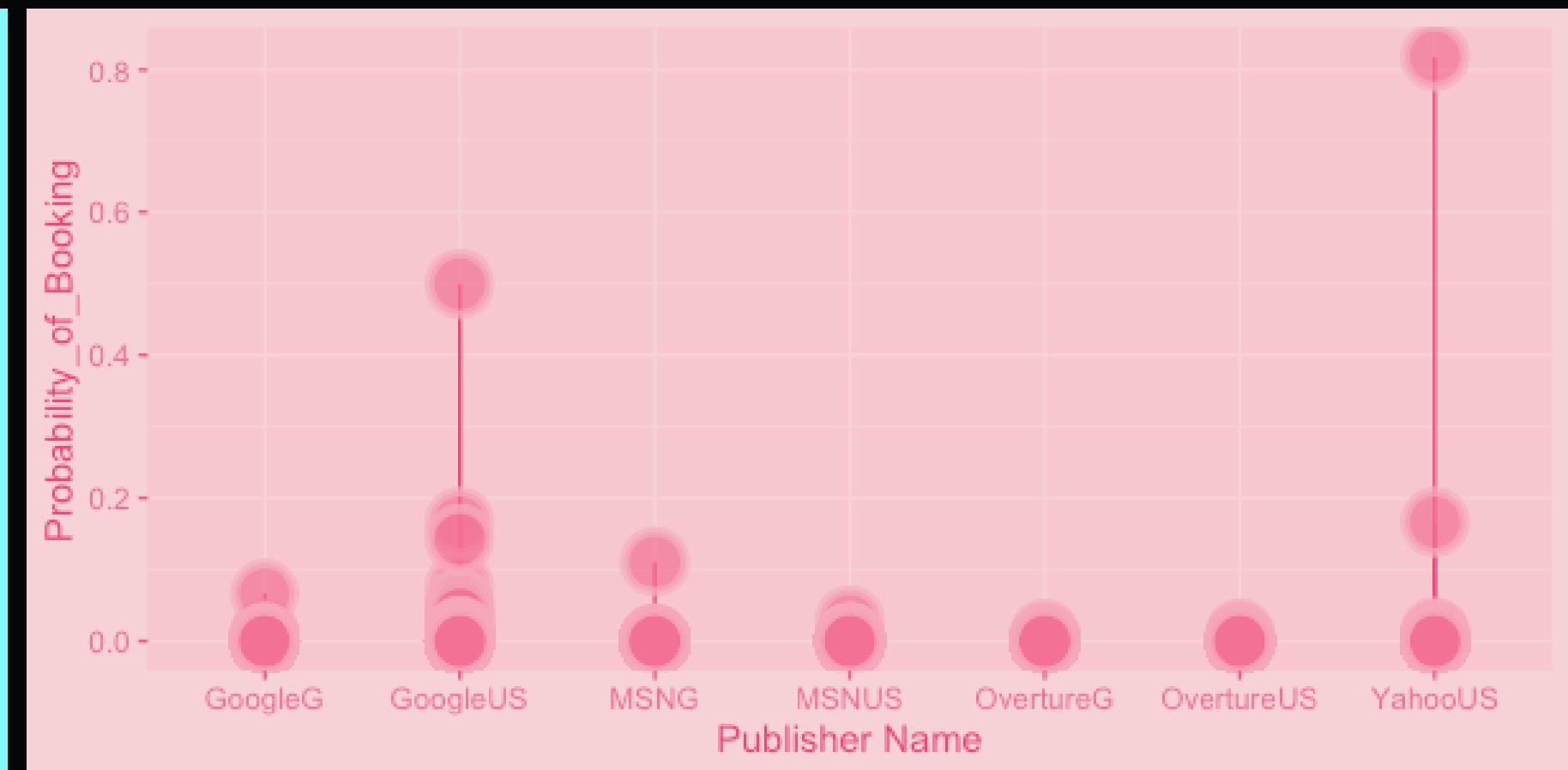
Clicks



- Google US lead the highest average cost per clicks and click charges
- MSN US and Global took the last 2 seats in click charges
- Overture US and Global took the last 2 seats in average cost per click
- US region click cost is higher than global



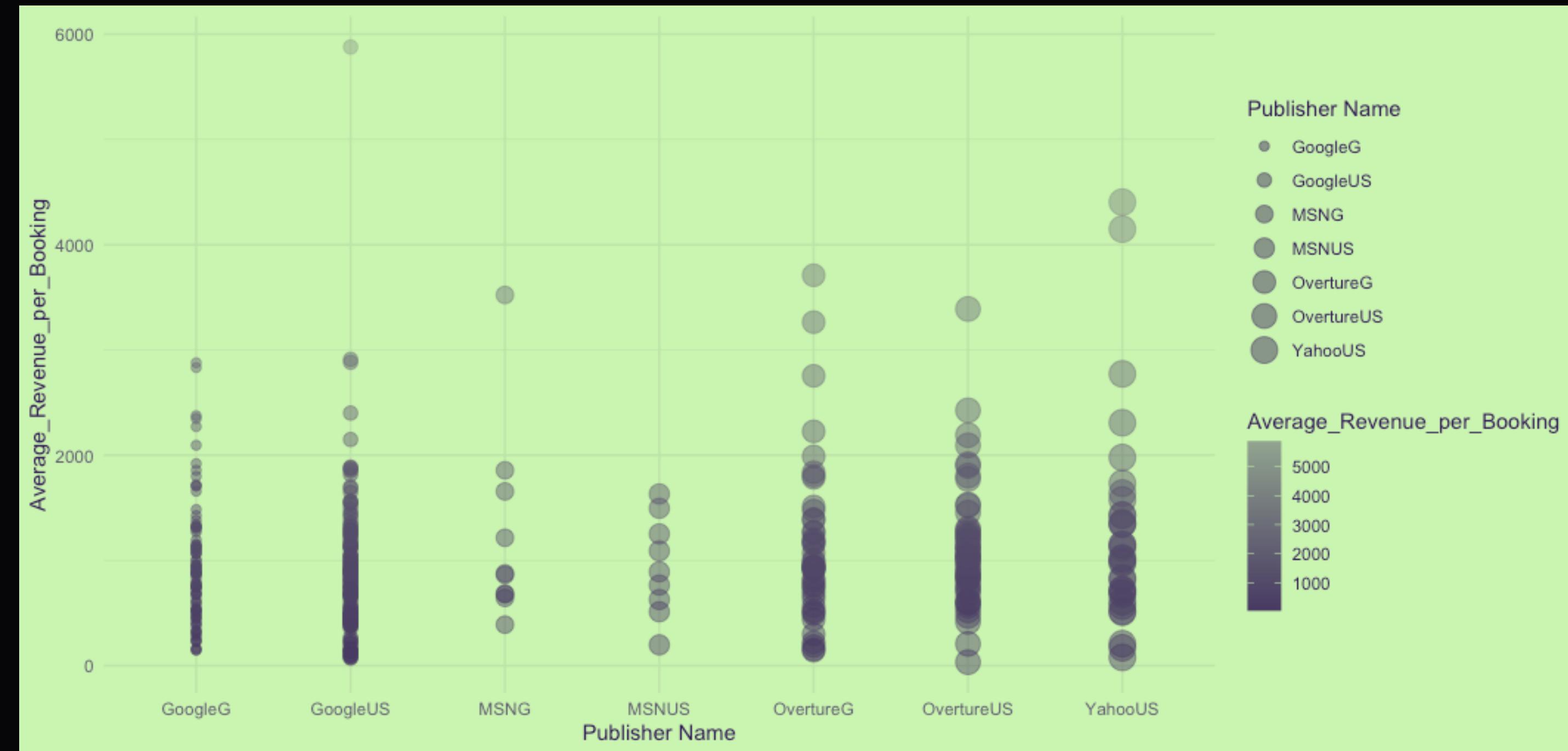
Bookings



- Google US led the highest total volume of bookings and Yahoo US followed, but Yahoo US led the highest probability of booking
- MSN US and Global took the last 2 seats in total volume
- Overture US and Global took the last 2 seats in the probability of booking
- US region booking volume and probability is higher than global



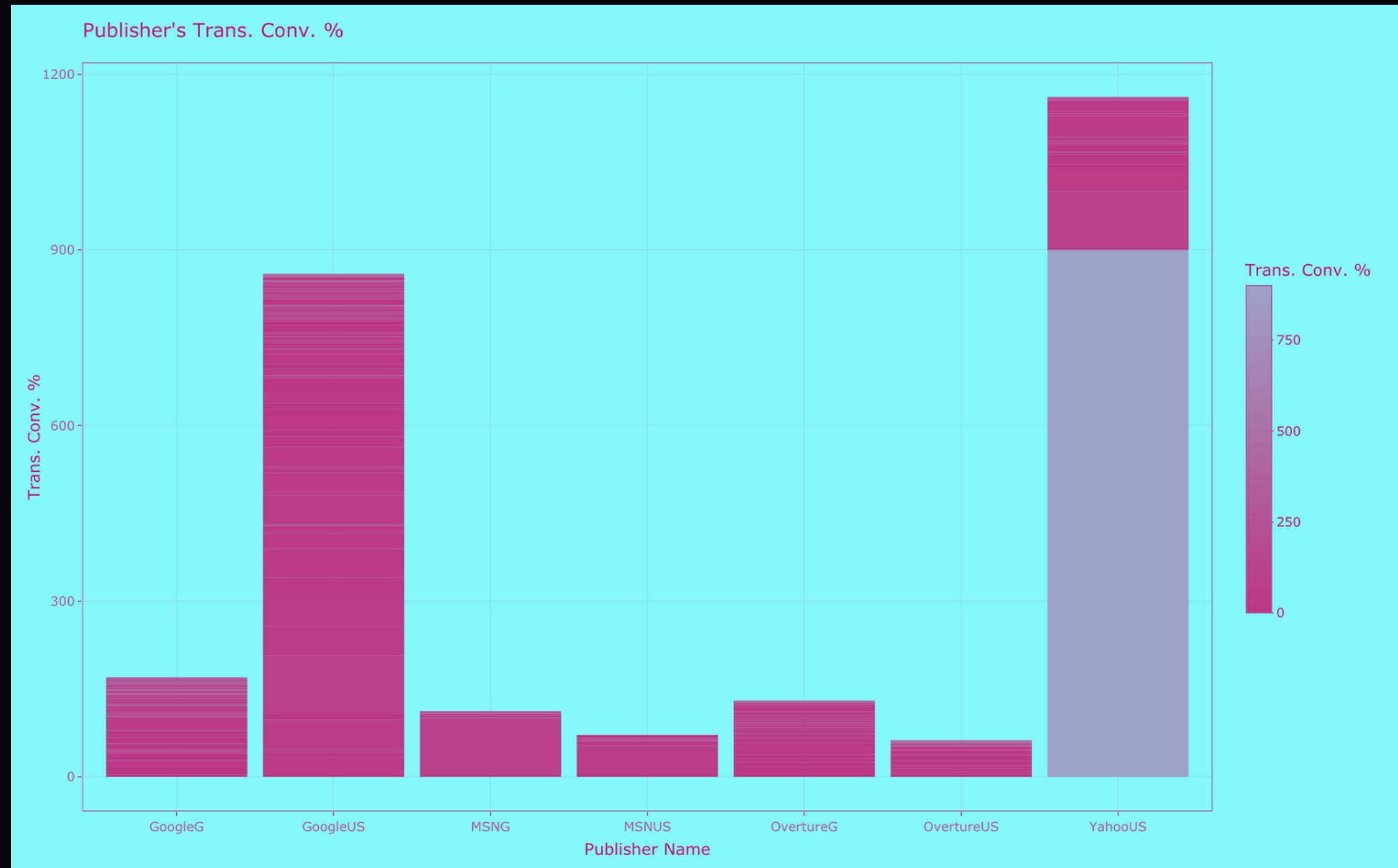
Bookings



- Overall Yahoo US took the highest average revenue per booking, MSN US took the lowest



Bookings



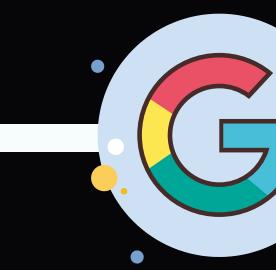
- Overall Yahoo US took the highest trans. conv % compared to other publishers
- Google US ranked 2nd place
- US region has a higher trans. conv % compared to global



Business Insights



Google US had the highest total cost but also had highest ROA and Net Revenue



Google US had the highest total volume of bookings



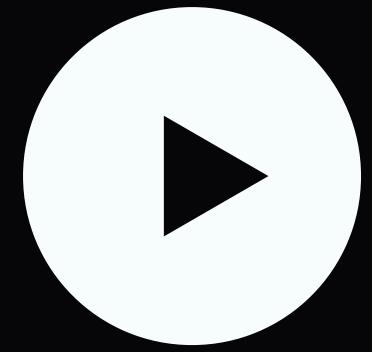
Yahoo US showed the highest probability of booking, Google US ranked second place



Yahoo US showed the highest average revenue per booking



- Google is the most successful company among the four companies in this case. Google earns the highest revenue although it has the highest cost.
- Generally speaking, the business in US is better than the business at the Global level.



Our Recommendations

Based on business insights and conclusion



Our Recommendations

1

FOCUS

Tailored strategy for highest ROA search engines (Google US)

2

OPTIMIZATION

Optimized the keywords during the campaign

3

SEM

Content match campaign instead of the board campaign

4

METASERACH

Start to test with metasearch companies like Kayak



Meet Your Pirates

TEAM 13 R CONSULTANTS



TANVI GUPTA

Data Strategist



MARTIN DANKL

R Experts



DANIEL GOLDSHTEIN

Data Engineer



YAN YUAN

Business Analytics



KYOJI LIDA

Data Engineer

Let's talk!

**SHARE YOUR QUESTIONS
WITH US...**

