Search Engine Marketing Consulting

AIRFRANCE

Hult International Business School – Master of Business Analytics
Visualizing & Analyzing Data with R: Methods & Tools
Team 12
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Contents
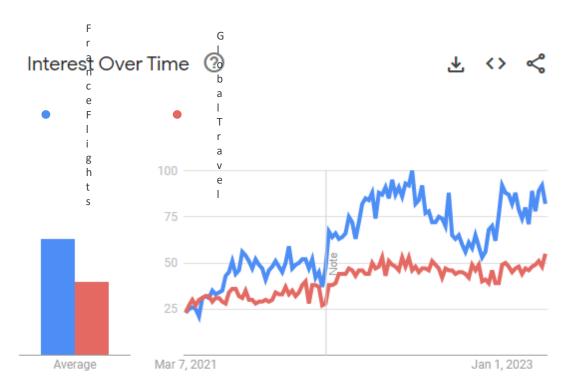
Domain knowledge

Growing demand for air travel

Google Search Trend

Increased competition

Most recent update: Mar 2023

Source: Statista

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Objective

International growth

Increase US market share

Reduce cost by keeping cost per click low

Increase campaign efficiency

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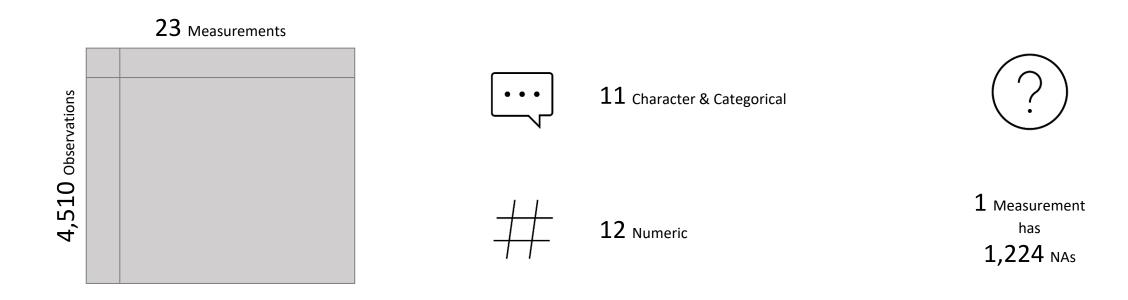BUSINESS SCHOOL

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Exploring Data

Observations are every keywords on each channel.

23 Measurements

4,510 Observations

11 Character & Categorical

12 Numeric

?

1 Measurement has

1,224 NAs

Analytics

Cleansing Data

BidStrategy Measurement Cleansing, NA goes to NO Strategy, Typo errors modified.

Original

Category	# of Obs.	% of Obs.
NA	1,224	27.1%
Pos 3-6	45	1.0%
Position 1 -2 Target	11	0.2%
Position 1- 3	264	5.9%
Position 1-2 Target	274	6.1%
Position 1-4 Bid Strategy	111	2.5%
Position 2-5 Bid Strategy	333	7.4%
Position 5-10 Bid Strategy	2,208	49.0%
Postiion 1-4 Bid Strategy	40	0.9%
Grand Total	**4,510**	**100.0%**

Cleansed

Category	# of Obs.	% of Obs.
NO Strategy	1,224	27.1%
Pos 3-6	45	1.0%
Position 1-2 Target	285	6.3%
Position 1- 3	264	5.9%
Position 1-4 Bid Strategy	151	3.3%
Position 2-5 Bid Strategy	333	7.4%
Position 5-10 Bid Strategy	2,208	49.0%
Grand Total	**4,510**	**100.0%**

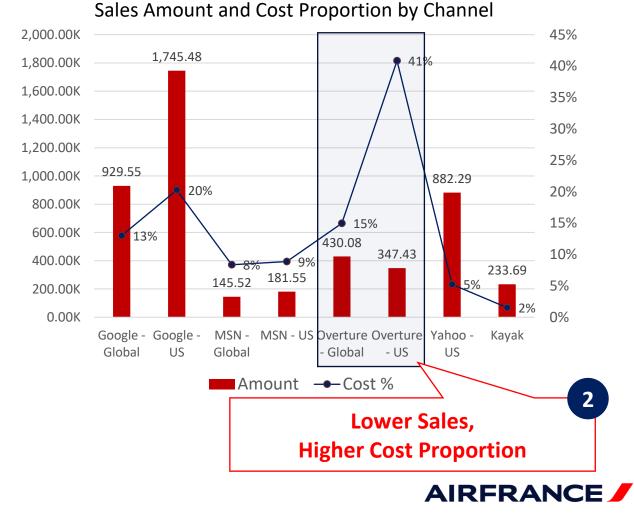HULT INTERNATIONAL BUSINESS SCHOOL

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Descriptive Statistics

Core Measurement's Descriptive Statistics.

Key Business Values by Channel

Publisher Name	Clicks (#)	Purchases (#)	Total Cost ($)	Amount ($)	NET ($)
Google - Global	72,895	797	120,946.71	929,549.80	808,603.09
Google - US	192,109	1,550	353,640.60	1,745,481.80	1,391,841.20
MSN - Global	11,217	129	12,160.36	145,524.25	133,363.89
MSN - US	10,808	140	16,098.49	181,549.80	165,451.31
Overture - Global	60,899	372	64,295.86	430,084.70	365,788.84
Overture - US	119,323	289	141,976.07	347,433.25	205,457.18
Yahoo - US	45,598	662	46,197.82	882,288.95	836,091.13
Kayak	2,939	208	3,567.13	233,694.00	230,126.87
Total	515,788	4,147	758,883.05	4,895,606.55	4,136,723.50

1 Google has the biggest volume of Revenue and Cost.

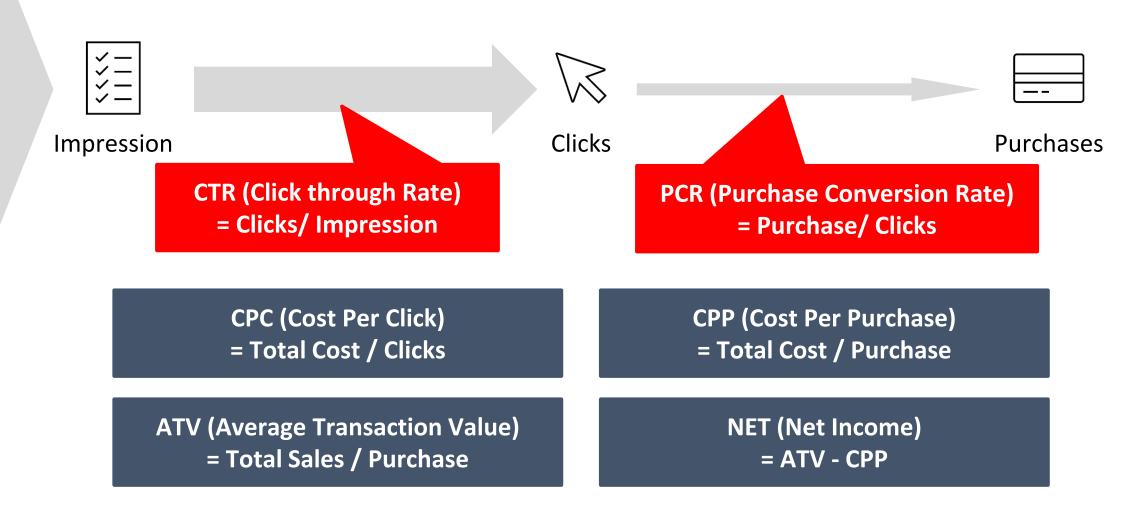**2** Overture's Revenue is lower and the highest cost proportion.

Sales Amount and Cost Proportion by Channel

Google - Global: 929.55, 13%
Google - US: 1,745.48, 20%
MSN - Global: 145.52, 8%
MSN - US: 181.55, 9%
Overture - Global: 430.08, 15%
Overture - US: 347.43, 41%
Yahoo - US: 882.29, 5%
Kayak: 233.69, 2%

Amount — Cost %

2 Lower Sales, Higher Cost Proportion

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Key Performance Indicators

Impression → Clicks → Purchases Flow is the most IMPORTANT!

Impression

Clicks

Purchases

**CTR (Click through Rate)
= Clicks/ Impression**

**PCR (Purchase Conversion Rate)
= Purchase/ Clicks**

**CPC (Cost Per Click)
= Total Cost / Clicks**

**CPP (Cost Per Purchase)
= Total Cost / Purchase**

**ATV (Average Transaction Value)
= Total Sales / Purchase**

**NET (Net Income)
= ATV - CPP**

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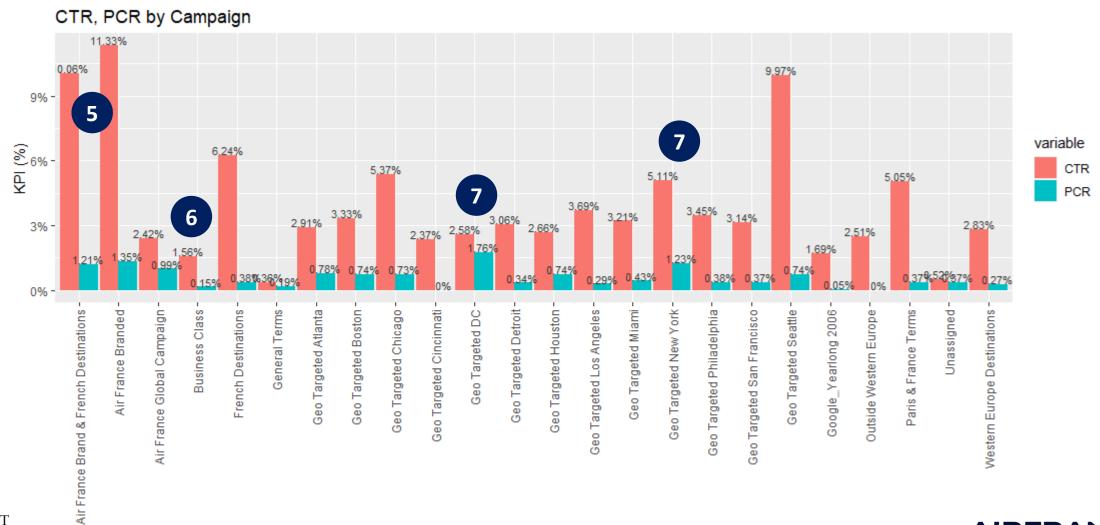
KPI Analysis

KPI by Publisher Performance

CTR, PCR by Publishers

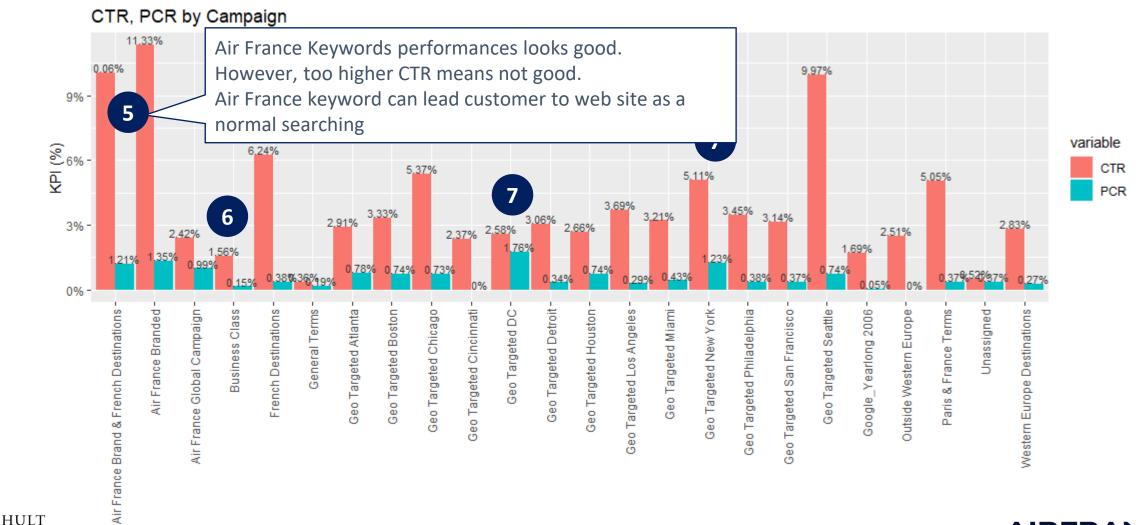**3** Kayak is the best performed as 7.08% of conversion rate.

4 Yahoo showed good performance as 1.45% of conversion rate.

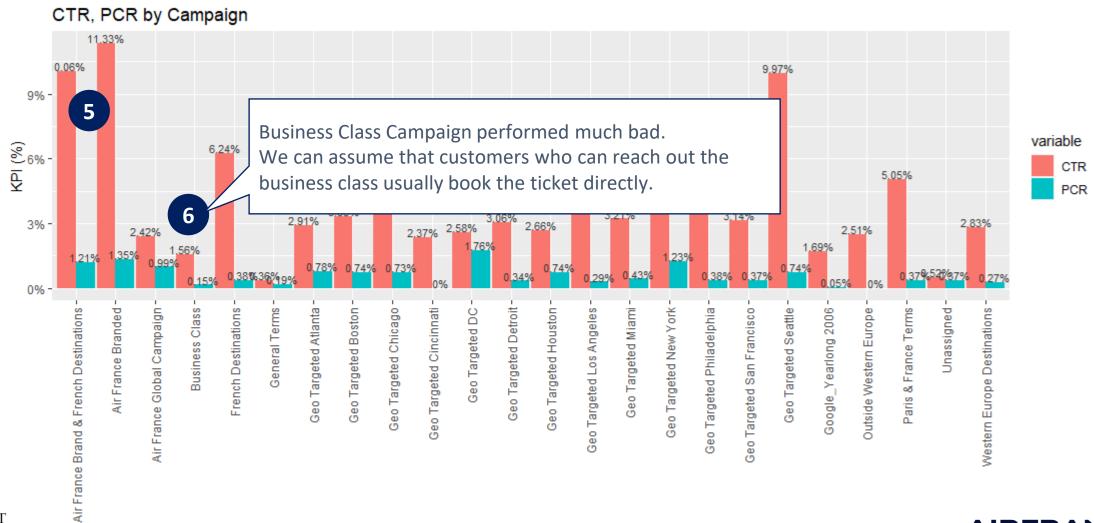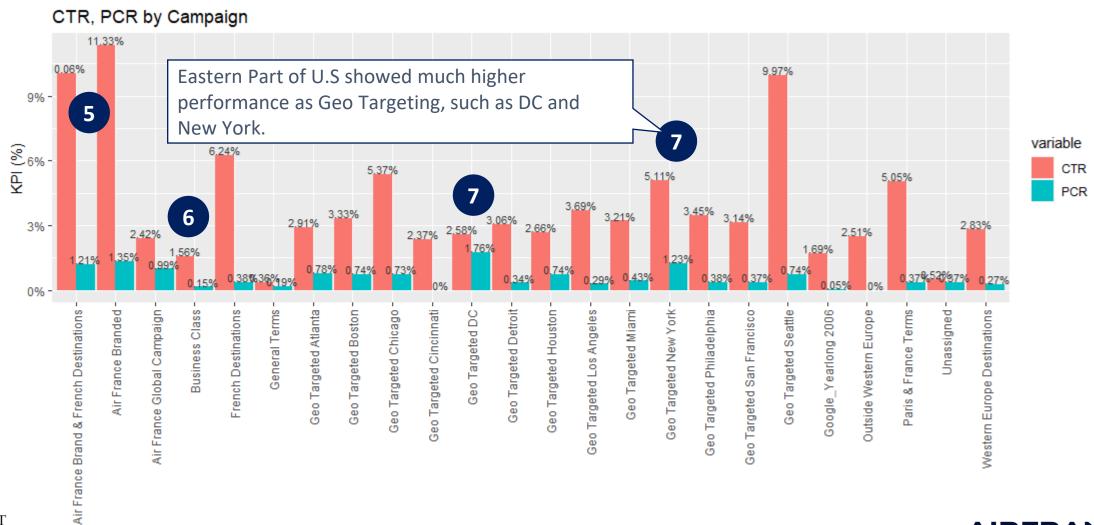# KPI Analysis
KPI by Campaign Performance

CTR, PCR by Campaign

KPIs

KPI Analysis
KPI by Campaign Performance

Eastern Part of U.S showed much higher performance as Geo Targeting, such as DC and New York.

KPI Analysis

KPI by Campaign Performance

Publisher Name	CPC	CPP	ATV	Net income
Air France Brand & French Destinations	1.51	124.48	1,128.24	1,003.76
Air France Branded	1.00	74.06	1,216.29	1,142.23
Air France Global Campaign	1.67	169.10	1,275.16	1,106.06
Business Class	4.99	3,269.05	144.50	-3,124.55
French Destinations	2.28	602.27	444.55	-157.72
General Terms	1.17	606.47	1,977.95	1,371.48
Geo Targeted Atlanta	2.06	265.25	170.00	-95.25
Geo Targeted Boston	2.60	349.04	719.74	370.69
Geo Targeted Chicago	2.32	316.33	1,428.85	1,112.52
Geo Targeted Cincinnati	2.11	0.00	0.00	0.00
Geo Targeted DC	2.48	141.26	576.87	435.60
Geo Targeted Detroit	2.44	719.02	923.95	204.93
Geo Targeted Houston	2.96	398.56	1,413.04	1,014.48
Geo Targeted Los Angeles	2.62	899.99	1,091.83	191.83
Geo Targeted Miami	2.75	638.52	470.05	-168.47
Geo Targeted New York	2.55	207.38	773.48	566.10
Geo Targeted Philadelphia	2.83	745.97	434.35	-311.62
Geo Targeted San Francisco	2.58	696.47	1,274.15	577.68
Geo Targeted Seattle	2.16	293.56	704.44	410.88
Google Yearlong 2006	2.69	5,463.97	1,491.58	-3,972.39
Outside Western Europe	2.77	0.00	0.00	0.00
Paris & France Terms	3.09	840.96	1,117.98	277.02
Unassigned	1.14	312.06	1,176.28	864.21
Western Europe Destinations	2.17	804.05	935.64	131.59
Grand Total	**1.47**	**191.75**	**1,183.53**	**991.77**

8 Some campaigns were a huge failure in keyword marketing with negative income.
Business Class, French Destinations, Coocle_Yearlong_2006

9 Geo-Targeting performs well overall at some destinations.

Strategies

To-be Model of Air France SEM

AS-IS

TO-BE

Cost Inefficiency		
	2	Overture's Revenue is lower and the highest cost proportion.
	5	Air France keyword can lead customers to web site as a regular search.

Contents Inaccuracy		
	6	Business Class Campaign performed much badly.
	8	Some campaigns with negative income could have been a lot better in keyword marketing.

Google Dependency		
	1	Too higher dependencies on Google.
	4	Yahoo showed good performance with a 1.45% of conversion rate.
	3	Kayak is the best performed at a 7.08% of conversion rate.

Well Geo-Targeting		
	7	Eastern Part of U.S performed much higher than Geo Targeting, such as DC and New York.
	9	Geo-Targeting performs well overall at some destinations.

Strategy 1.
Publisher Performance Optimization

Strategy 2.
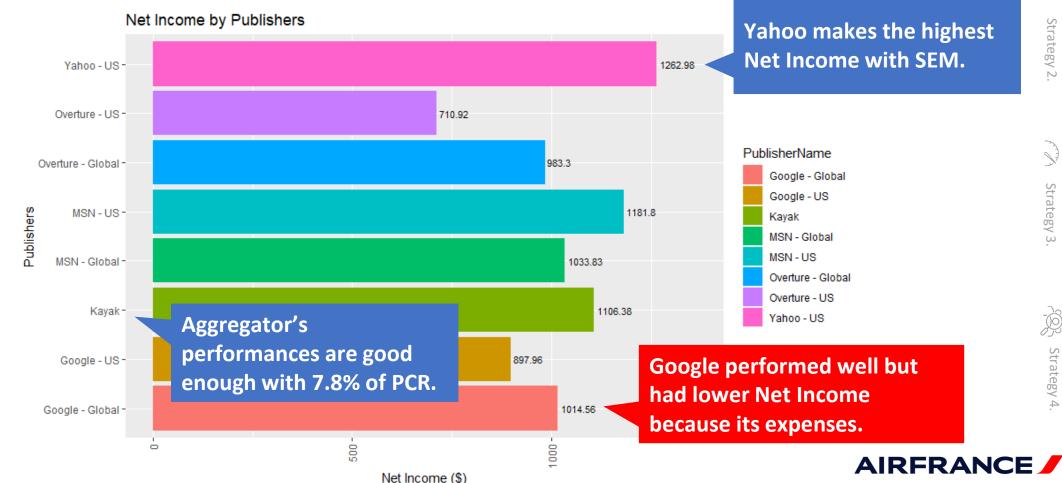Increasing Cost Efficiency

Strategy 3.
KPI Management

Strategy 4.
Investigate Customer Needs-based Marketing Contents

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Strategies

📈 #1. Publisher Performance Optimization

✓ Keep Google, and modify budget proportion to increase Yahoo, to decrease Overture.
✓ Take advantage of aggregation partner like Kayak.

Net Income by Publishers

- Yahoo - US: 1262.98
- Overture - US: 710.92
- Overture - Global: 983.3
- MSN - US: 1181.8
- MSN - Global: 1033.83
- Kayak: 1106.38
- Google - US: 897.96
- Google - Global: 1014.56

PublisherName
- Google - Global
- Google - US
- Kayak
- MSN - Global
- MSN - US
- Overture - Global
- Overture - US
- Yahoo - US

Yahoo makes the highest Net Income with SEM.

Aggregator's performances are good enough with 7.8% of PCR.

Google performed well but had lower Net Income because its expenses.

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Strategies

💰 #2. Cost Efficiency

✓ Stop Brand Searching Keywords. It is enough for SEO.

✓ Investigate good and performed keywords. Take an aggressive strategy to expensive keywords, such as Paris Flight Ticket.

Do not spend money on Brand Name Keyword

Air France @google search

About 2,290,000,000 results (0.64 seconds)

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https://www.airfrance.us › flights_booking ⋮

Air France Official Site - Flight from San Francisco

Plan your trip with flexibility and change your flight with no additional fee. Over 1000 Destinations Worldwide. See Our Offers And Book Today! Optimised for Mobile. Exclusive offers. Secure Payment. Best EU **airline** – Skytrax. Over 250 destinations. Seat Options.

Book Your Flight Now
Book on Air France Official Site! Fares All Inclusive, no Hidden Fees

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Air france best flight deals Air france sale best flight deals

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About 66,500,000 results (0.44

Lufthansa never spend money for self-branding Keyword.

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Strategies

#3. KPI Management

✓ Define KPI strictly, and manage periodically, such as weakly, monthly, and quarterly.
✓ SEM KPIs are starting point of customer lifecycle and product journey.

| CTR (Click through Rate) = Clicks/ Impression	PCR (Purchase Conversion Rate) = Purchase/ Clicks	CPC (Cost Per Click) = Total Cost / Clicks	CPP (Cost Per Purchase) = Total Cost / Purchase	ATV (Average Transaction Value) = Total Sales / Purchase
Keyword's performance efficiency. • How much does the keyword relate to Air France?' • High: Keywords can express the company brand as well. • Low: Keywords could not represent our brand.	**Relatedness between Customer needs and products.** • It represents campaign efficiency. • High: Lending page and keywords can lead to revenue. • Low: The campaign does not fit customer needs.	**Keywords Competition.** • Customers frequently search expensive keywords. • Increasing: Getting popular and increasing expenses. • Declining: Taking part in customers' needs. • Check CTR, PCR, and relatedness between the keyword and product to decide whether to keep it.	**Cost Efficiency.** • It shows the average SEM cost per one purchase. • Increasing: Those SEM plans get problems. • Check CPC, CTR, and malicious clicks.	**Product Marketing Results.** • Average prices per purchase. • It can be variable for marketing purposes. • If the campaign targets family tickets, it would be higher. • While the campaign aims to discount tickets, it would be lower.

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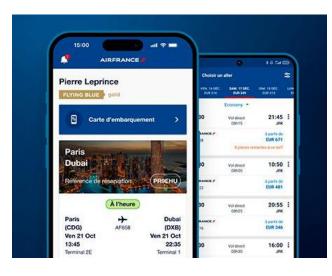
🔍 #4. Investigate Customer Needs-based Marketing Contents

✓ Positioning is also essential in SEM, focusing on the customer needs of Air France.

✓ Air France is not an LCC. Investigate keywords related to marketing promotions, such as Student discounts.

Building Long-term Relationship

- Attractive Acquisition Marketing.
- Push customers to join the membership.
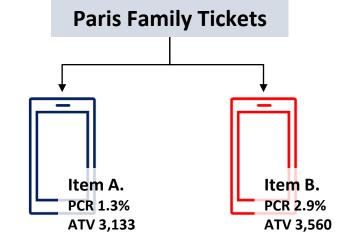- Set a goal between potential and purchased customers as newly joined customers.

Strategic Price Positioning and Specifying needs

- Cheap tickets cannot represent Air France.
  Use keywords such as Special Prices and Discount Benefits rather than cheap.
- Investigate lower competitive keywords,
  such as Weekend tickets, ASAP tickets, Family flight tickets, and Student Discount flights.

Use A/B Testing in Lending

- Create two or more lending pages from the exact Keyword.
- Compare and manage performance between each lending page.

Paris Family Tickets

Item A.
PCR 1.3%
ATV 3,133

Item B.
PCR 2.9%
ATV 3,560

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Thank you

SEM is only **opening** the customer's **journey.**