

INTERNET MARKETING

A large Air France Airbus A380 is shown in flight against a blue sky with white clouds. The aircraft is white with blue and red stripes on the tail and the word 'AIRFRANCE' in blue on the fuselage. The registration 'F-HPJA' is visible on the tail. A stylized white graphic of a jet with a curved trail is overlaid on the aircraft. A white diagonal line runs from the top left towards the center of the image.

# AIR FRANCE

Team 16

# Outline

- Overview
- Challenges
- Recommendations
- Conclusion

# Overview



Formed on 7 October 1933



Tremblay-en-France

In 2019, the airline provided passenger and cargo services to **175** destinations in **78** countries, carrying **46,803,000 people**.

Main activities:

- Passenger transport
- Cargo
- Maintenance
- Pole Assistance Comagnices clients
- Operations Central Contol





- Search Engine
- Broad or Focused Keywords
- Increase Sales
- Improve ROA

# Challenges

# **RECOMMENDATIONS**

## **on Internet Marketing**



# Performance by Platform

Aside from website traffic, how does marketing campaign match type affect conversion?



**Highest website traffic**

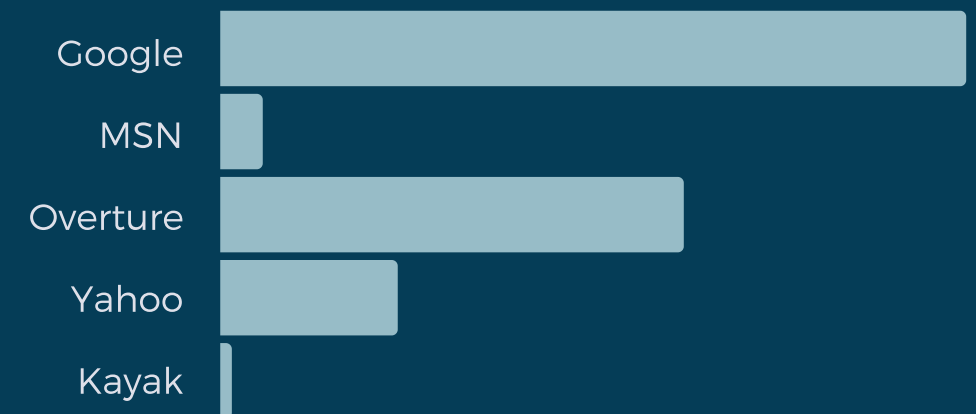


**Low conversion (42%) due to Broad match type**



**Highest conversion (183%) by using Advantage match type**

## Total clicks

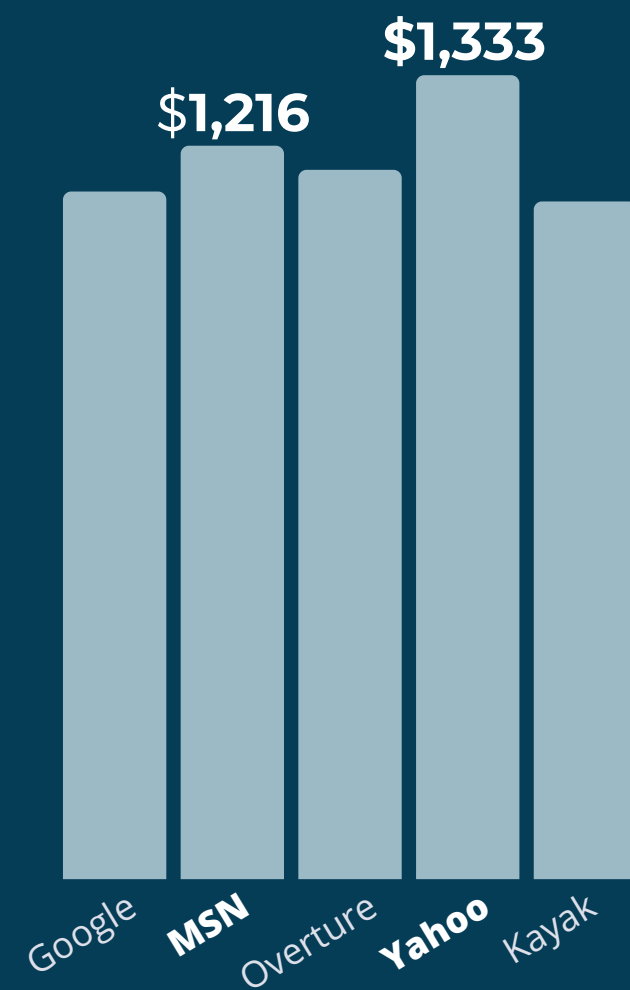


## Total bookings

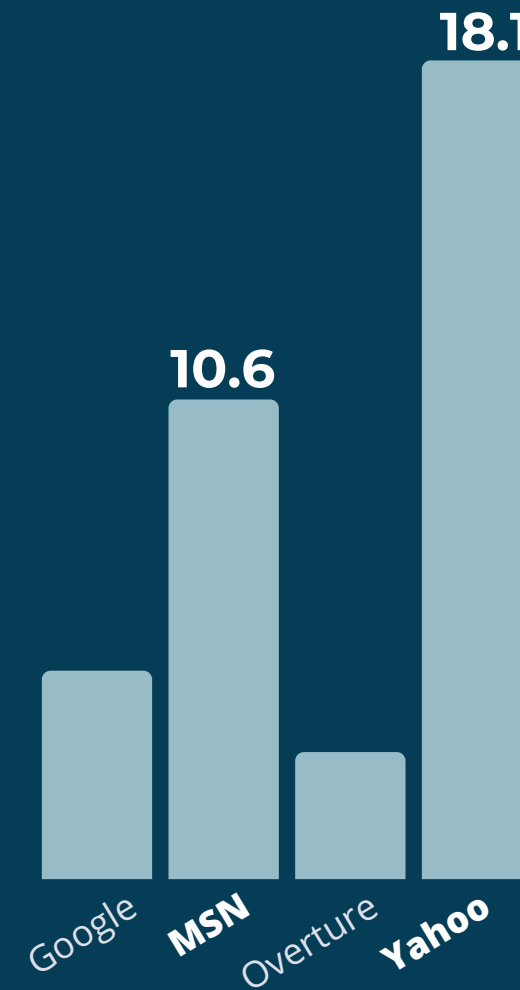


# Performance by Platform

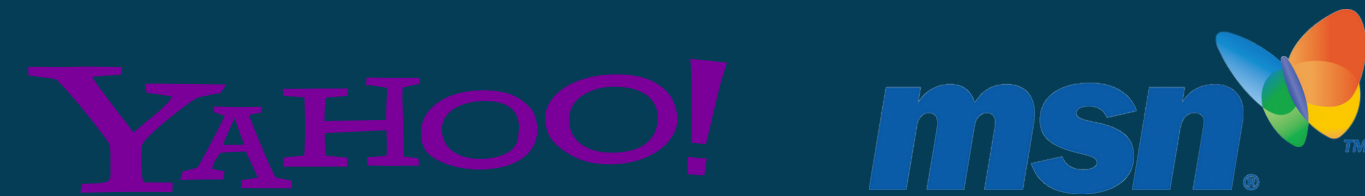
From a financial aspect, which platform sells tickets at higher prices with lower costs?



Avg Ticket Price



ROA



Highest average ticket price



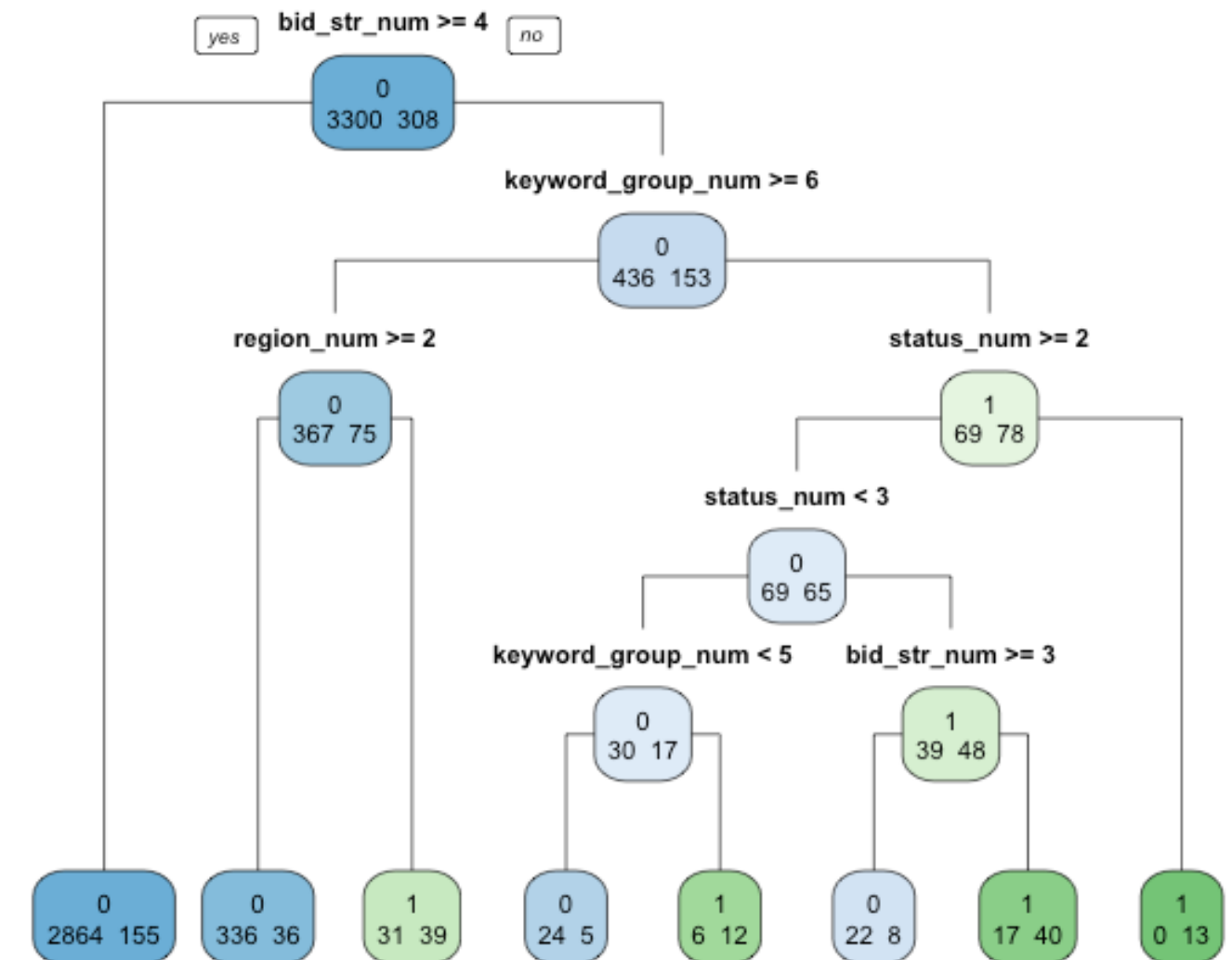
Highest ROA



# SEO

## Bid Strategy

- Except for Region, Bid Strategy has the highest impact on if the consumer will book the ticket or not.
- Which is a **33.5%** decrease in odds.
- The tree shows that the Bid Strategy impacts the most.
- Position **2-5** and **5-10** Bid Strategy will lead to the business failing.





AIRFRANCE

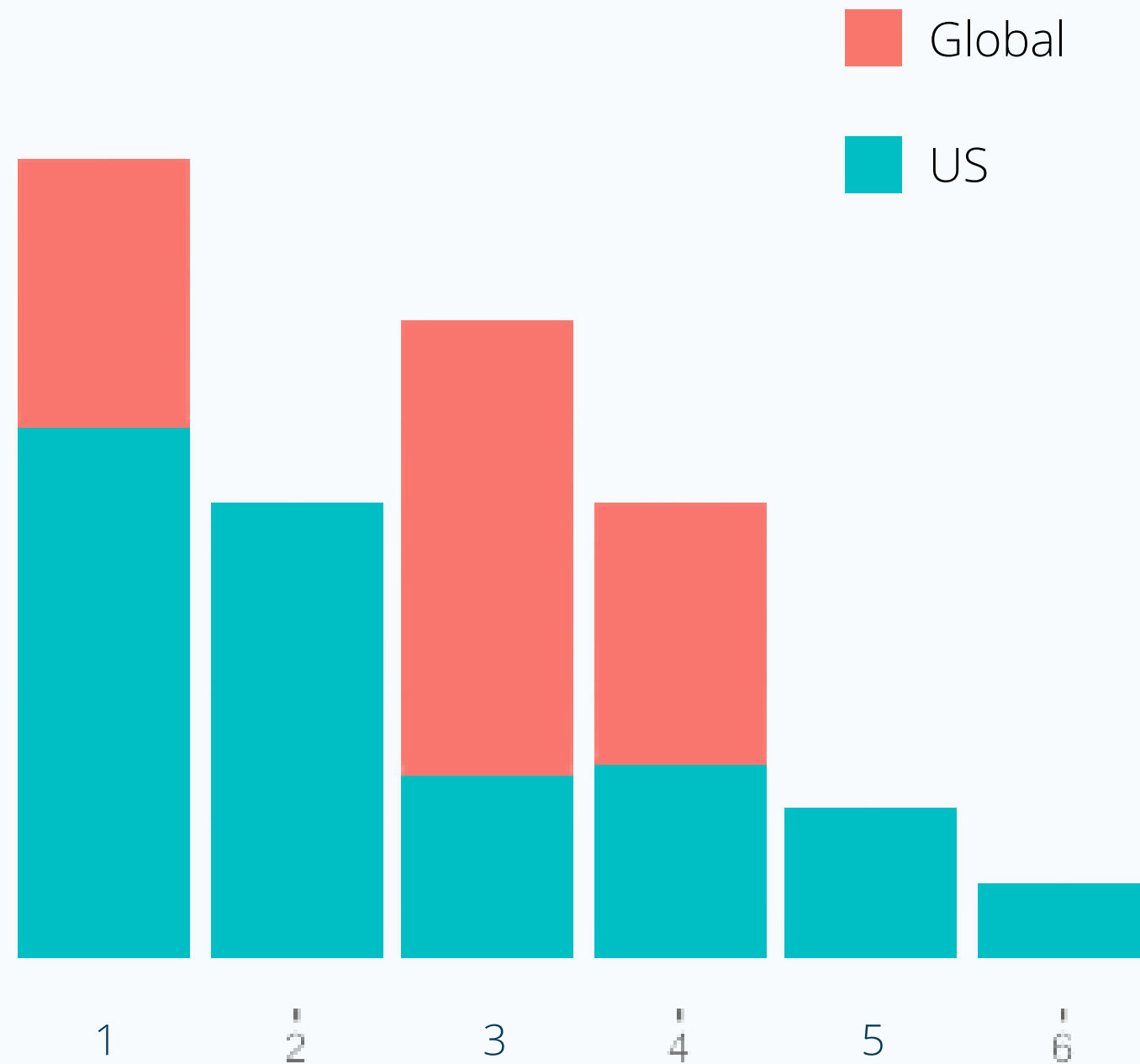


# SEO

## Keyword Group

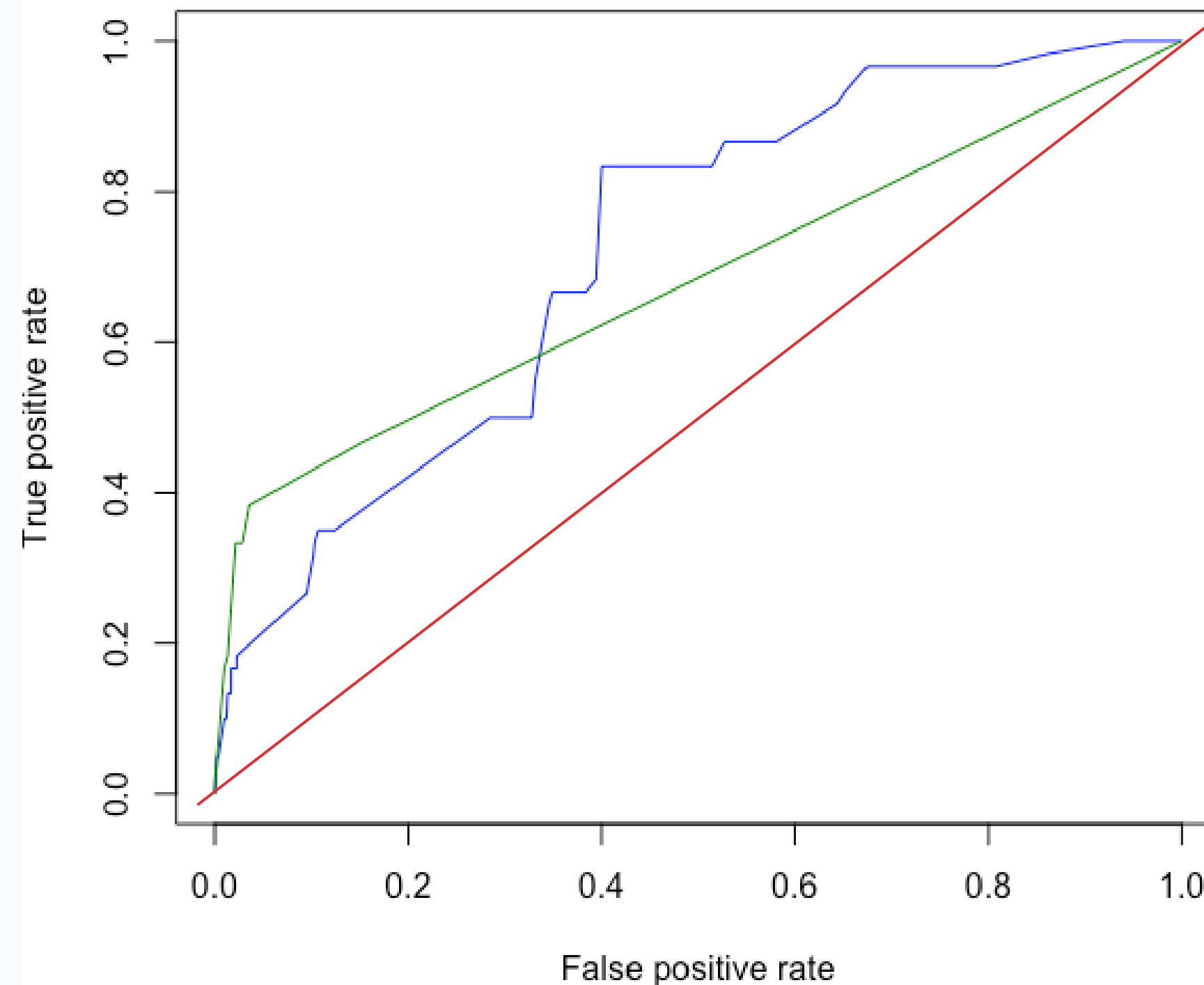
- Keyword Group has a **28%** decrease in odds

- ✓ 1. Included **"Air France"** and **"Airfrance Deal"**
- ✓ 2. Included **"Sale"**
- 3. Paris
- 4. France
- 5. Included "Google"
- 6. Included "International"



## AUC

The area between the blue/green curve and the red line is the possibilities of increased booking we could have



Gini Tree  
Model

Logistic  
Model

Random



Reference

No

Yes

No

**840**

**57**

Yes

**2**

**3**

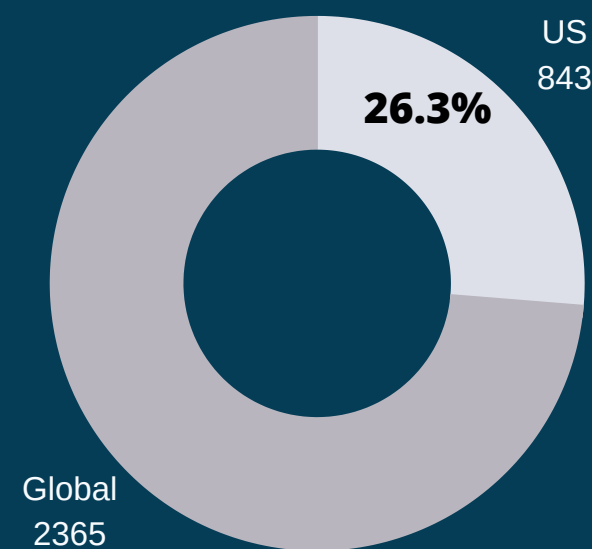
Prediction

# Performance

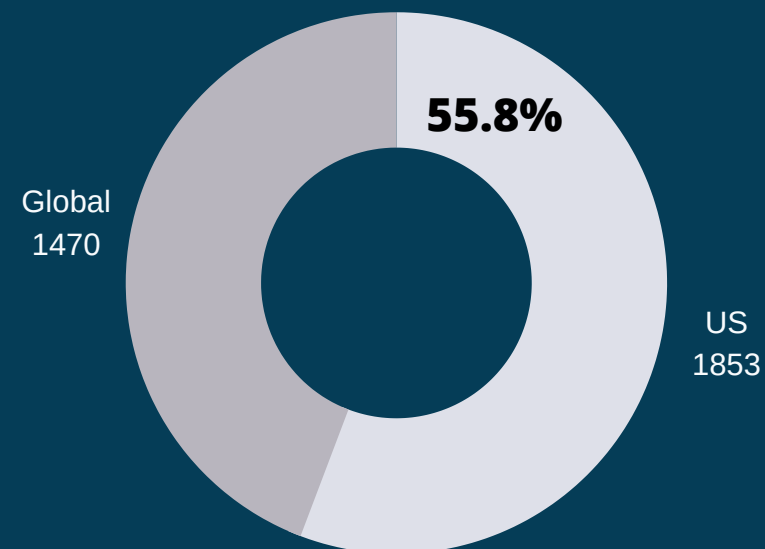
## Confusion Matrix

- Correct: **843**
- Incorrect: **59**
- Predicted **93%** correctly

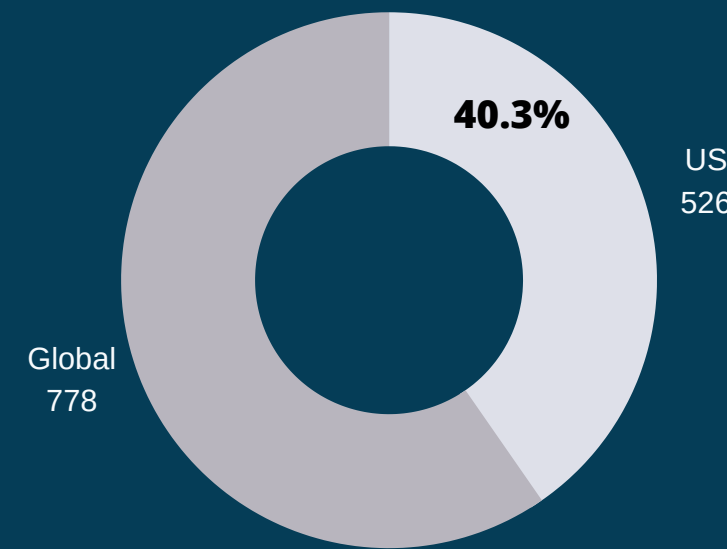
■ Global ■ US



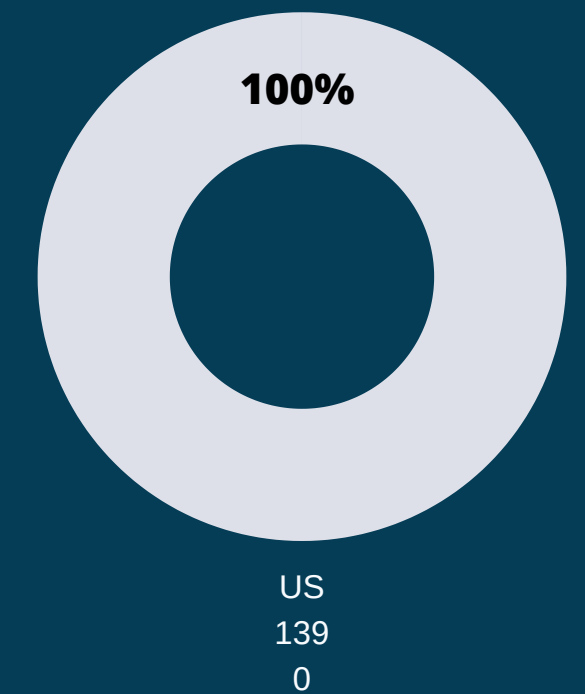
GOOGLE



MSN



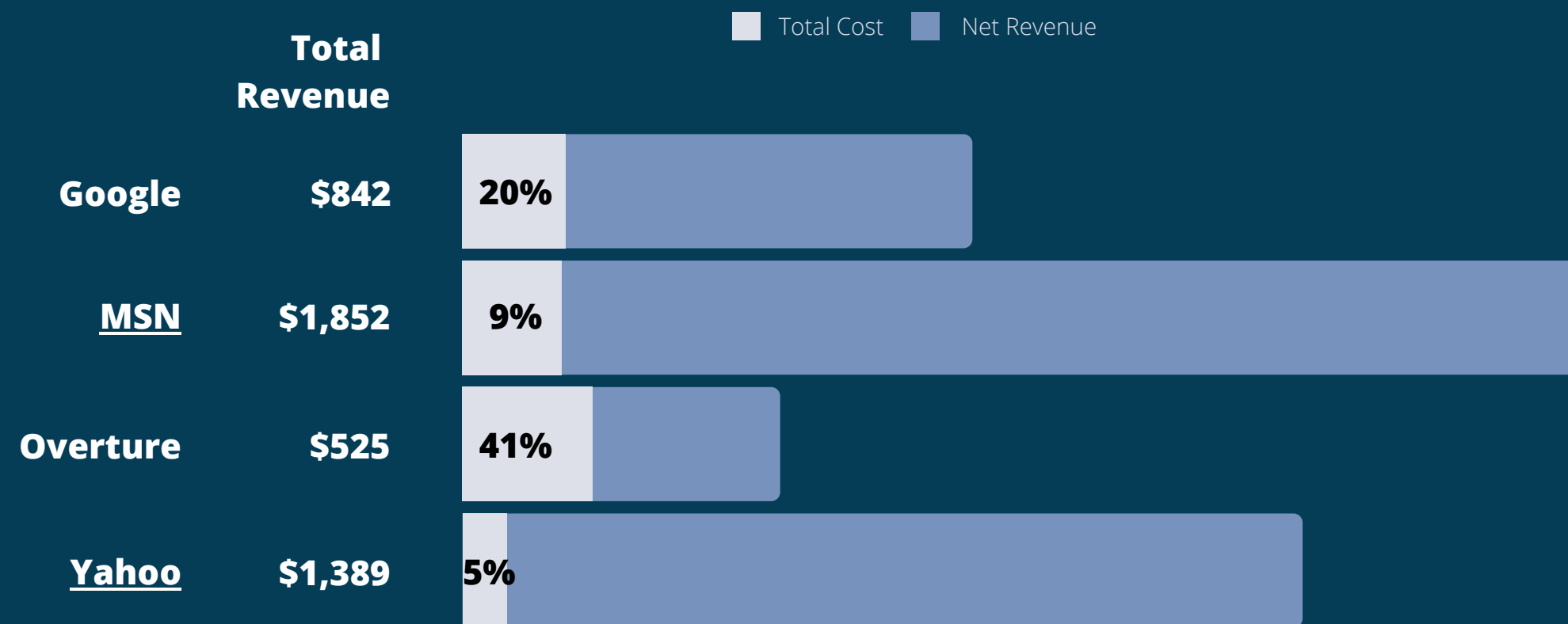
OVERTURE



YAHOO

# Revenue Breakdown

# Financial Breakdown



- We saw that **Yahoo** was the **least costly platform** with **high net revenue**
- The second best was **MSN** due to having **high Net Revenue** but **higher Total Cost** than Yahoo
- As shown **Google** had **high Total Cost** for the **minimal Net Revenue**
- **Overture** had the **highest Total Cost** for the **least amount of Net Revenue**

# Conclusion

AIRFRANCE 



Platform:  
**Focus** on Yahoo and  
MSN



**Target** to the **first**  
bid position



**Keywords** should be  
more **focused**



Revenue:  
**Increase** the budget  
for Yahoo and MSN,  
and **decrease** the  
budget for Overture

**Thank you  
for listening**

