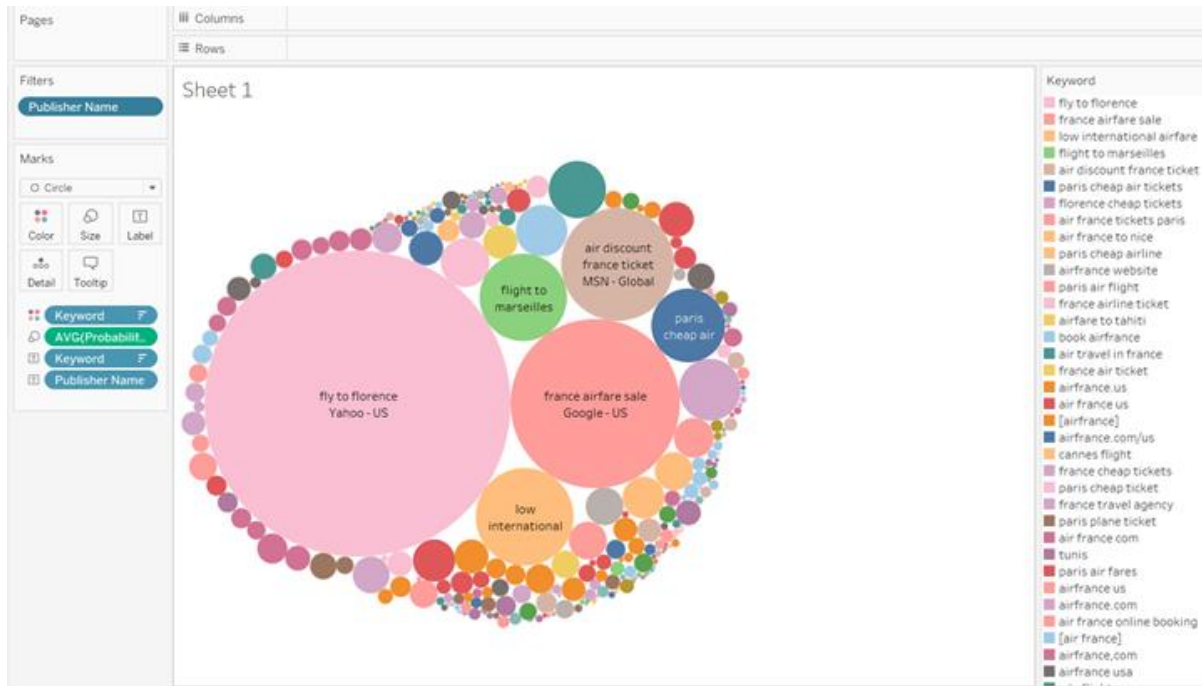


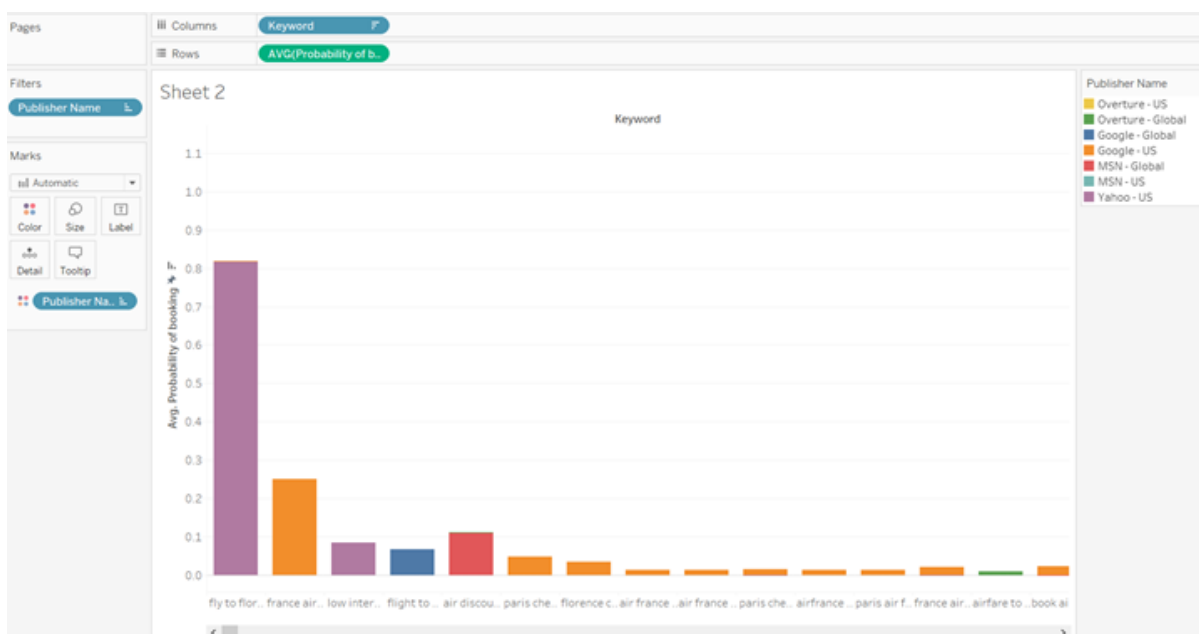
Part A

To improve the probability of booking for Overture, we recommend the following measures.

- After analyzing the probability of bookings based on keywords used by different search engines we found, that the probability of bookings for the keywords used by Overture (US and global) is very low. Following graph shows the same.



- When we analyzed the top 15 keywords in terms of probability of booking, Overture is not using any of those keywords. The graph below shows the same. We recommend that Overture should change the keywords selection and use the keywords which have higher probability of booking. "Fly for Florence", "France airfare sale", "low international airfare" are all examples of keywords they should choose as these have a higher probability of booking.



- Further, when we analyzed the number of impressions v/s clicks, we found that this ratio is very poor for Overture when compared with other publishers. This could mean that the ad copy of Overture is not appealing to the users. We recommend to improve the ad copy. We recommend using a relevant landing page as this would increase the TCR.



- We also recommend changing the match type for Overture US from “Advanced” to “Standard” as the Sum of ROA is negative as seen in the pivot chart below.

Publisher Name	Match Type	Total
Google - Global	Broad	949.8746828
	Exact	782.6221182
	N/A	110.8409135
Google - Global Total		1843.337715
Google - US	Broad	2459.690136
	Exact	19.6743012
	N/A	#DIV/0!
Google - US Total		#DIV/0!
MSN - Global	Broad	1054.269392
MSN - Global Total		1054.269392
MSN - US	Broad	115.7255963
MSN - US Total		115.7255963
Overture - Global	Advanced	1297.381287
	Standard	1182.635249
Overture - Global Total		2480.016536
Overture - US	Advanced	-176.6192926
	Standard	980.4985623
Overture - US Total		803.8792697
Yahoo - US	Advanced	6437.586452
	Standard	132.5163358
Yahoo - US Total		6570.102787

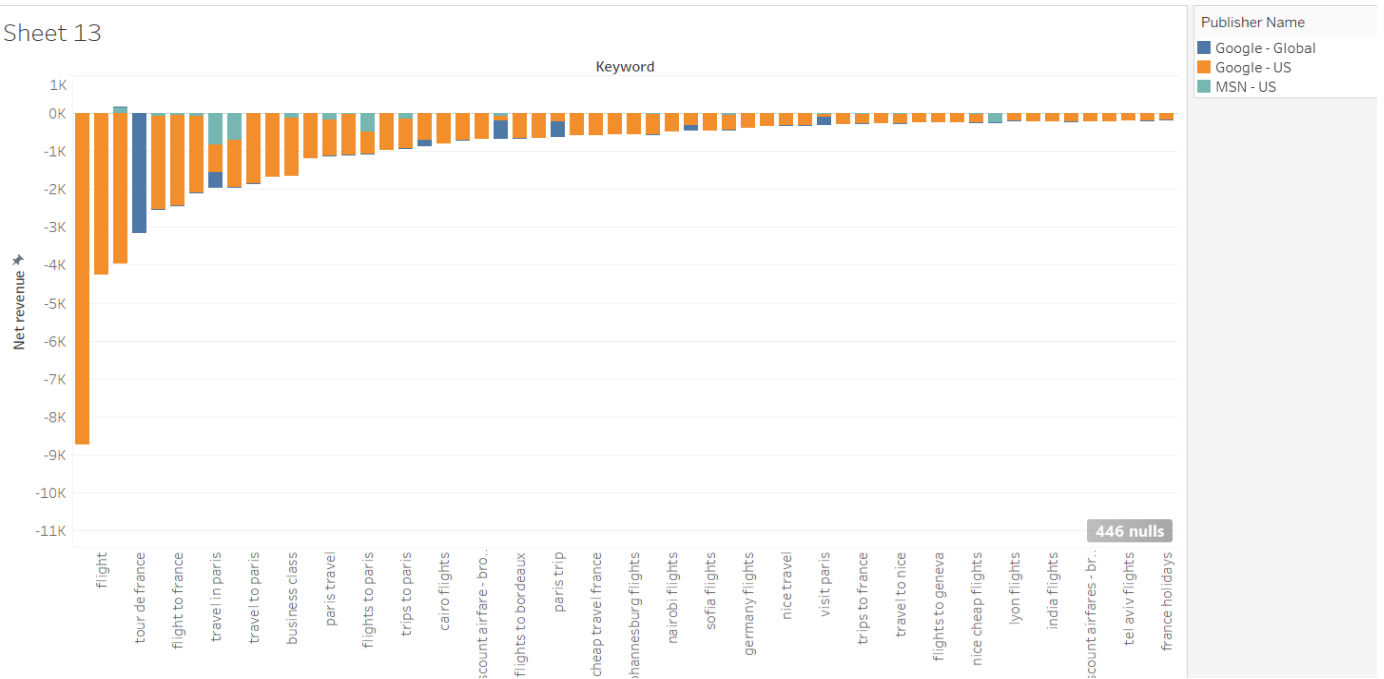
Part B

To improve the performance of Google – US, Google – Global and MSN, we have following recommendations.

- If the match type is not provided for Google -Global, then average bid is \$8 which generates 11 clicks. With broad match, the bid is \$6 and clicks goes to 122. If we consider the exact match, then bid comes down to \$5 and average number of click jumps to 8,641 and average Net Revenue of this match type increases exponentially to \$160,688.
- For Google – US, if match type is not provided, the average search engine bid is \$8 and number of clicks are 27. With broad match type the numbers changes to \$7 and 80. For exact match type, the average bid amount is also \$7 but the average number of clicks goes to 1606 and net revenue goes to \$26,436. we recommend to specify the match type.



- Further, to increase the performance for Google - Global, Google - US and MSN - US, we recommend to exclude the keywords such as flights, tour de france, french airline etc. which are generating negative revenue.



- MSN also needs to focus on keywords which have high probability of booking as explained in part A for Overture.
- To increase the efficiency of these 3 search engines we can decrease the CPC so that ROA (Net revenue/ CPC) will increase. This can be done using long tail keywords which would be targeting a specific audience and it would be less expensive.
- For increasing the performance of Google Global, Google US and MSN US, we recommend to get rid of those campaigns whose of Sum of ROA is negative as depicted in the Pivot table below.

Sum of ROA		
Campaign	Publisher Name	Total
Air France Brand & French Destinations	Google - Global	471.7131769
	MSN - US	119.7255963
France Brand & French Destinations Total		591.4387732
Air France Branded	Google - US	1814.994419
Air France Branded Total		1814.994419
Air France Global Campaign	Google - Global	1371.624538
Air France Global Campaign Total		1371.624538
Business Class	Google - US	-14.91339981
	MSN - US	-3
Business Class Total		-17.91339981
French Destinations	Google - US	-43.07259299
French Destinations Total		-43.07259299
Geo Targeted Boston	Google - US	#DIV/0!
Geo Targeted Boston Total		#DIV/0!
Geo Targeted Chicago	Google - US	55.85143939
Geo Targeted Chicago Total		55.85143939
Geo Targeted DC	Google - US	101.5281359
Geo Targeted DC Total		101.5281359
Geo Targeted Detroit	Google - US	56.99242424
Geo Targeted Detroit Total		56.99242424
Geo Targeted Houston	Google - US	99.0030575
Geo Targeted Houston Total		99.0030575
Geo Targeted Los Angeles	Google - US	-36.55095649
Geo Targeted Los Angeles Total		-36.55095649
Geo Targeted Miami	Google - US	137.1538462
Geo Targeted Miami Total		137.1538462
Geo Targeted New York	Google - US	460.1817414
Geo Targeted New York Total		460.1817414

Geo Targeted New York Total		460.1817414
Geo Targeted Philadelphia	Google - US	19.86956522
Geo Targeted Philadelphia Total		19.86956522
Geo Targeted San Francisco	Google - US	292.6199797
Geo Targeted San Francisco Total		292.6199797
Geo Targeted Seattle	Google - US	22.31179476
	MSN - US	-1
Geo Targeted Seattle Total		21.31179476
Google Yearlong 2006	Google - US	-192.4665646
Google Yearlong 2006 Total		-192.4665646
Outside Western Europe	Google - US	-14
Outside Western Europe Total		-14
Paris & France Terms	Google - US	-33.88989005
Paris & France Terms Total		-33.88989005
Western Europe Destinations	Google - US	-240.996265
Western Europe Destinations Total		-240.996265