

American Airlines eXtension

Audience Extension with American Airlines

Reach travelers in real-time leveraging American Airlines unique first-party data across multiple channels at scale

Data-Driven Marketing



1. American Airlines eXtension identifies, evaluates, and locates their online audience to meet your campaign objective.

2. eXtension Platform bids on ad inventory across 95% of premium sites on the web in milliseconds, ensuring you reach the perfect audience.

3. Ad inventory is secured, putting your ad in front of this loyal and engaged audience.

4. Getting your ad in front of this premium audience in the right places at the right times increases brand awareness, conversions, and loyalty.

Data Activation Across Multiple Channels



Real Time Display Standard Rich Media

- Mass reach
- Immediate exposure

32 Hours

Average user spends on Internet per month

30B Impressions

Access to 30B+ display ad impressions

\$8.00 CPM



Facebook Exchange News Feed / Right Rail

- Key inventory source
- High engagement

1/7

People are on Facebook right now

6+ hrs

Per month are spent on Facebook alone

\$4.00 / \$13.00 CPM



Real-Time Video In-Banner, Pre-Roll

- High relevance
- Experiential/rich

4.7B

View impressions per month

38.7B

Online content videos

\$19.00 CPM



IAB Rising Stars

- High Impact Experience
- Prominent visibility
- Rich Engaging

2.5X

Increase in interaction rate over standard display

31%

Increase in interaction time

\$20.00 CPM