Air France Case

Presented by Team 9:

Dachao Sun
Jeanne Leong
Jose Palacios
Kapil Seth
Nicole Lindsay

Introduction

- ## Context:
  - Airfrance is a large multinational for air travel
  - International travel accounts for 60% of revenue and bookings
  - Expanding In the hypercompetitive US market through the $9.4 billion SEM market

- ## Goals:
  - Maximize Return on Advertising (ROA) on Search Engine Marketing (SEM)
  - Optimize performance on campaigns
  - A balanced strategy to maximize Return on Investment.

Agenda

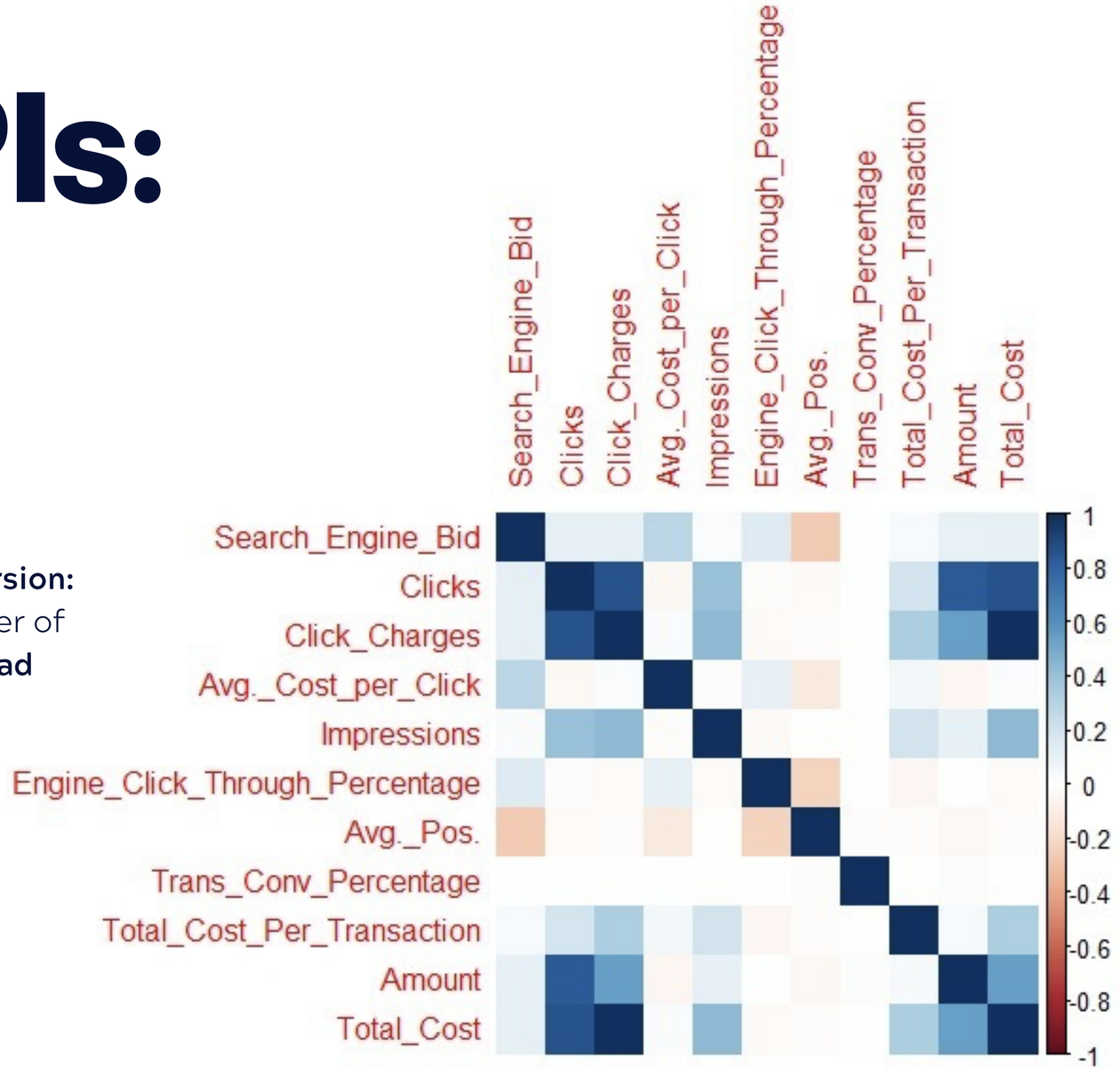
- Target KPIs
- Publisher (SEM) Analysis
- Campaign and Keyword Analysis
- Findings and Recommendation

Target KPIs:

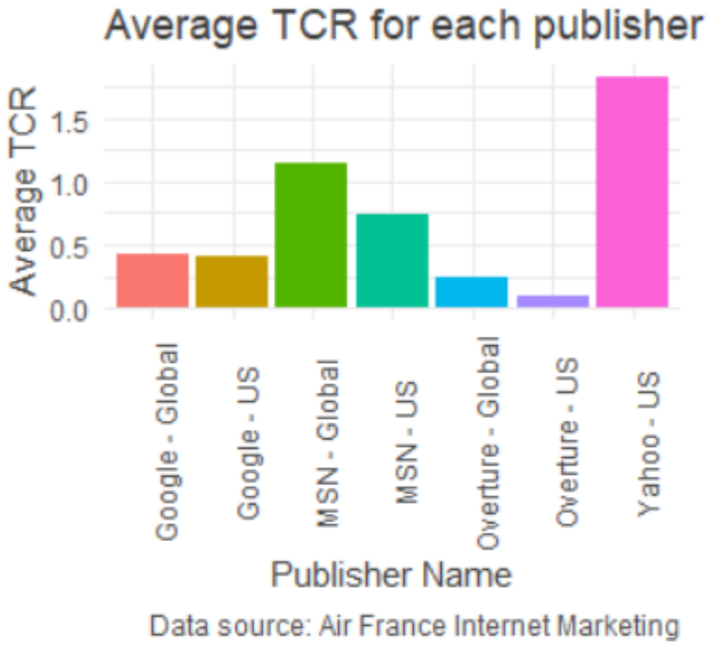
CTR:
Calculates the **number of clicks vs. impressions** across your campaign

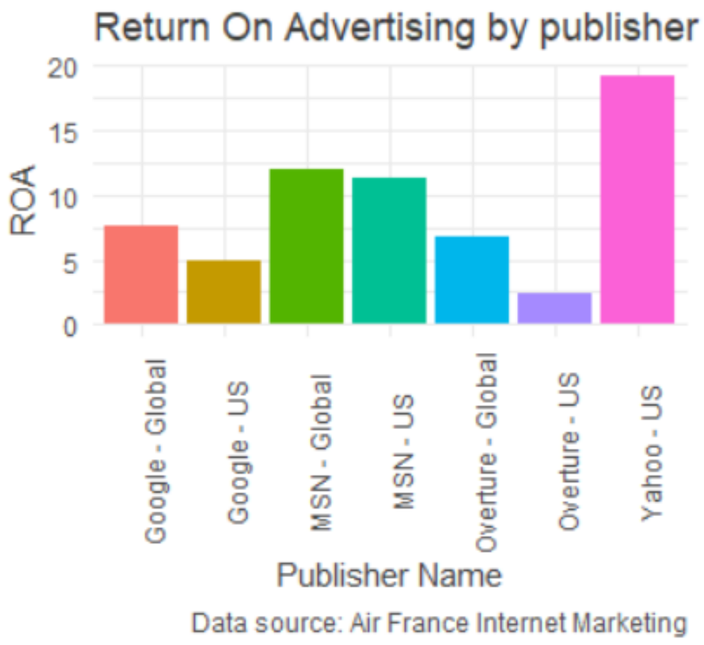
Transaction Conversion:
The average number of **conversions per ad interaction**

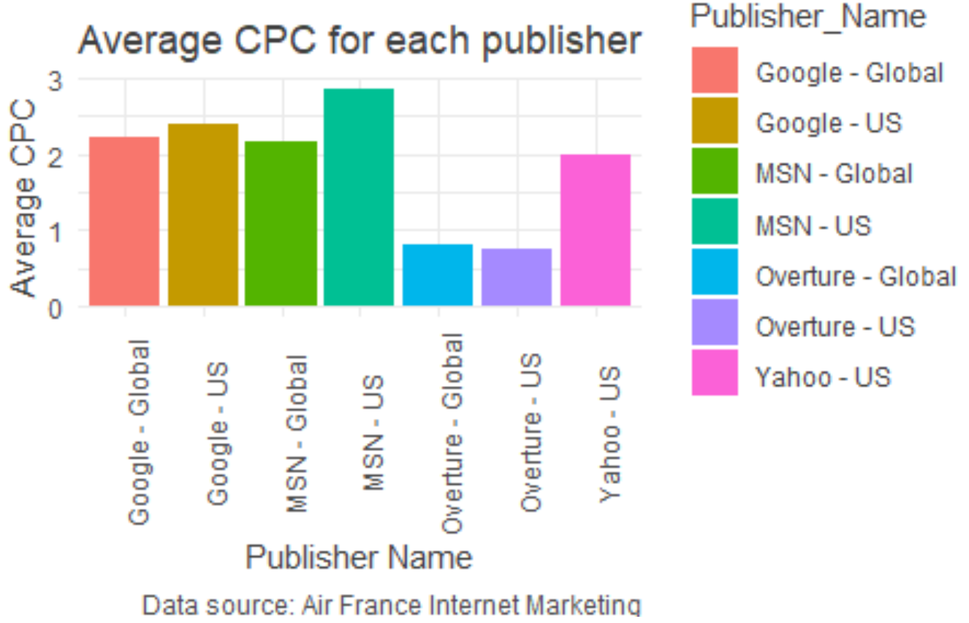
ROA:
Measures the **efficacy of a** digital advertising **campaign**



KPI Analysis:

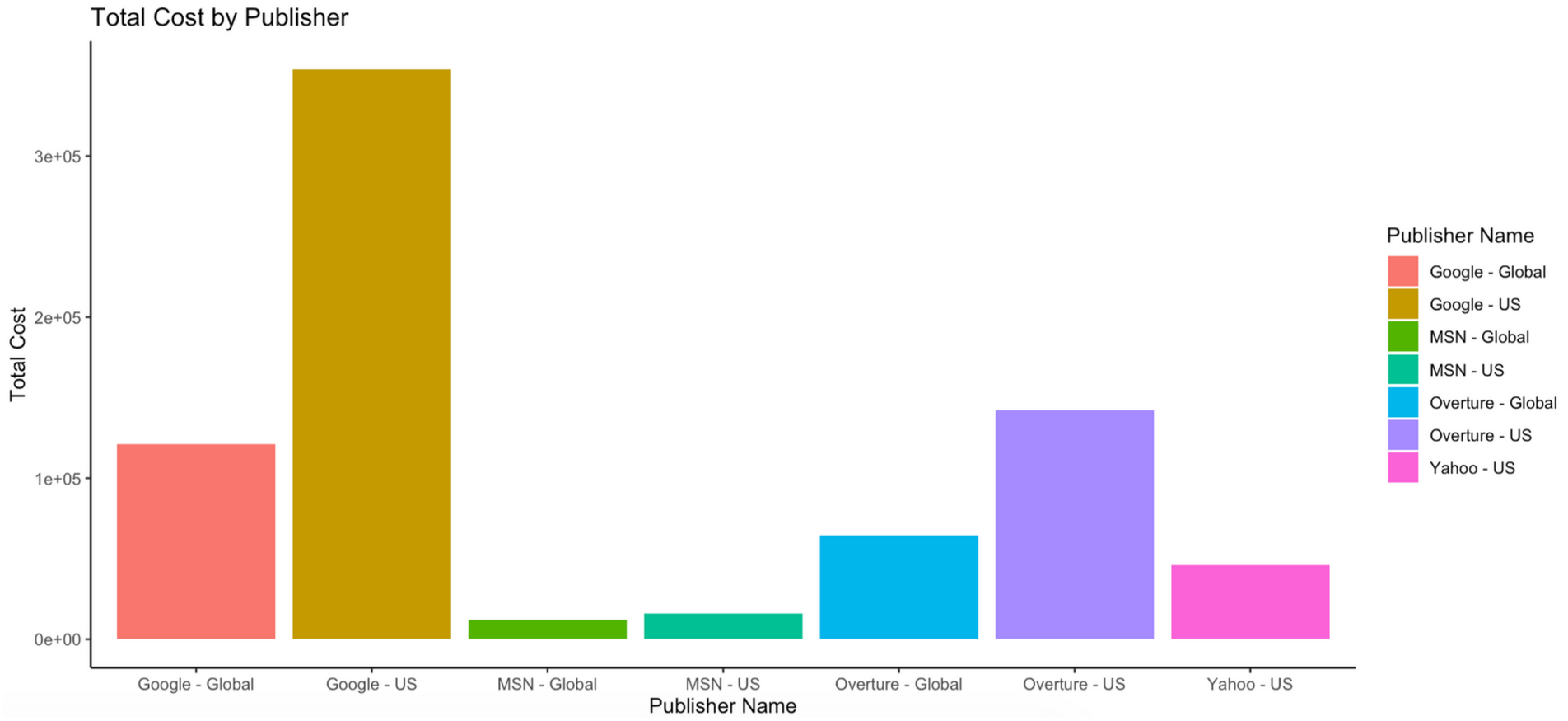




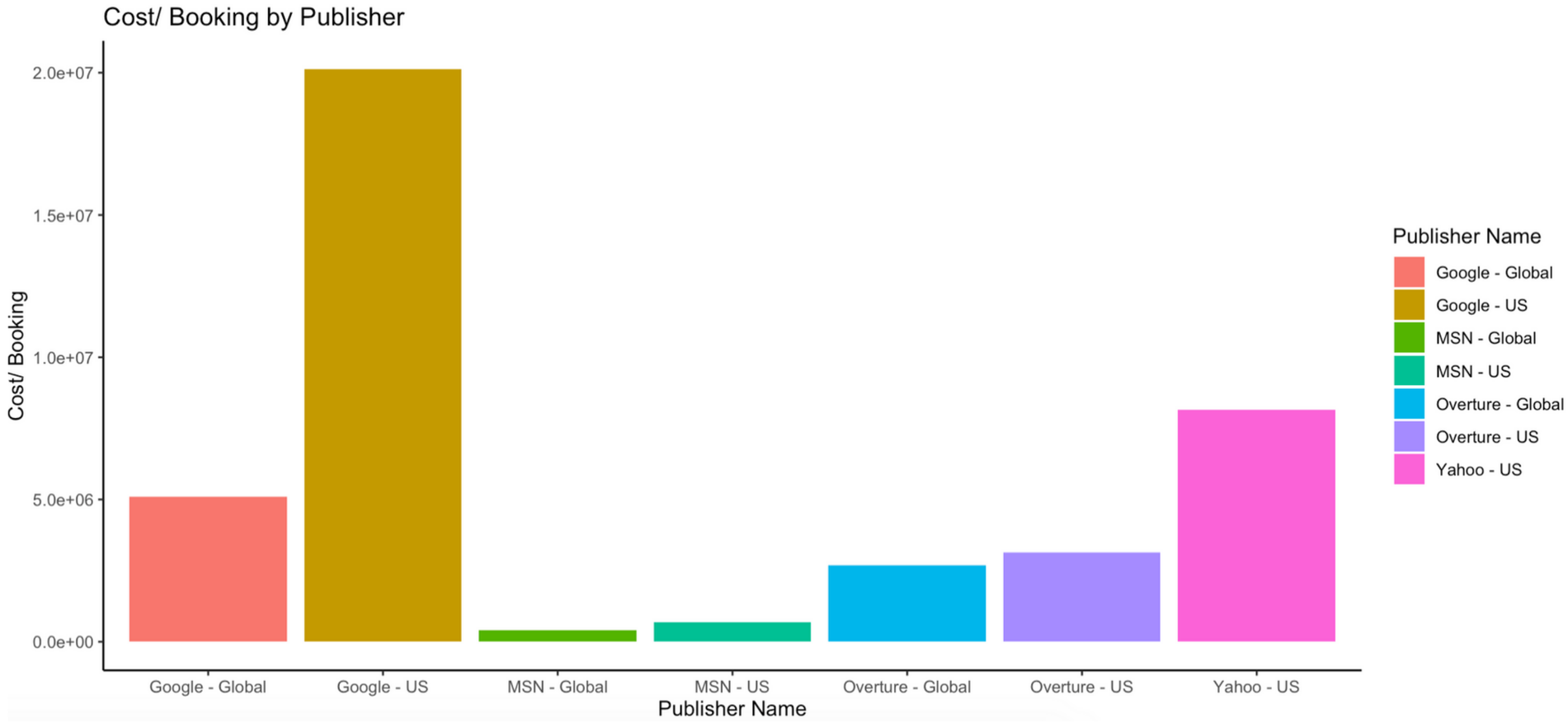


Publisher Analysis:

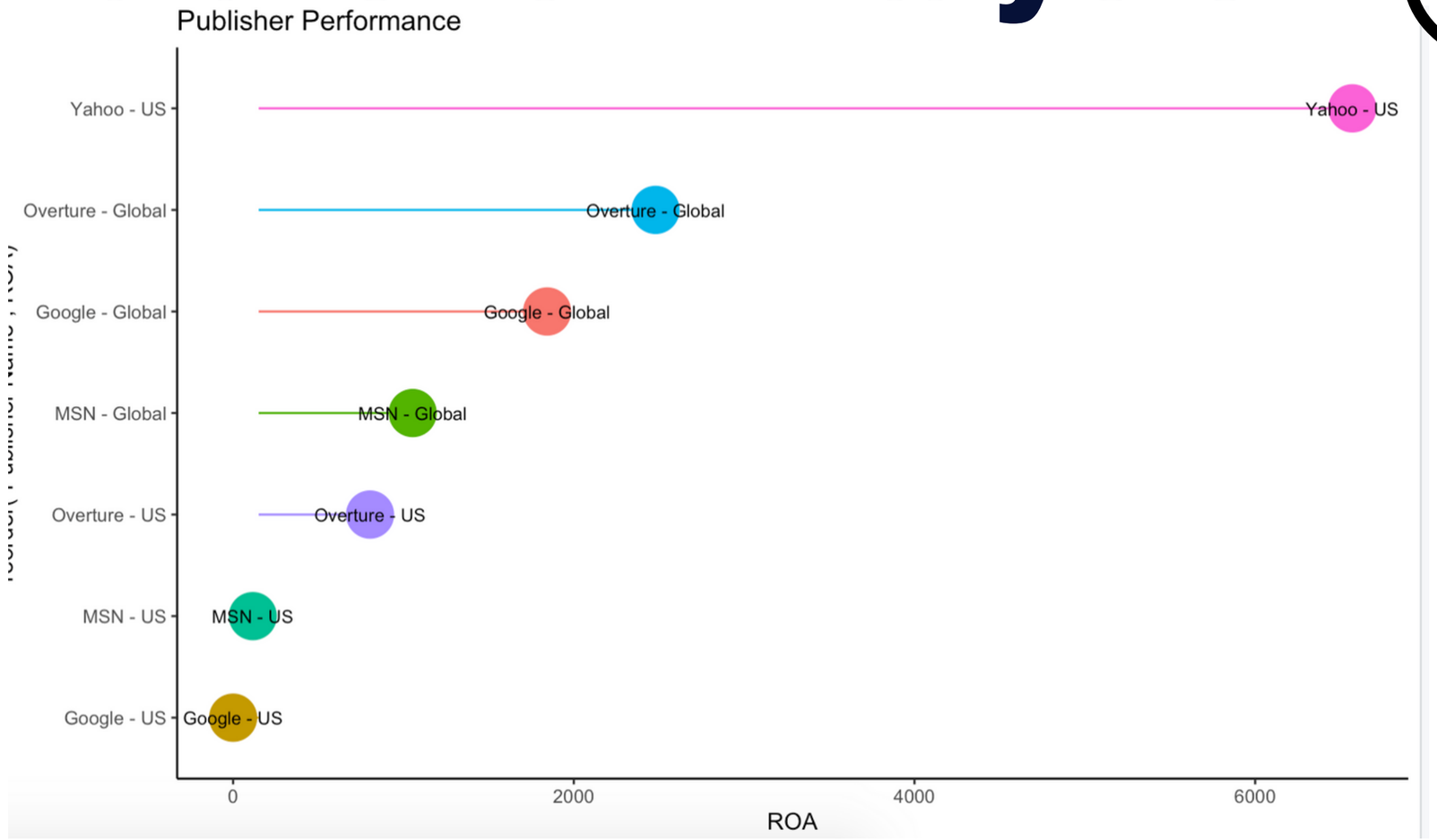
Publisher Analysis:



Publisher Analysis:

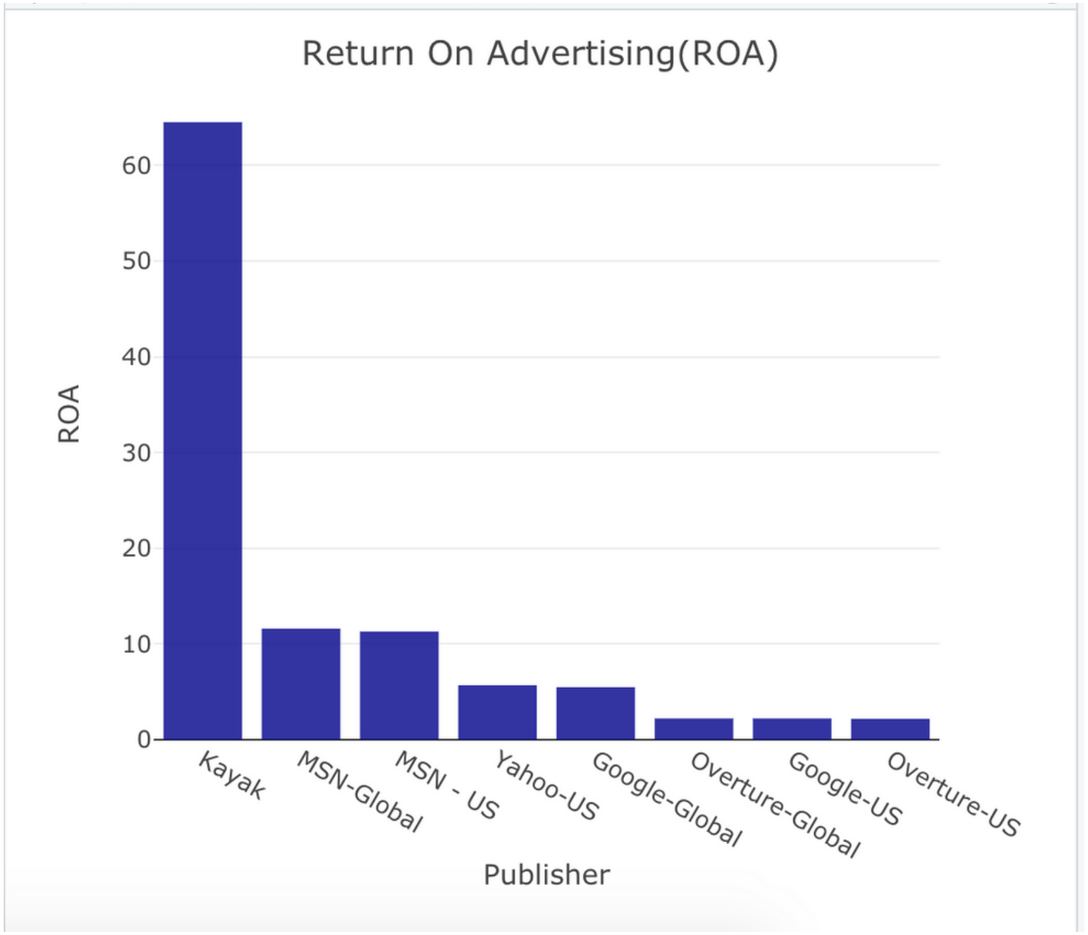


Publisher Analysis:



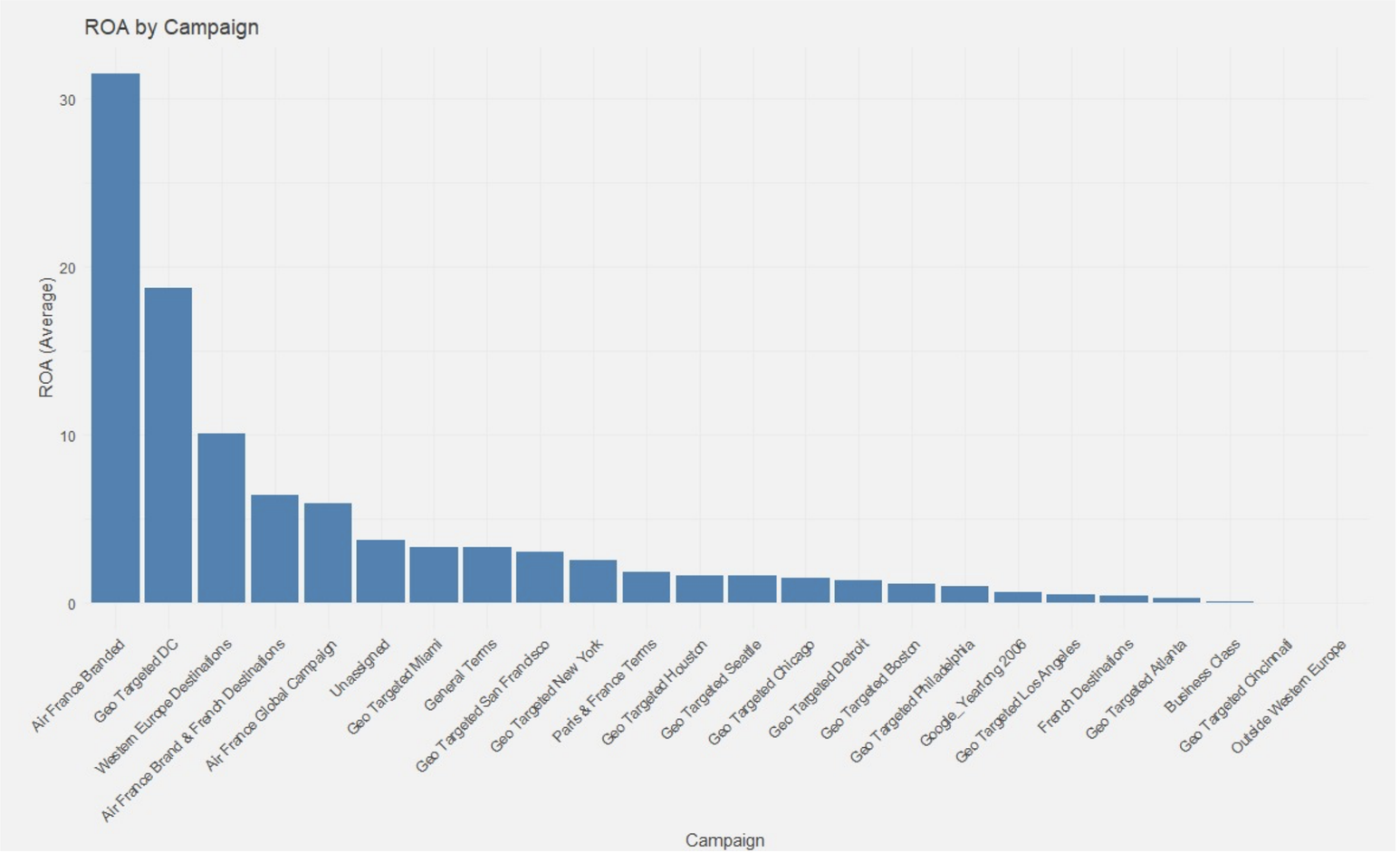
Outlier

Publisher Analysis:

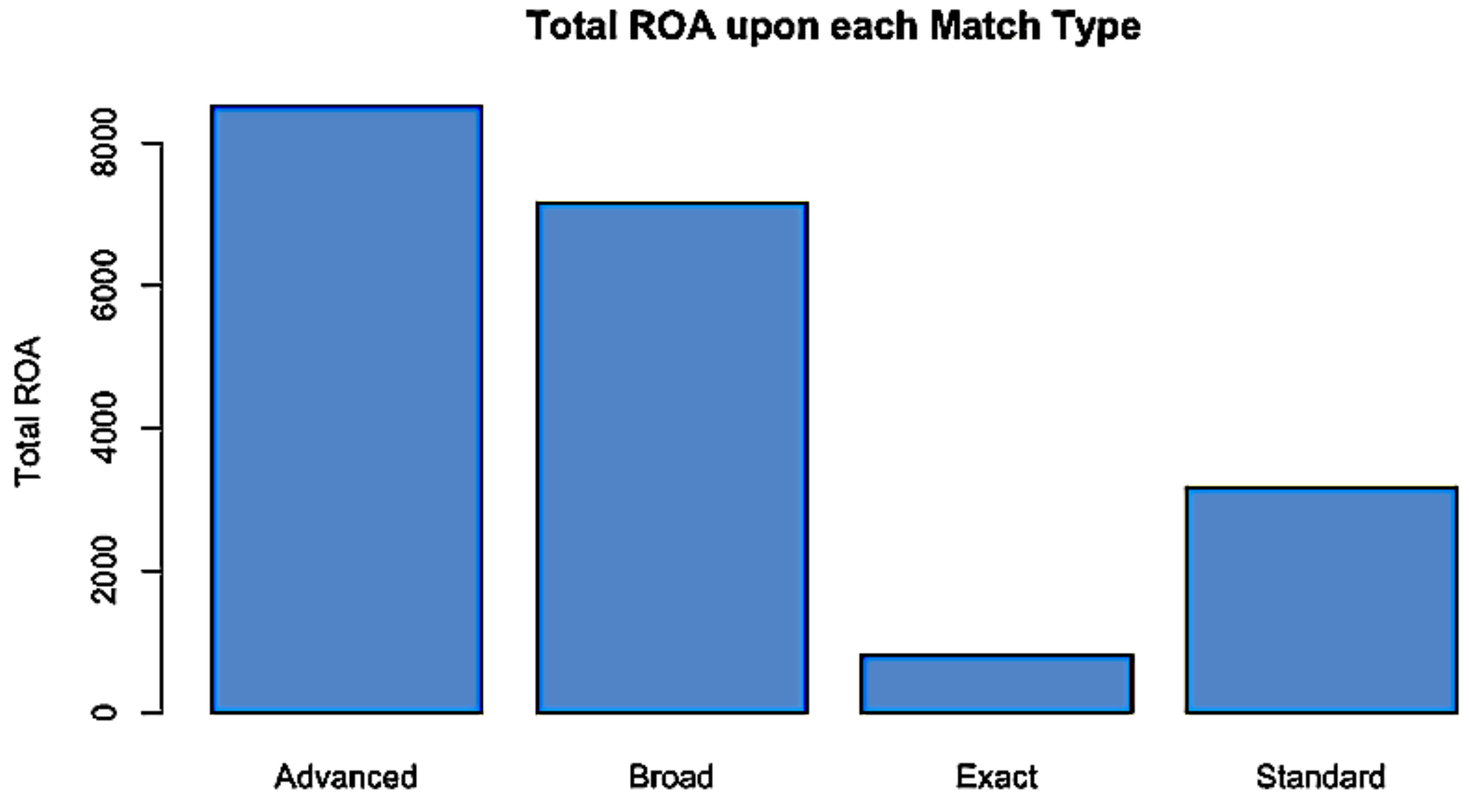


Publisher Analysis:

Campaign Analysis:

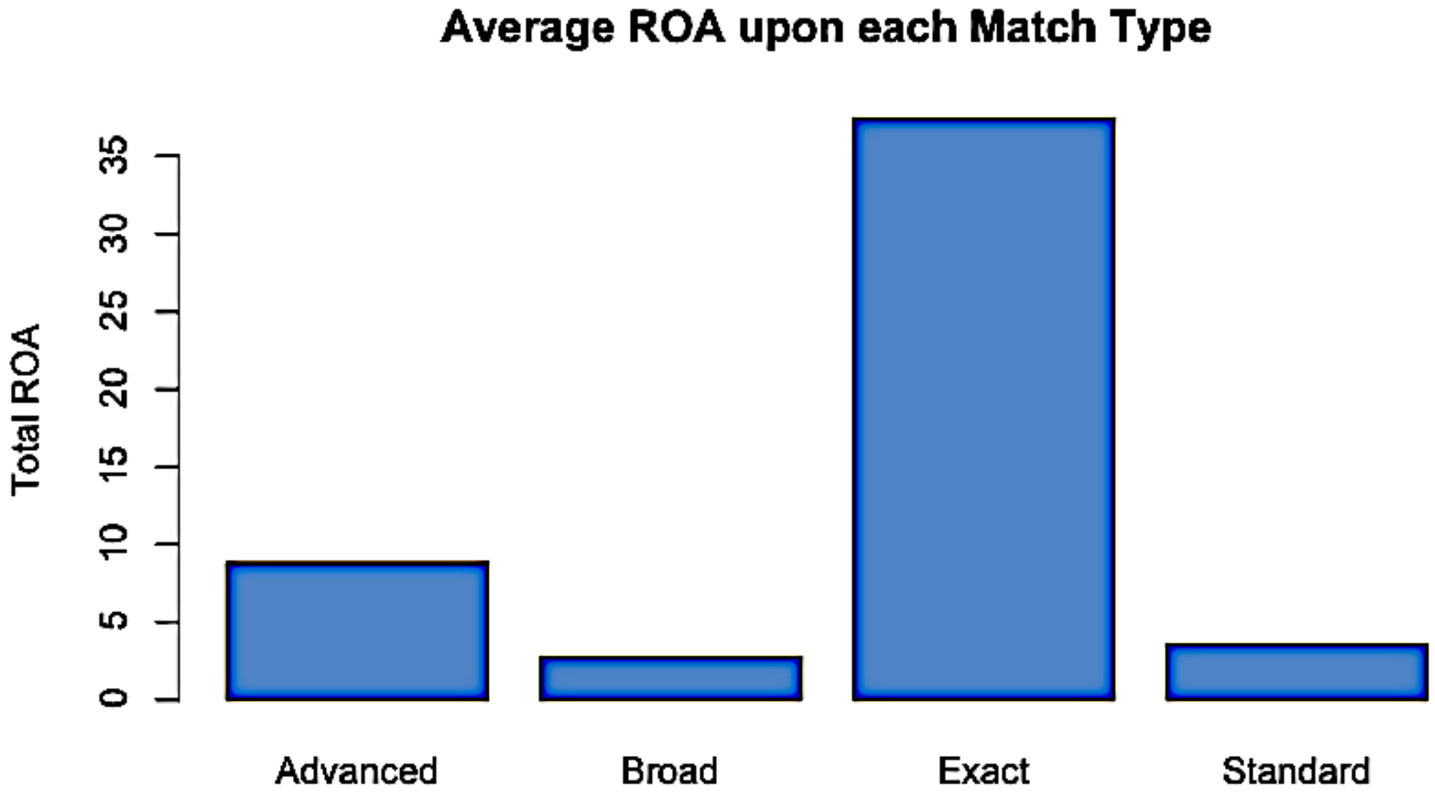


Keyword Analysis:




```
> roa_mtchtypes_total
[1] 8527.3484 7170.5598  824.2964 3175.6501
```

Keyword Analysis:




```
> roa_mtchtypes_avg
[1]  8.800153  2.767487 37.468019  3.608693
```

New York Campaign ?

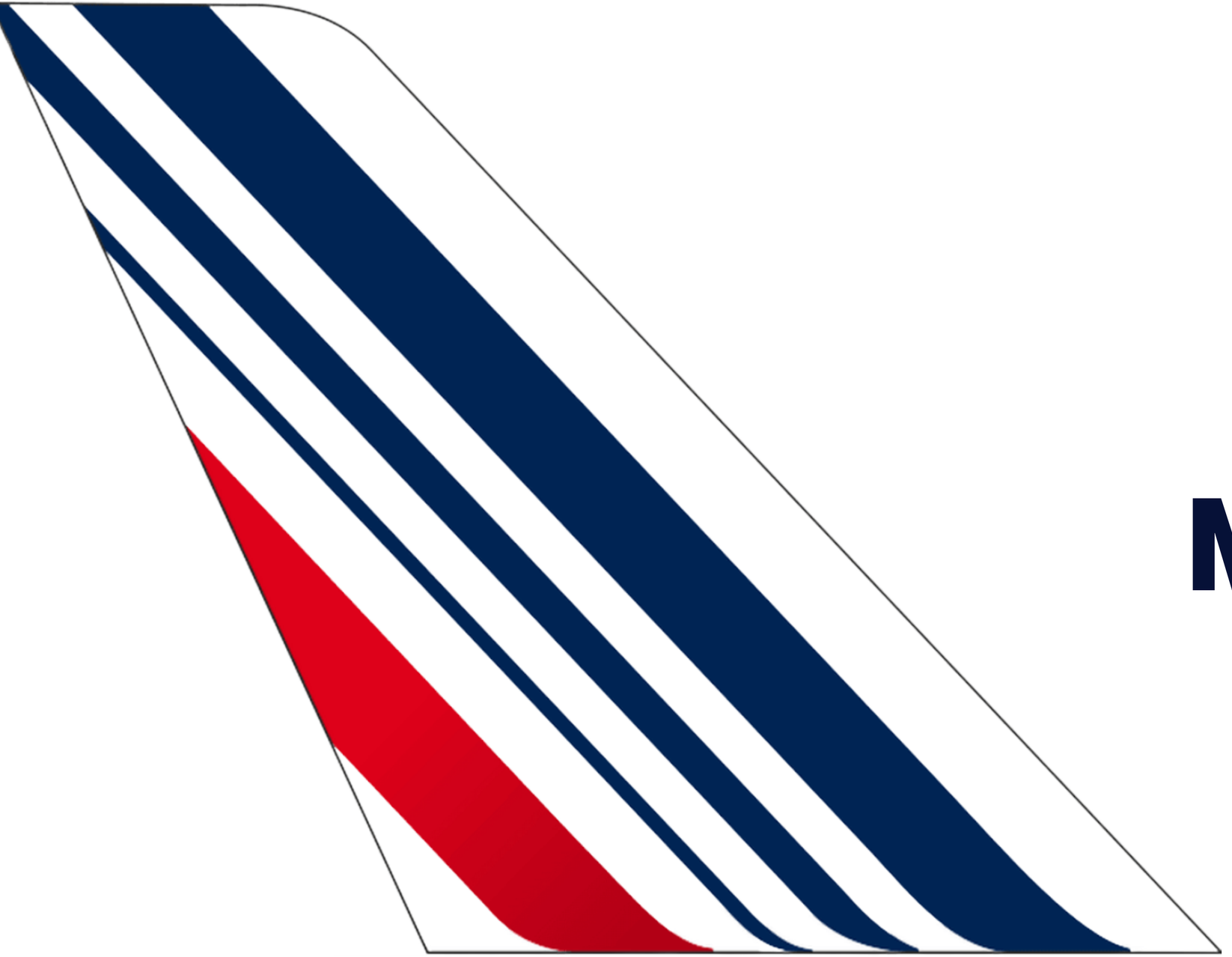
Most repeated Keyword

Findings from Analysis:

- Google best fit for US expansion
- Air France campaigns perform best
- Focused "Exact" keywords yield higher ROA

Recommendation:

- **Publisher Strategy:**
  - Shift budget from Overture US to Kayak and Google US
- **Campaign Strategy:**
  - Maintain success AirFrance campaigns and replicate DC targeted success across other US targeted city campaigns
- **Keyword Strategy:**
  - Move from broad keywords to focused and more exact language



Merci!

HULT
INTERNATIONAL
BUSINESS SCHOOL

AIRFRANCE

Bookings Analysis:

We created a linear regression to understand better the variables that affect bookings, in our analysis, we included only the next statistical sufficient variables:

Search Engine Bid
Number of Clicks
Clicks Charges
Impressions