

AIRFRANCE 

# NEW INTERNET MARKETING CAMPAIGN

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# TABLE OF CONTENTS

1

CHALLENGE

2

SEM KPIs

3

INSIGHTS  
ANALYSIS

4

SUMMARY OF FINDINGS

5

STRATEGY PER CHANNEL

6

RECOMMENDATIONS

# CHALLENGE



- Determine an effective strategy (uniform or tailored) to maximize Air France ROA
- Determine the most effective structure for a SEM campaign

# COVID-19 CRISIS AIR FRANCE

The continuation of the Covid-19 crisis severely impacted the **third quarter** 2020 results:

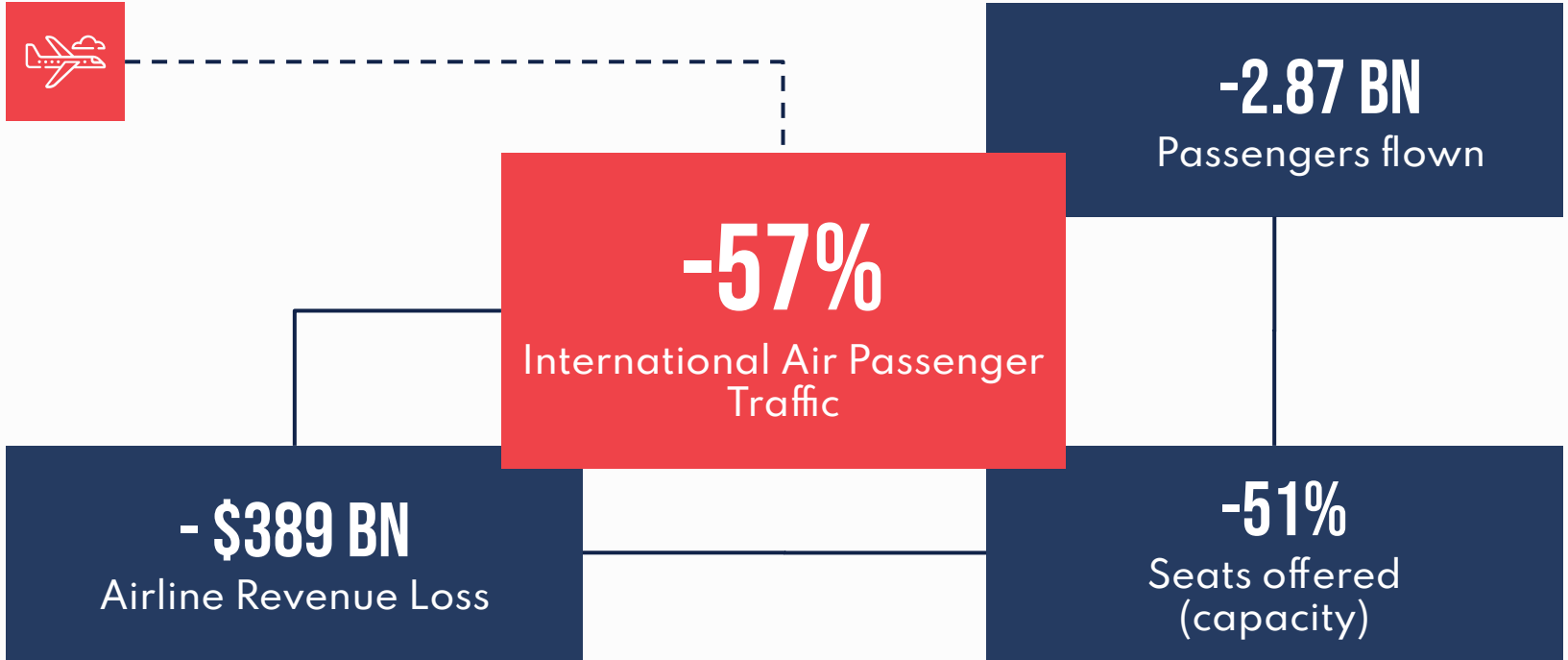
€-1,220

Adj. operating free cash flow  
(€m)

-69.8%

Amount of passengers  
compared to 2019

# GLOBAL LEVEL ANALYSIS OF COVID IMPACT ON THE AIRLINE INDUSTRY



## 02. MOST IMPORTANT SEM KPIS



**ROA**

= Total Conversion  
Value/Advertising  
Costs

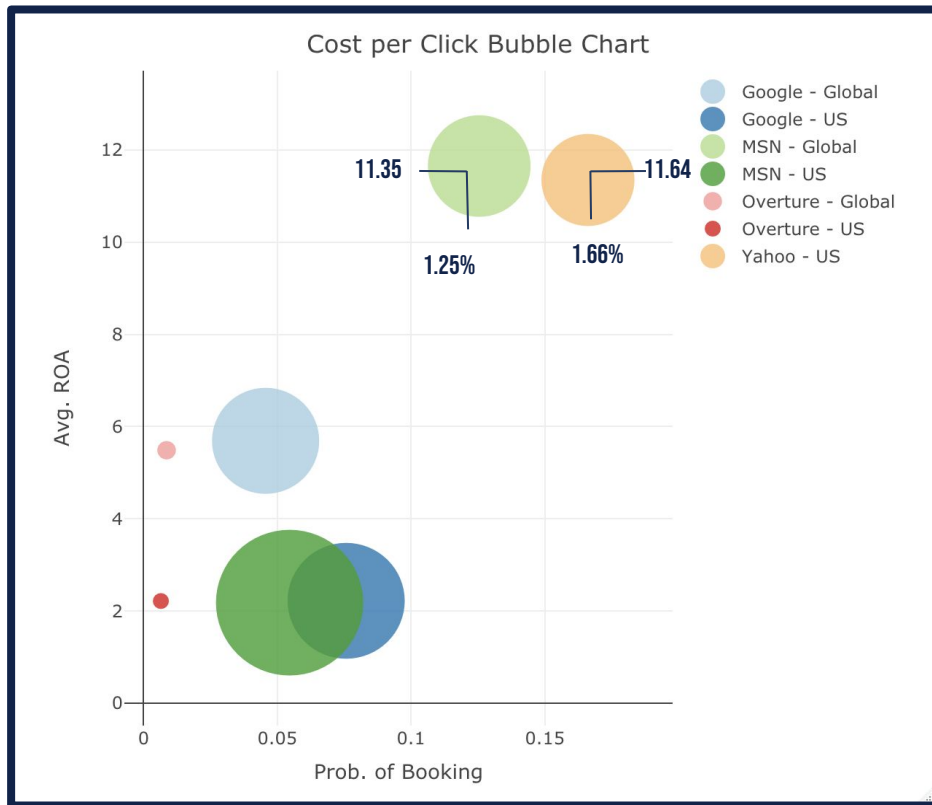
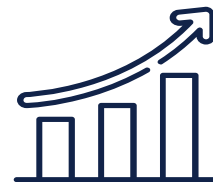
**TRANSACTION  
CONVERSION %**

The average number  
of conversions per ad  
interaction

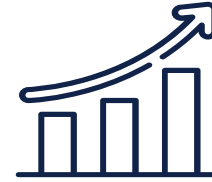
**CLICK  
THROUGH %**

The number of clicks  
that your ad receives  
divided by the  
number of times your  
ad is shown

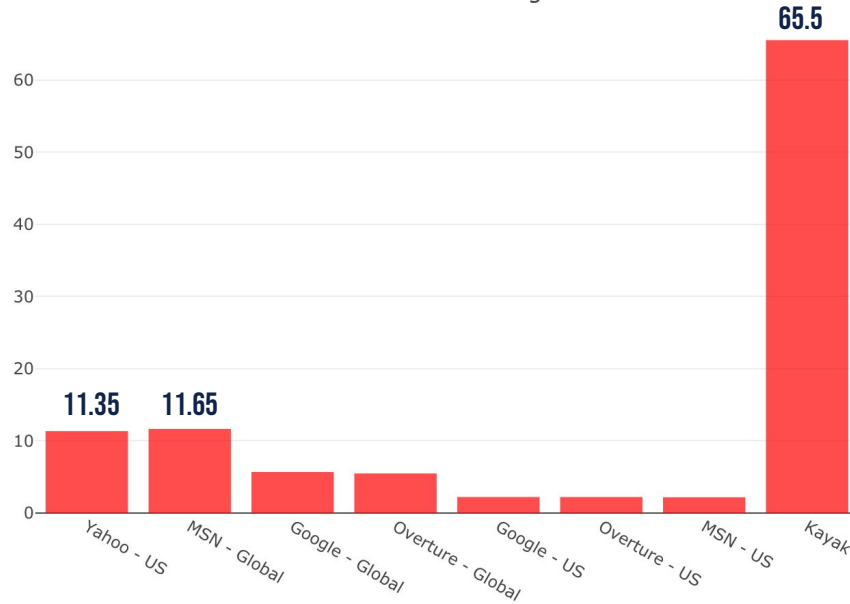
# 03. INSIGHT ANALYSIS



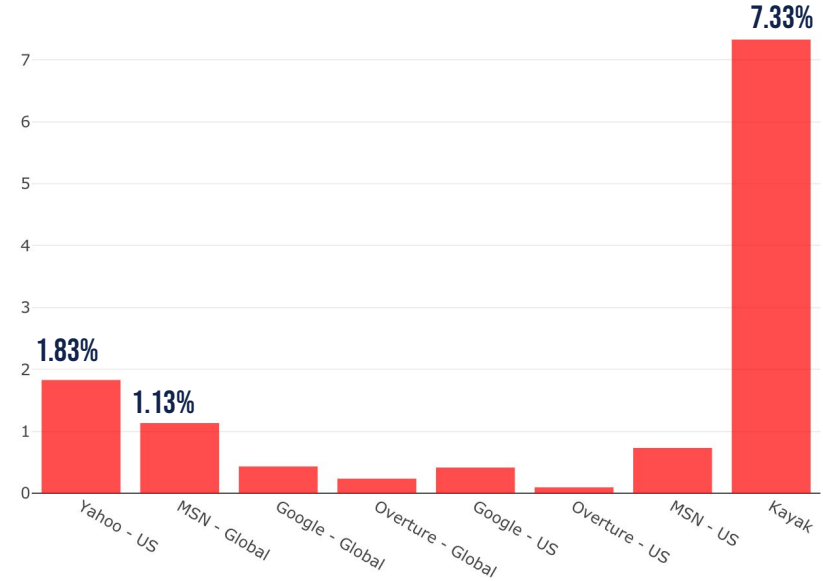
# 03. INSIGHT ANALYSIS



Return On Advertising



Transaction Conversion %





# 04. SUMMARY OF FINDINGS

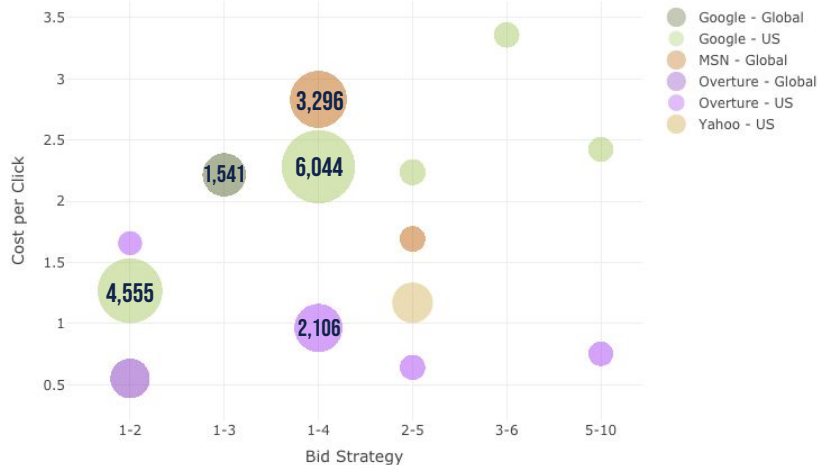


- Kayak is by far the most effective (highest ROA), however it is an upcoming platform and we have limited data. (Opportunity)
- Yahoo and MSN-Global are two consolidated candidates, with the highest ROA, ROI and transaction conversion rate.
- Yahoo has one of the lowest cost of booking but the highest probability of booking.
- MSN-US has the highest cost per click.
- Overture is a no go, ROA and conversion rate is the lowest.
- Google has low ROA due to the high cost per click and cost per booking.

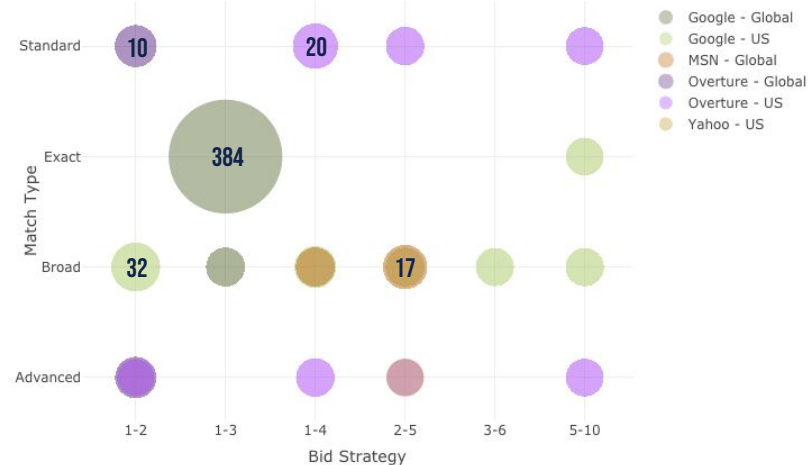
# 05. STRATEGY PER CHANNEL



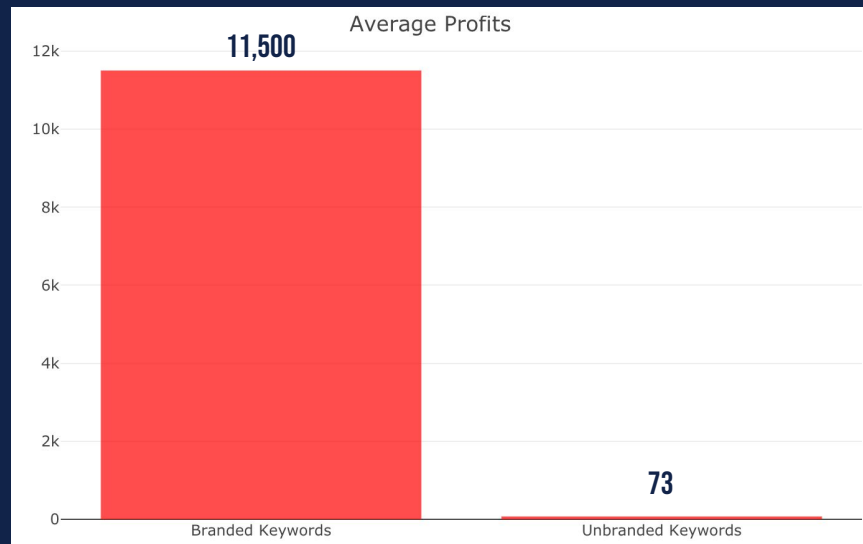
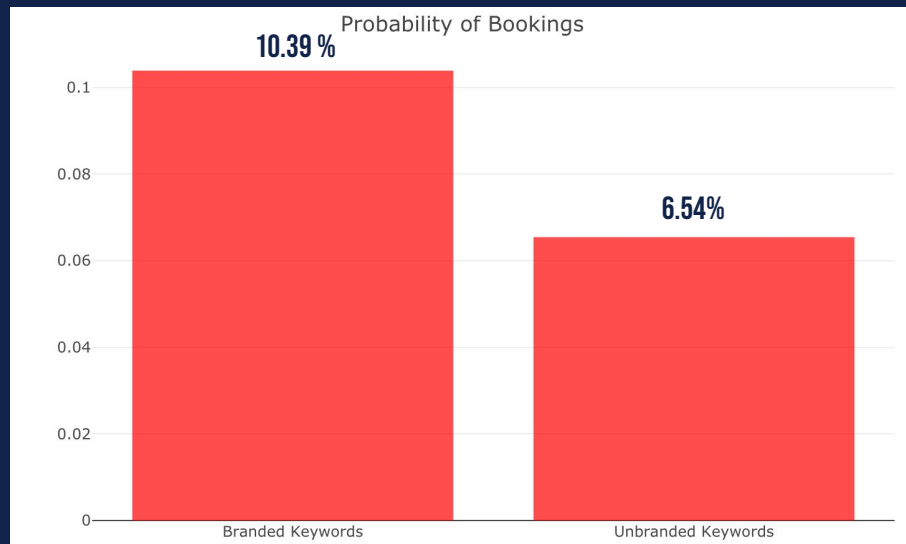
Average Profits in regard to Cost per Click & Bid Strategy



ROA in regard to Match Type & Bid Strategy



# 06. SEM KEYWORDS STRATEGY



**“AIRFRANCE”**

**“AIR FRANCE”**

# 07. RECOMMENDATIONS



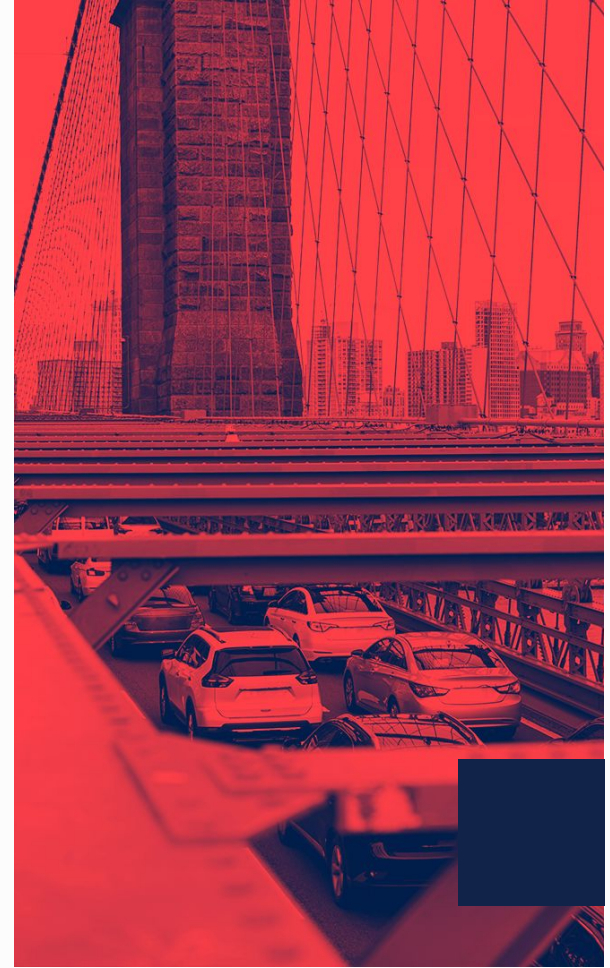
**Air France can reach out to a broader audience of customers by:**

- Implementing a *tailored strategy*
- Using Kayak, since it is the most effective, but seen as an opportunity.
- Investing in Yahoo and MSN-Global due to their high performance in KPIs.
- Do not invest in Overture and Google, lack of efficiency (Overture), high costs and high competition (Google).



**07.**

# **APPENDIXES**



# APPENDIXES

## SALES FOR EACH PUBLISHER

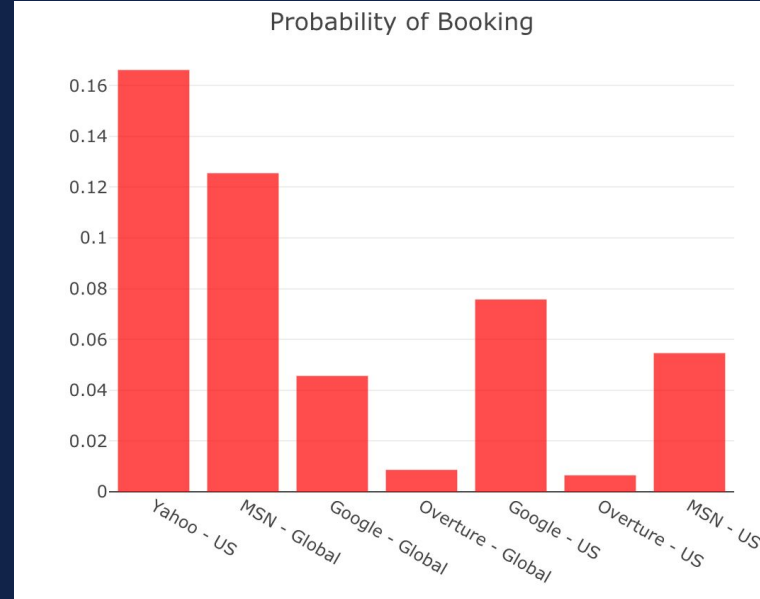
	 Publisher 	Sales 
1	Yahoo - US	882288.95
2	MSN - Global	145524.25
3	Google - Global	929549.8
4	Overture - Global	430084.7
5	Google - US	1745481.8
6	Overture - US	347433.25
7	MSN - US	181549.8

# AIR FRANCE-KLM: THIRD QUARTER 2020 RESULTS

Air France-KLM Group	Third quarter		Nine months	
	2020	Change	2020	Change
Passengers (thousands)	8,796	-69.8%	28,124	-64.7%
Passenger Unit revenue per ASK <sup>1</sup> (€ cts)	4.01	-42.7%	5.05	-24.5%
Operating result (€m)	-1,046	-1,955	-3,414	-4,460
Net income – Group part (€m)	-1,665	-2,026	-6,078	-6,213
Adj. operating free cash flow (€m)	-1,220	-985	-3,547	-3,663
Net debt at end of period (€m)			9,308	3,161

<https://www.globenewswire.com/news-release/2020/10/30/2117525/0/en/AIR-FRANCE-KLM-THIRD-QUARTER-2020-RESULTS.html>

# R STUDIO BAR CHARTS



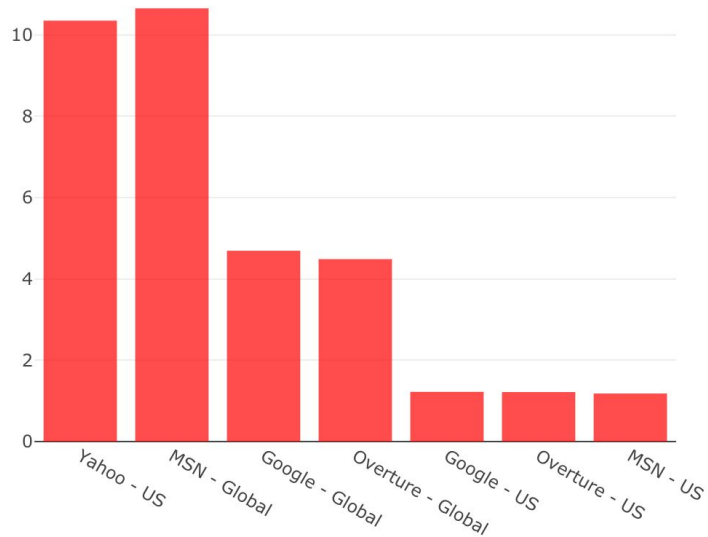


# R STUDIO BAR CHARTS

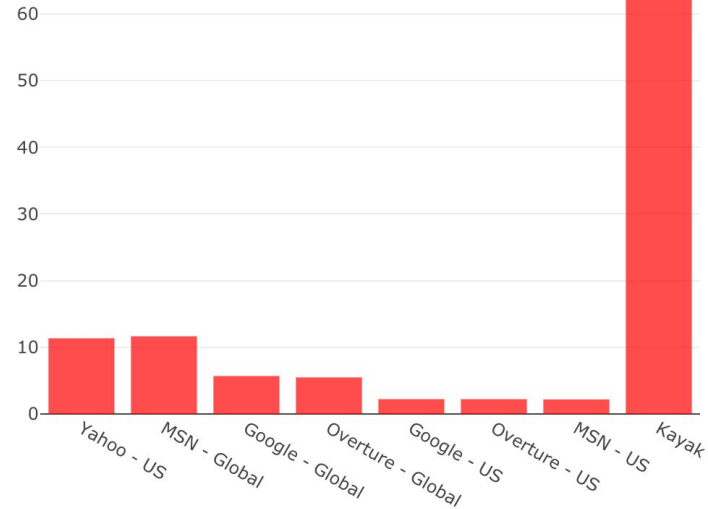


# R STUDIO BAR CHARTS

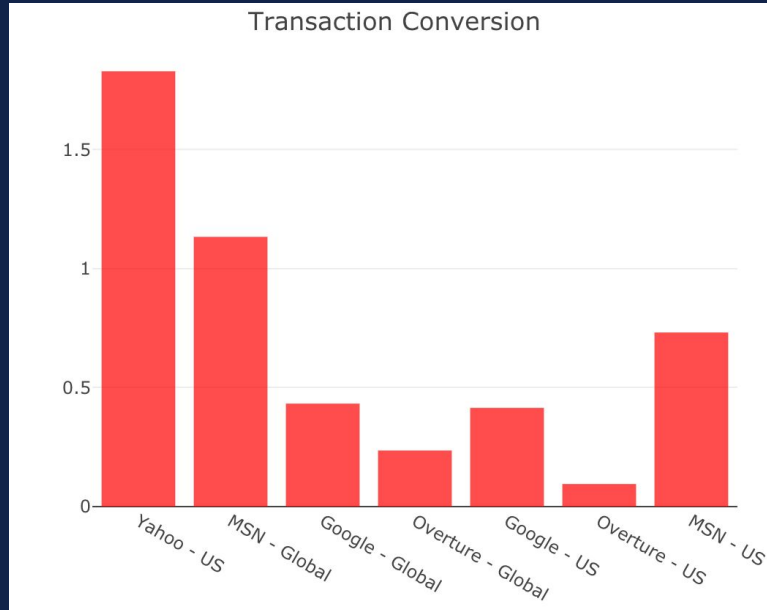
Return On Investment



Return On Advertising



# R STUDIO BAR CHARTS



# REFERENCES

- <https://www.icao.int/sustainability/Pages/Economic-Impacts-of-COVID-19.aspx>
- <https://www.globenewswire.com/news-release/2020/10/30/2117525/0/en/AIR-FRANCE-KLM-THIRD-QUARTER-2020-RESULTS.html>