

Context



Global Airline
revenue
growth
slowing
down



Number of
households using
Internet is
increasing



Search Engines
drive bookings

[illegible]

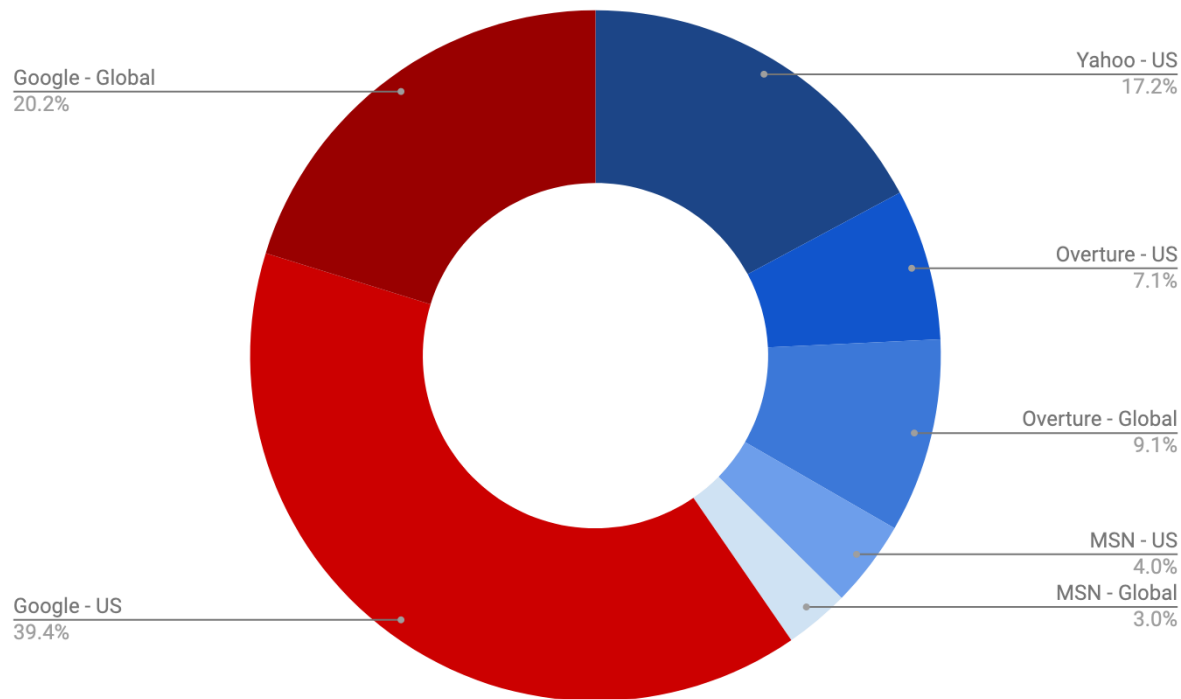
Executive Summary

- ✈ Identified KPIs to select best performing campaigns:
 - Volume of Bookings
 - Return On Advertising
 - Total Costs

- ✈ Optimize the budget allocations:
 - Drop expensive words that generate 0 bookings ("flights", "french")
 - Remove key words that intersect with Kayak business model (discount airfare)

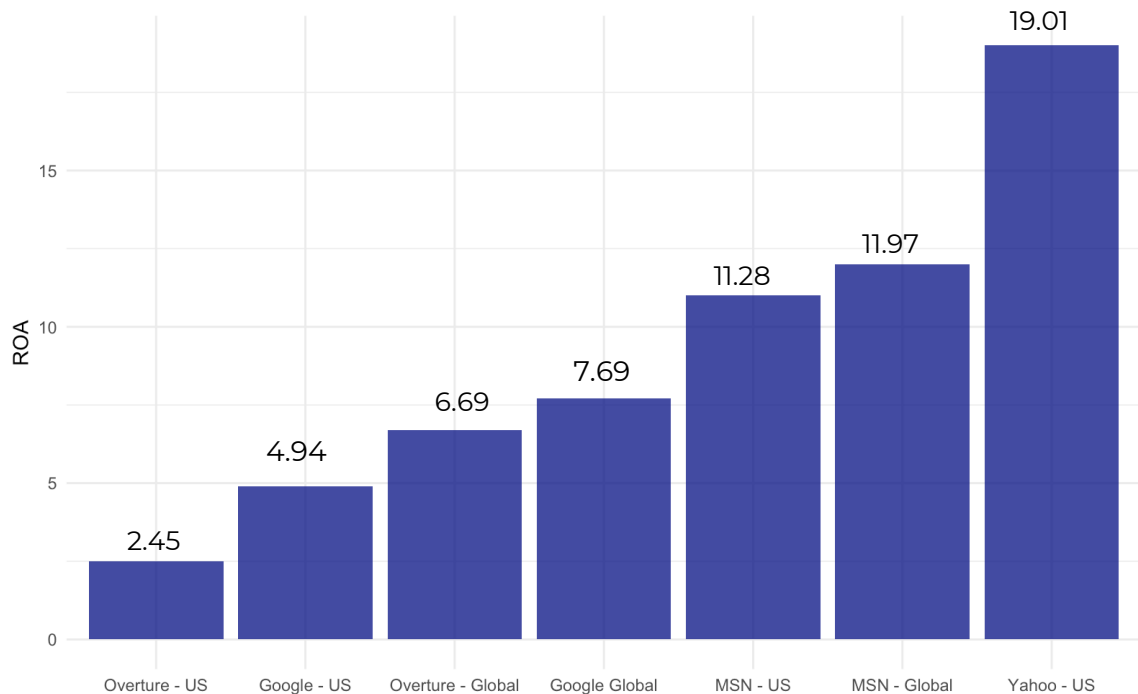
- ✈ Kayak outperforms search engines in bookings and ROA

Volume of bookings



✈ Google (US, Global) and Yahoo account for **76.8%** of all bookings

Current Publisher ROA



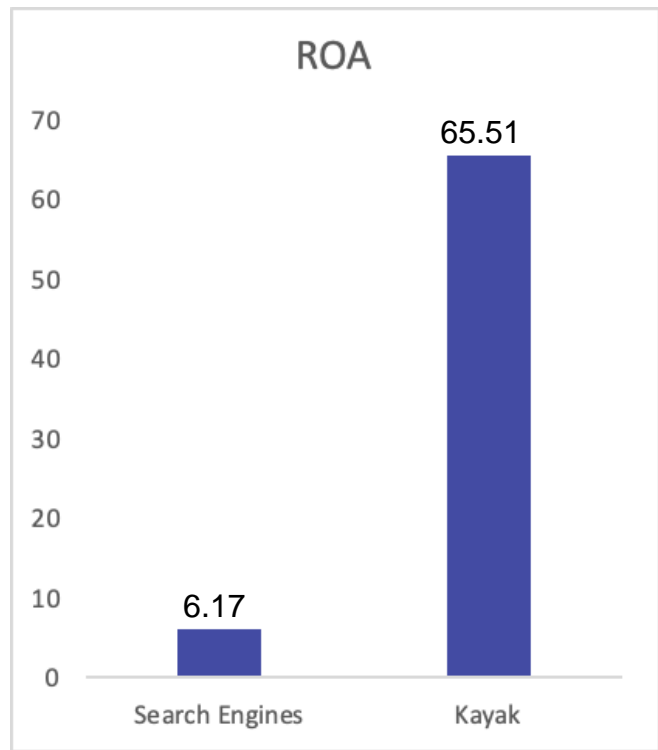
✈️ Yahoo less bookings, bigger ROA

✈️ Google more bookings, smaller ROA

Kayak is the Future



- ✈ Business Model - Cheap, Deal, Discount – Price Sensitive
- ✈ Kayak ROA \$65.51
- ✈ Search Engine ROA \$6.17
- ✈ Kayak's ROA is three times as big as top Publisher (Yahoo).



Source Air France data

Show me the Money - Cut Expenses

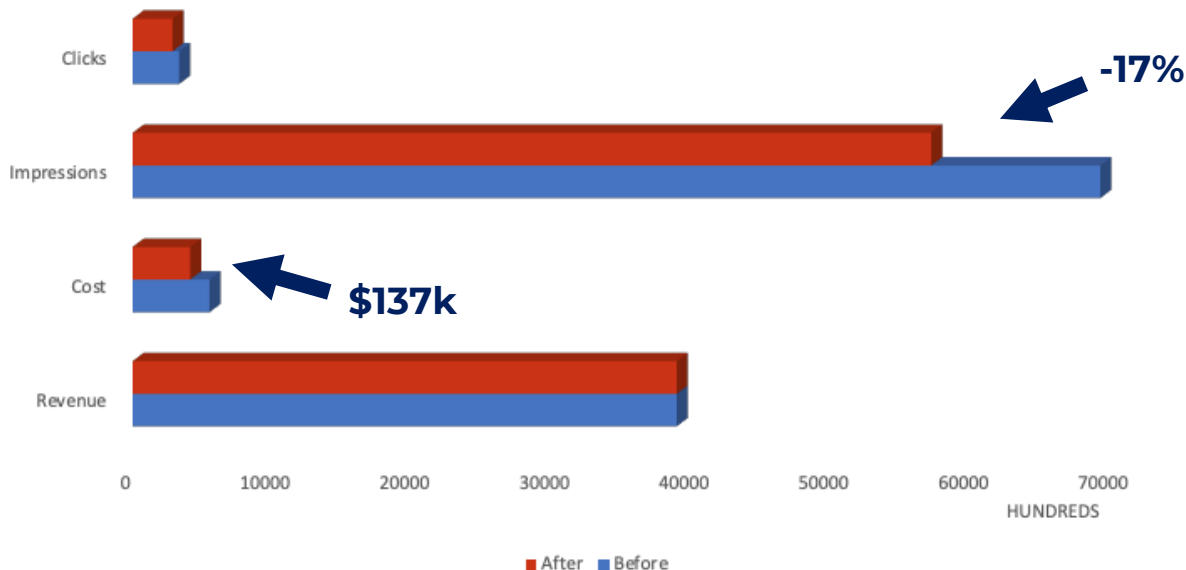
- ✈ 90 % of key-words are bringing 0 revenue
 - Keep those which give impressions and clicks

- ✈ Key-words with Cheap, discount and deals.
 - Cannibalize our market-share.
 - Cost - \$17,331
 - Bookings - 31
 - ROA - \$2.40



Cost Optimization

Before vs After

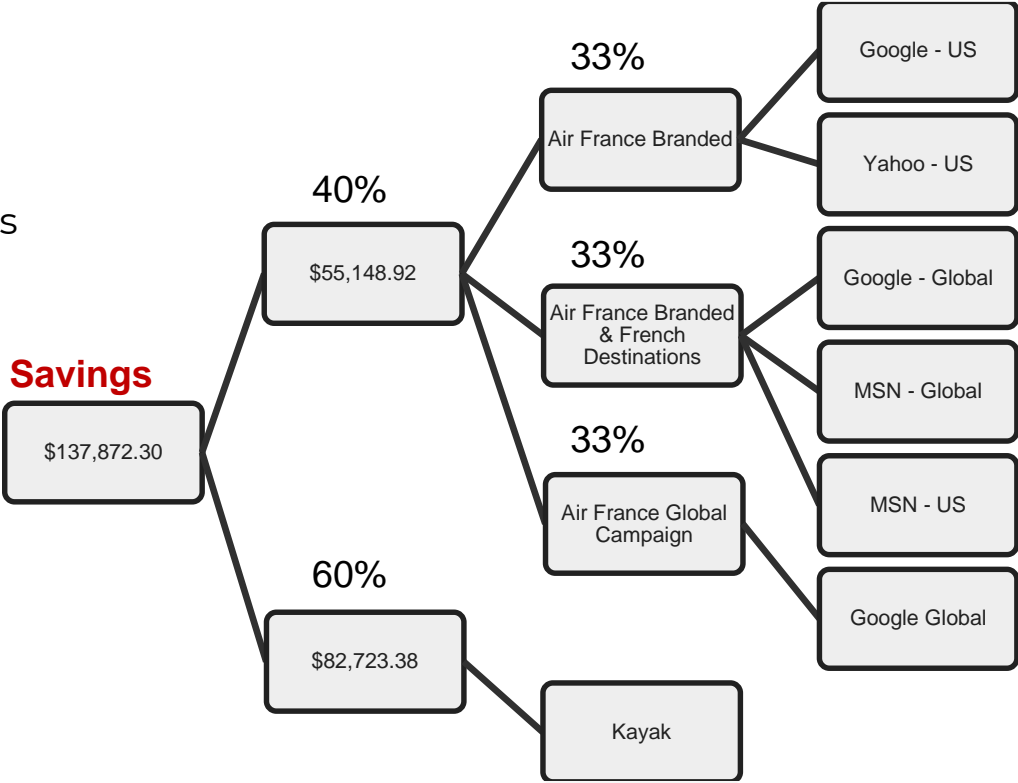


✈ 25.1% decrease in cost while maintaining the revenue

Allocation Strategy

✈️ 40% of savings to top 3 campaigns

✈️ 60% of savings to Kayak



Air France Branded

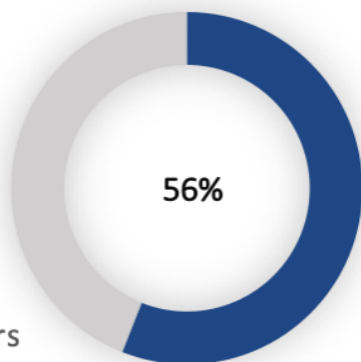


Google + YAHOO!

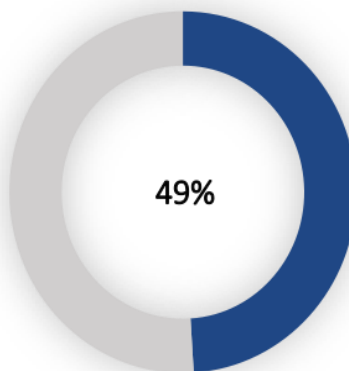
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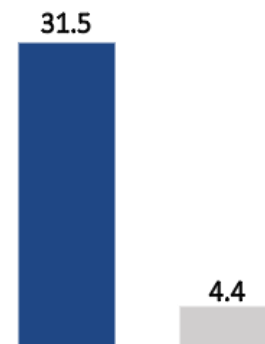
Net Revenue



Volume of Booking




ROA



■ Air France Branded ■ Others

Executive Summary

-  Future Campaign Optimization:
- Air France Branded
 - Air France Branded & French Destination
 - Air France Global Campaign

-  Future Budget Allocation:
- Invest 40% on top 3 campaigns
 - Invest 60% on Kayak

Further Research

- ? Search Engine Bid Strategy has no historical data to assess competition.
- ? Time frame is confusing and would be helpful to make comparisons with Aggregator.
- ? Interesting to see Kayak performance over time. Get Seasonal input.

Time for some questions?!?

