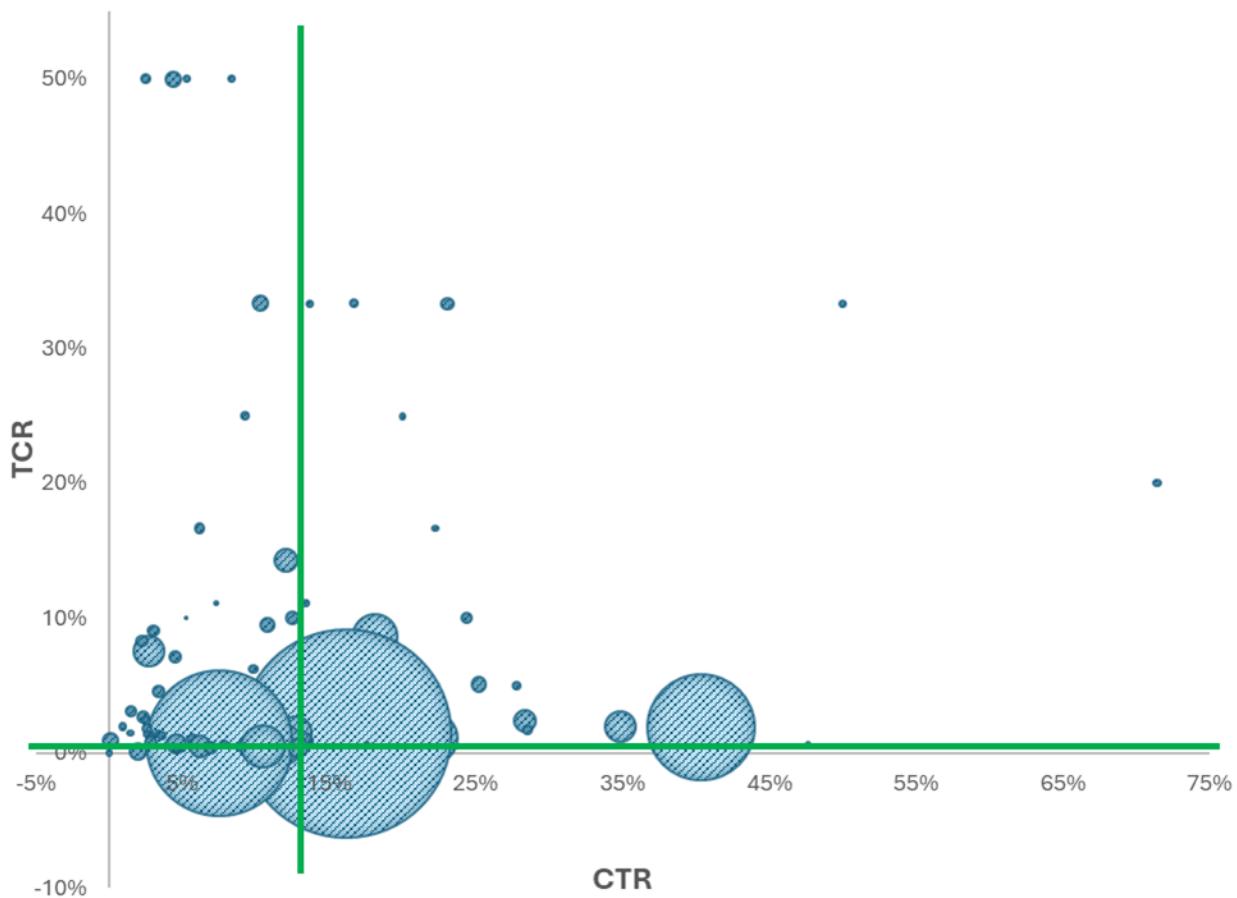


### Air France Search Advertising - Major Takeaways

**Key Performance Indicators:** Nearly 94% of searches result in no bookings, signalling a critical gap in the customer journey. To better understand this, we analyzed a bubble chart of the transaction conversion rate (TCR) against click-through rate (CTR), with the size of the bubbles representing net revenue. Additionally, the green vertical and horizontal lines represent the average CTR and TCR, respectively.

The analysis reveals that all searches with 0% probability of booking also had 0% TCR, despite having positive CTR. This means that these searches generate interest and clicks but fail to convert into bookings. To address this, the landing page should be optimized, tailoring the user experience to bridge the gap and drive conversions to maximize revenue potential.





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**High-Performing Keywords by Click Volume:** For the top searches by click shown in the table below, keywords like [air france] and air france dominate with 30,4418 and 29,060 clicks, respectively. These keywords also have high impressions, which indicates strong brand recognition and interest. However, the average cost per click differs significantly, being far lower for [air france] at \$0.44 compared to air france at \$1.59. Lastly, [air france] also achieves a significantly higher ROI of 37.7 vs 5.3.

1	Keyword	Campaign	Clicks	Avg. Cost per Click	Impressions	CTR %	TCR %	Net Revenue	Return on Ad Dollar	Total Volume of Bookings	Avg. Revenue per Booking	Probability of Booking
2	[air france]	Air France Branded	30,418	\$0.44	188,409	16.14%	1.44%	\$502,455.09	3767%	439	\$1,175	0.23%
3	air france	Air France Branded	29,060	\$1.59	385,476	7.54%	0.77%	\$244,421.46	529%	224	\$1,297	0.06%
4	flight to paris	Air France Branded	12,456	\$2.71	119,031	10.46%	0.50%	\$21,373.80	63%	62	\$889	0.05%
5	airfrance	Air France Branded	11,789	\$0.20	78,814	14.96%	1.85%	\$214,503.24	8891%	218	\$995	0.28%
6	air france com	Air France Branded	6,119	\$0.31	15,166	40.35%	1.91%	\$130,159.49	6829%	117	\$1,129	0.77%
7	flights to paris	Paris & France Terms	3,866	\$2.47	31,972	12.09%	0.31%	\$579.69	-6%	12	\$747	0.04%
8	airfrance com	Air France Branded	3,853	\$0.43	22,668	17.00%	1.66%	\$74,575.11	4464%	64	\$1,191	0.28%
9	air france	Air France Branded	3,592	\$2.27	36,049	9.96%	0.81%	\$27,762.51	340%	29	\$1,239	0.08%
10	paris travel	Paris & France Terms	2,679	\$4.42	58,444	4.58%	0.26%	-\$944.96	-8%	7	\$1,556	0.01%
11	air france airlines	Air France Branded	2,454	\$0.43	11,128	22.05%	1.14%	\$30,149.31	2869%	28	\$1,114	0.25%

**Cost Efficiency of Keywords:** While high click volume keywords generate significant traffic, their TCR is relatively low. For example, the air france keyword has a TCR of 0.77%. Although it also has the second highest net revenue, optimizing the landing page would lead to higher conversions and return on ad dollars spent.

Keywords like airfrance show a stronger balance with a low average cost per click of \$0.20 and a high return on ad dollars spent of \$88.90. This demonstrates a higher efficiency in driving revenue while maintaining a higher conversion rate of 1.85%.

**High-Performing Keywords by Net Revenue:** The top 10 searches by net revenue are shown in the table below. Collectively, the searches generate \$1.3 million in net revenue and are all associated with the Air France Branded campaign. These keywords likely attract users who are already familiar with the brand, resulting in superior performance compared to generic search terms.

1	Keyword	Campaign	Clicks	Avg. Cost per Click	Impressions	CTR %	TCR %	Net Revenue	Return on Ad Dollar	Total Volume of Bookings	Avg. Revenue per Booking	Probability of Booking
2	[air france]	Air France Branded	30,418	\$0.44	188,409	16.14%	1.44%	\$502,455.09	3767%	439	\$1,175	0.23%
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6	airfrance com	Air France Branded	3,853	\$0.43	22,668	17.00%	1.66%	\$74,575.11	4464%	64	\$1,191	0.28%
7	airfrance	Air France Branded	907	\$0.26	4,352	20.84%	2.87%	\$49,316.04	20550%	26	\$1,867	0.60%
8	airfrance com	Air France Branded	1,260	\$0.29	6,231	20.22%	2.54%	\$42,172.45	11529%	32	\$1,329	0.51%
9	air france airlines	Air France Branded	2,454	\$0.43	11,128	22.05%	1.14%	\$30,149.31	2869%	28	\$1,114	0.25%
10	air france	Air France Branded	3,592	\$2.27	36,049	9.96%	0.81%	\$27,762.51	340%	29	\$1,239	0.08%
11	air france us	Air France Branded	231	\$0.43	1,277	18.09%	8.66%	\$22,977.10	23081%	20	\$1,154	1.57%

Conversely, keywords associated with the geo-targeted campaigns underperform, as shown in the table below. Low engagement and minimal conversions from campaigns like Geo Targeted New York suggest they lack relevance or appeal compared to branded campaigns



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1	Keyword	Campaign	Clicks	Avg. Cost per Click	Impressions	CTR %	TCR %	Net Revenue	Return on Ad Dollar	Total Volume of Bookings	Avg. Revenue per Booking	Probability of Booking
15	france airlines	Geo Targeted New York	119	\$2.41	4,403	2.70%	7.56%	\$11,015.30	3847%	9	\$1,256	0.20%
19	paris cheap flights	Geo Targeted Houston	21	\$2.07	174	12.07%	14.29%	\$5,594.66	12895%	3	\$1,879	1.72%
27	france flights	Geo Targeted DC	6	\$3.06	137	4.38%	50.00%	\$2,791.75	15214%	3	\$937	2.19%
29	paris cheap flights	Geo Targeted New York	238	\$1.92	1,080	22.04%	2.94%	\$2,719.14	596%	7	\$454	0.65%
30	france air ticket	Geo Targeted New York	12	\$1.62	116	10.34%	33.33%	\$2,687.00	13851%	4	\$677	3.45%
33	paris airfares	Geo Targeted New York	21	\$2.39	195	10.77%	9.52%	\$2,400.35	4782%	2	\$1,225	1.03%
41	paris cheap airline	Geo Targeted San Fran	3	\$1.74	13	23.08%	33.33%	\$1,680.34	32237%	1	\$1,686	7.69%
42	paris flights	Geo Targeted New York	280	\$2.20	5,100	5.49%	1.07%	\$1,667.35	271%	3	\$761	0.06%
44	paris flights	Geo Targeted Los Angeles	22	\$2.71	649	3.39%	4.55%	\$1,640.40	2752%	1	\$1,700	0.15%
45	france air flight	Geo Targeted New York	55	\$0.75	776	7.09%	3.64%	\$1,575.30	3805%	2	\$808	0.26%

Moving forward, a more effective strategy would be to increase funding and resources for branded keywords, such as the ones used in “Air France Brand Campaign.” Geo Targeting campaigns should either be restructured with optimized keywords and compelling local offers, or scaled back in favor of branded campaigns.