Context





Global Airline revenue growth slowing down



Number of households using Internet is increasing



Search Engines drive bookings

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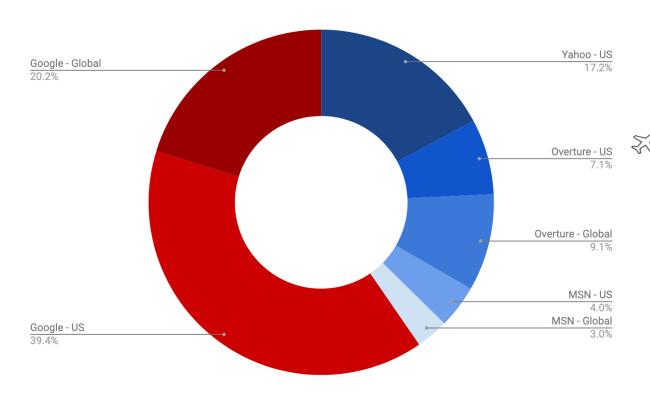
Executive Summary



- ₹ 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

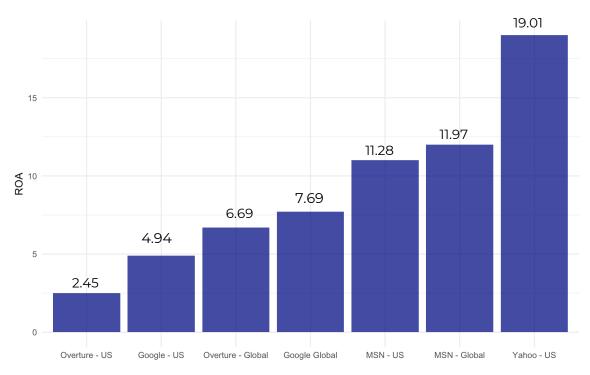




Google (US, Global) and Yahoo account for **76.8%** of all bookings

Current Publisher ROA





- Yahoo less bookings, bigger ROA

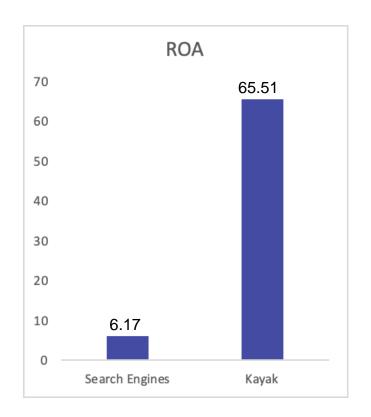
Source Air France data

Kayak is the Future





- **X** Kayak ROA \$65.51
- ₹ Search Engine ROA \$6.17
- Kayak's ROA is three times as big as top Publisher (Yahoo).



Show me the Money - Cut Expenses



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

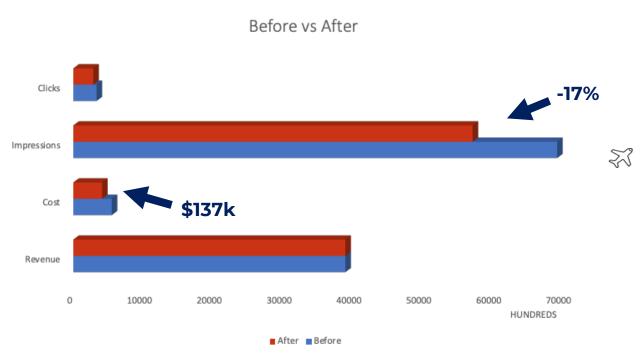


- Cannibalize our market-share.
 - o Cost \$17,331
 - Bookings 31
 - o ROA \$2.40



Cost Optimization

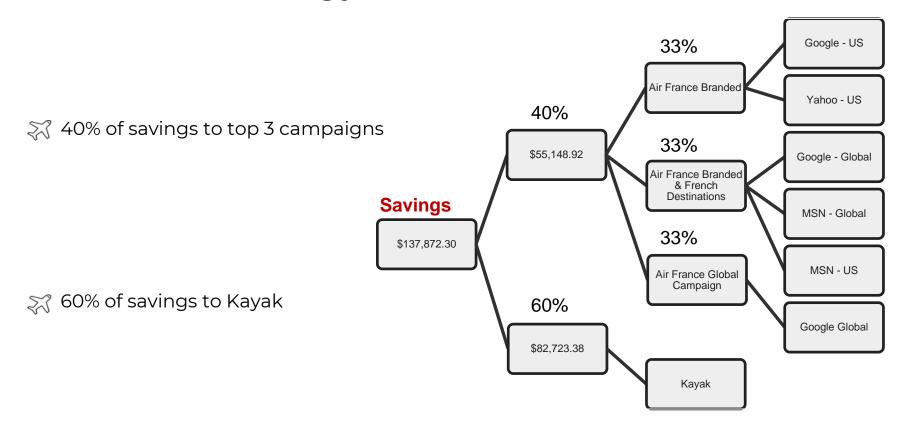




25.1% decrease in cost while maintaining the revenue

Allocation Strategy

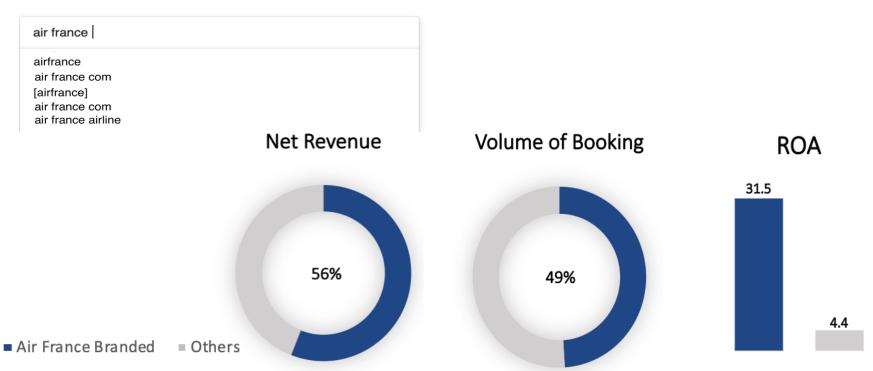




Air France Branded







Executive Summary



- ₹ Future Campaign Optimization:
 - Air France Branded
 - Air France Branded & French Destination
 - Air France Global Campaign
- - Invest 40% on top 3 campaigns
 - Invest 60% on Kayak





- ? 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?!?



