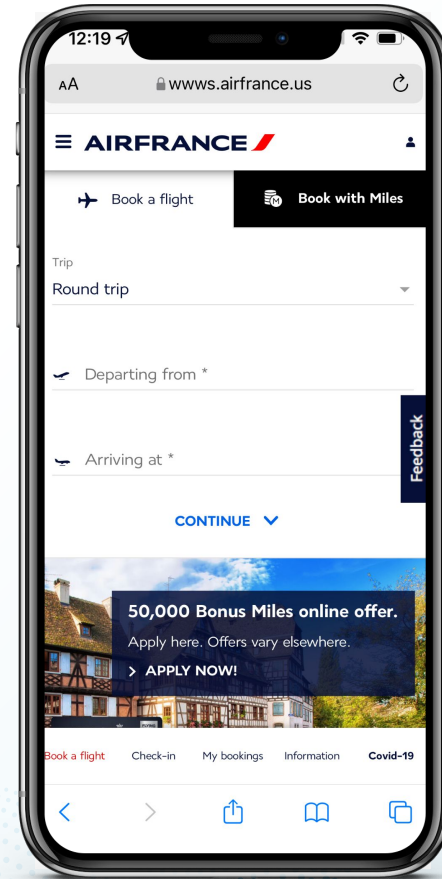# AIRFRANCE

Optimizing Sponsored Search

By: William Laverde, Yeyi Billa, Noah DeLisi, Mihirr Sachdeva, Jessica Lozano

Structure

- Overview
- Data Analysis
- Conclusion & Takeaways

Overview

The Team

William Laverde
Project Manager

Yeyi Billa
Head of Operations

Noah DeLisi
Head of Analytics

Mihir Sachdeva
Head of Marketing

Jess Lozano
Head of Content

Our goal is to increase Air France's market share and profitability in the US

"Since 1933, Air France has been promoting and highlighting France throughout the world.

Air France is a major air transport player."

As of 2007

73,500,000 million
Passengers

225+ destinations
nationally & internationally
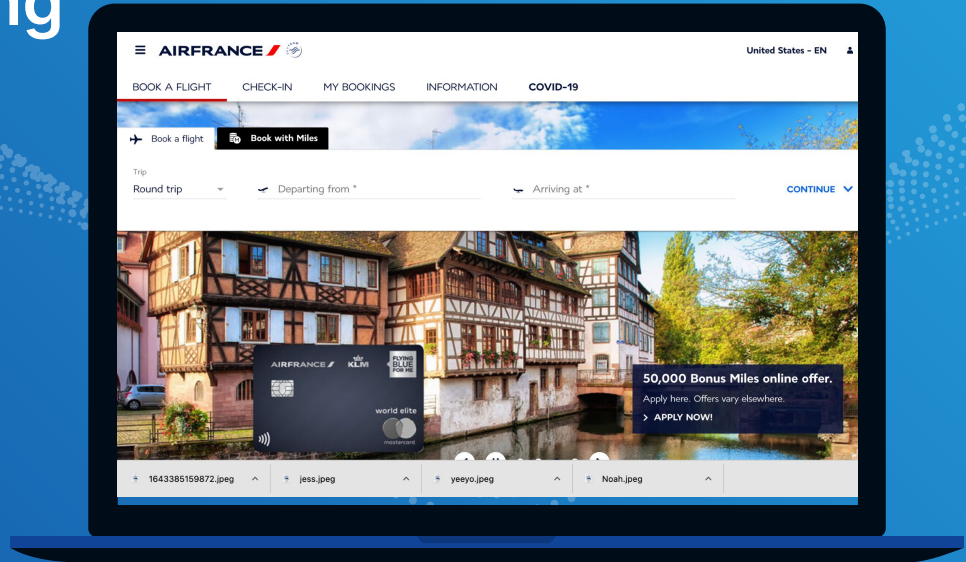
5.1% rise
unit revenue per available seat kilometer

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Focus Areas

USA

HQ

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Search Engine Marketing Key Players:

- **Google**
- **MSN**
- **Yahoo**
- **Overture**
- **Kayak**

Process Breakdown

- Analyzing the current SEM data at the Campaign and Publisher level

- Understanding the impact of bid strategies and match type choices for the keywords

- Defining a combination of actions to increase market share, profitability and ROA

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Analysis

KPIs

Profit

$4.1M USD

Best Publisher:

Google - $2.2M (53%)

Underperformer:

MSN - $0.29M (7%)

ROA

1,520%

Best Publisher:

Kayak - 6,451%

Conv. Rate

1.75%

Best Publisher:

Kayak - 7.33%

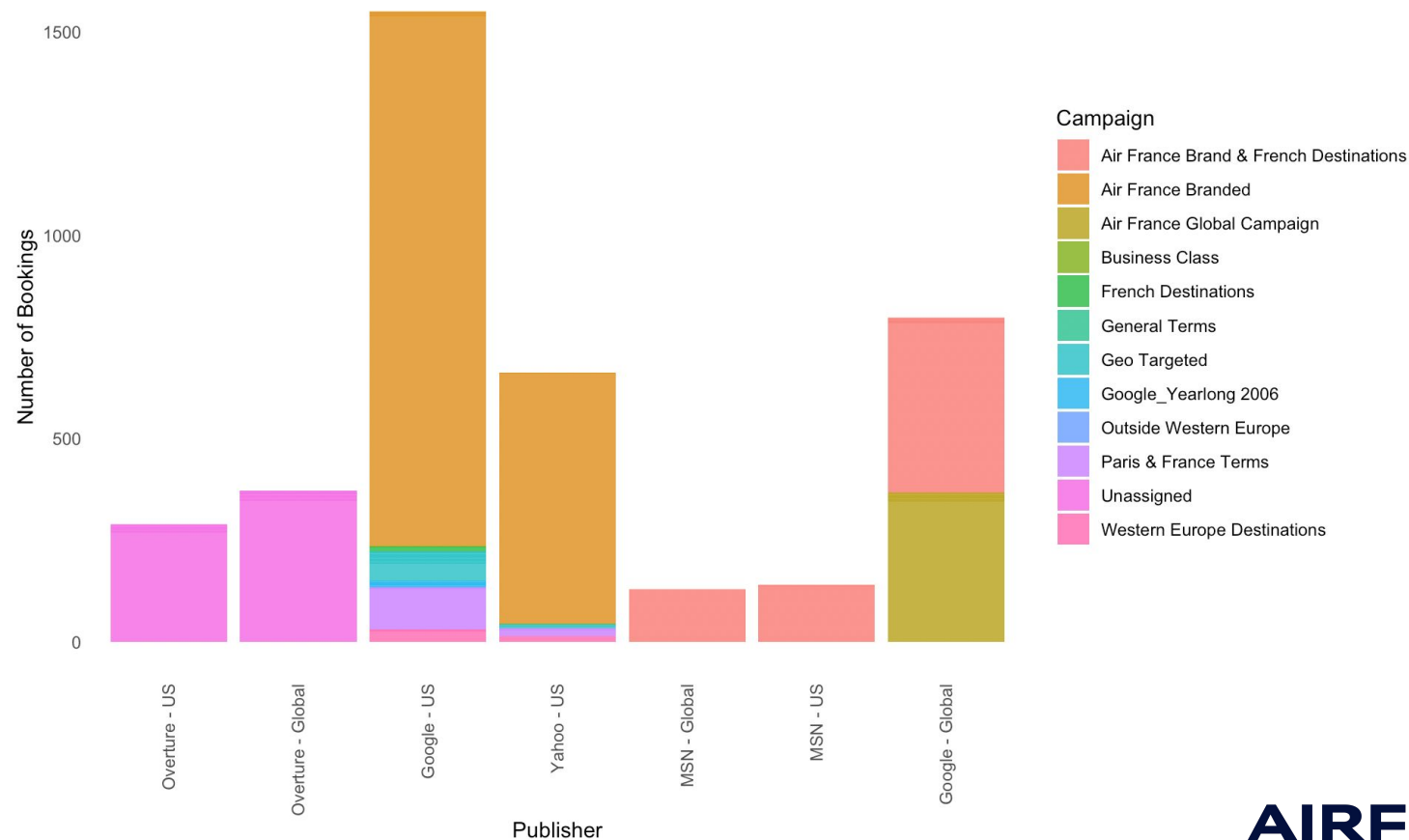Underperformer:

Overture - 0.85%

Most Frequent Keywords

- Diverse selection

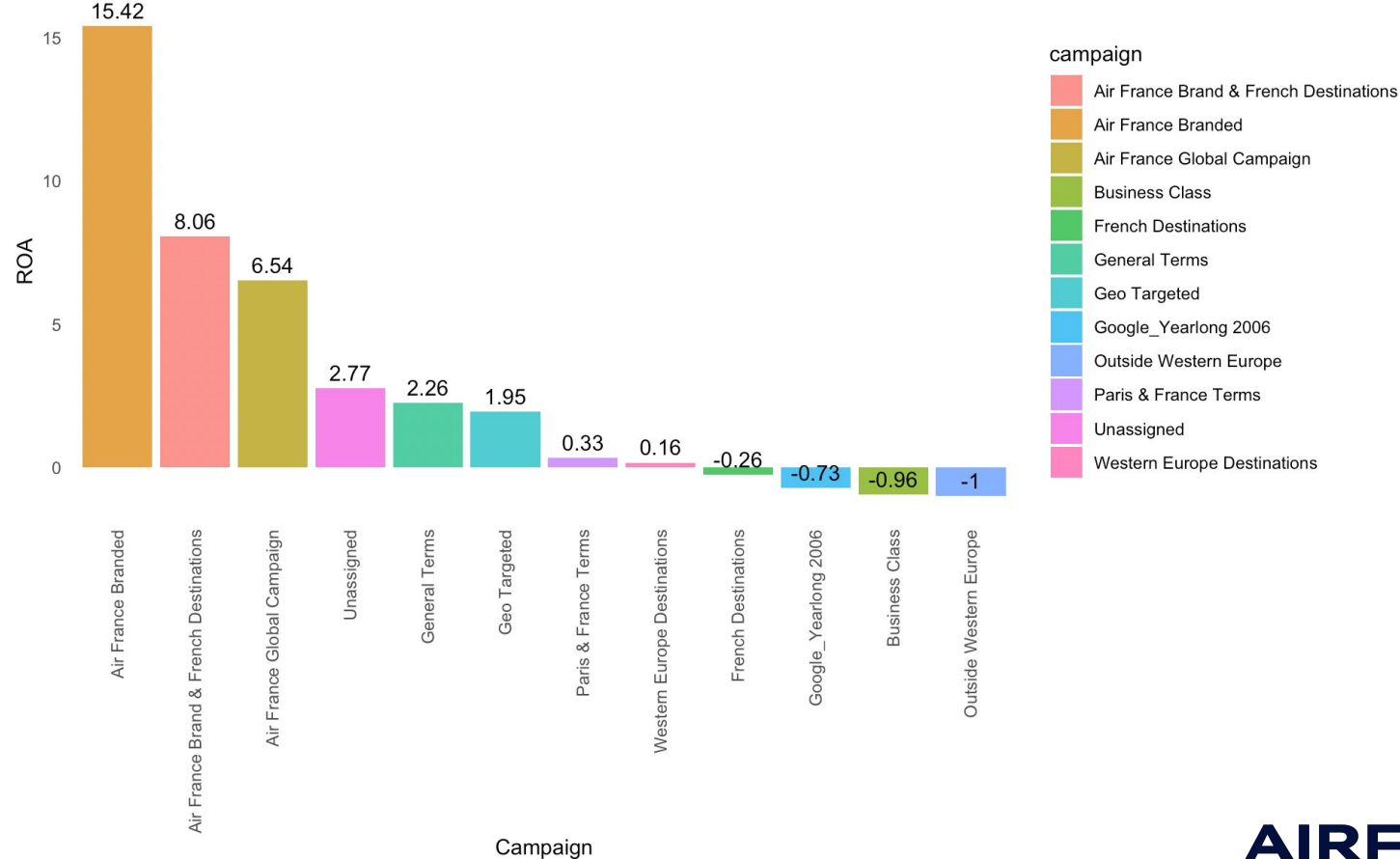- Emphasis on great prices

- Includes popular destinations

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Impressions > Clicks > Bookings

Legend:
- Google - US
- Google - Global
- MSN - US
- MSN - Global
- Overture - US
- Overture - Global
- Yahoo - US

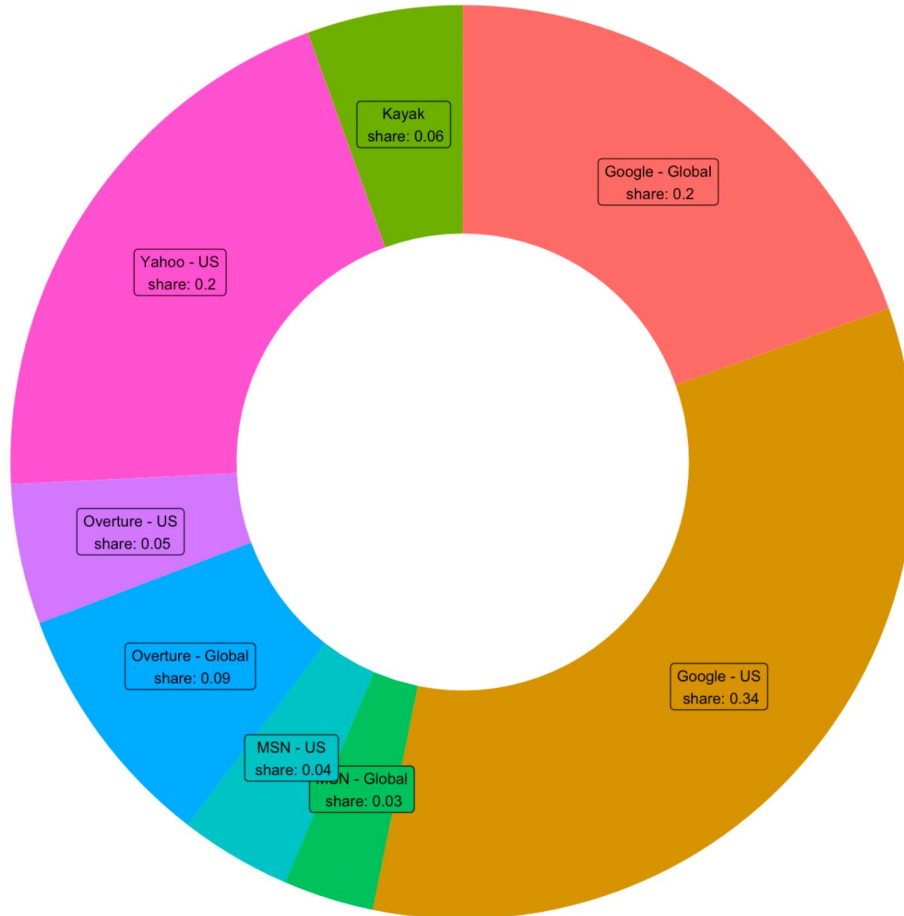| Publisher	Impressions	Clicks	Bookings	Click Thru Rate	Conversion Rate
Google – Global	3.85M	192K	1,550	5.0%	0.8%
Google – US	1.80M	73K	797	4.0%	1.1%
Yahoo – US	0.93M	46K	662	4.9%	1.5%
Overture – US	17.90M	61K	372	0.3%	0.6%
Overture – Global	17.06M	119K	289	0.7%	0.2%
MSN – US	0.17M	11K	140	6.4%	1.3%
MSN – Global	0.14M	11K	129	8.0%	1.2%

Bookings by Publisher and Campaign

ROA by Campaign
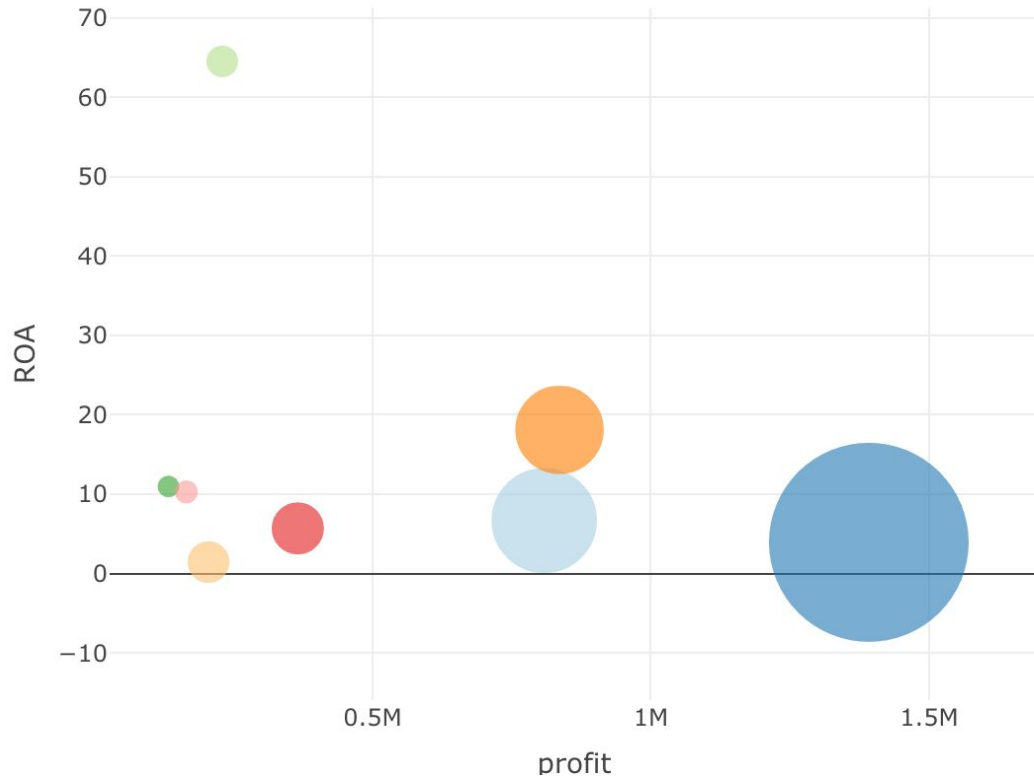
Profit Share by Publisher

- Google (US and Global) makes up for 54% of our profits, followed by Yahoo, which accounts for 20%.

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

Chart labels:
- Kayak share: 0.06
- Google - Global share: 0.2
- Yahoo - US share: 0.2
- Overture - US share: 0.05
- Overture - Global share: 0.09
- MSN - US share: 0.04
- MSN - Global share: 0.03
- Google - US share: 0.34

Profit, ROA, and Bookings by Publisher

- A high ROA is not necessarily related to a high profitability.

- Each Search Engine should be approached with a different strategy.

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Regression Model Insights

Bid Strategies

Position 1 - 2

Increases the odds of a keyword generating ROA by about 293%.

It is the most cost-effective, at an average of $102 per word.

Position 1 - 4

Increases the odds of a positive ROA by about 188%.

It is the most expensive, with an average cost of $1.3K per keyword.

Positions 2 - 5 & 5 - 10

Decrease the odds of a positive ROA by about 80% and 93%, respectively.

The 5 - 10 Strategy generates the most loss, about $47K.

Match Types

Broad Match

The odds of a positive ROA increase by 162%.

It is the most cost-effective as the average cost per keyword is of about $181.

Exact Match

While it is true that it increases the odds of a positive ROA by 851%, it is also the most costly, since $1,533 are spent on average per keyword.

Regression Model Insights

Search Engines

Google - US

Increases the odds of a keyword generating ROA by about 302%.

Overture - Global

The odds of a positive ROA increase by about 293%.

Google - Global

Increases the odds of a positive ROA by about 155%.

The three of them also have the highest average costs, at $308, $215, and $171, respectively.

Generalities

We are able to accurately predict whether 93% of the keywords will generate a positive ROA.

It is easier to predict which words will not generate a positive ROA by the choice of bid strategy, match type, and search engine.

Key Takeaways

Recommendations

Publishers

Investing in Kayak to increase its overall profit, since it has the highest ROA (6,451%) and conversion rate (7.33%).

Maintaining investment in Google as it brings in about 60% of the total revenue, while optimizing costs by cutting down strategies that only generate losses.

Establish a larger presence on MSN as their click thru and conversion rates are significantly higher than other search engines.

Strategies

Hire an advertising firm to create more enticing ads that to drive clicks to our websites.

Focus on Bid Strategy 1 - 2 and Broad Match Type, especially in both Google US and Global.

Re-aim the budget allocated for Geo Targeted Campaigns on other platforms to Google, the only engine where they are being profitable.

Remove the Business Class campaign globally as it is losing money and allocate the keywords in it to the Air France branded campaign.

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Merci

& bonne journée

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