

Air France Business Case

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Case Overview & Objective

- Maximizing ROI of Air France's SEM Campaigns
- Measuring the Success of SEM Campaigns
- Improving Air France's SEM Campaigns

SEM Industry Benchmarks in the Travel Industry

CPC lower than 1.53	(INDUSTRY BENCHMARK)
CTR greater than 4.68%	(INDUSTRY BENCHMARK)
CVR greater than 3.55%	(INDUSTRY BENCHMARK)
ROAS greater than 200%	(INDUSTRY BENCHMARK)

Source: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

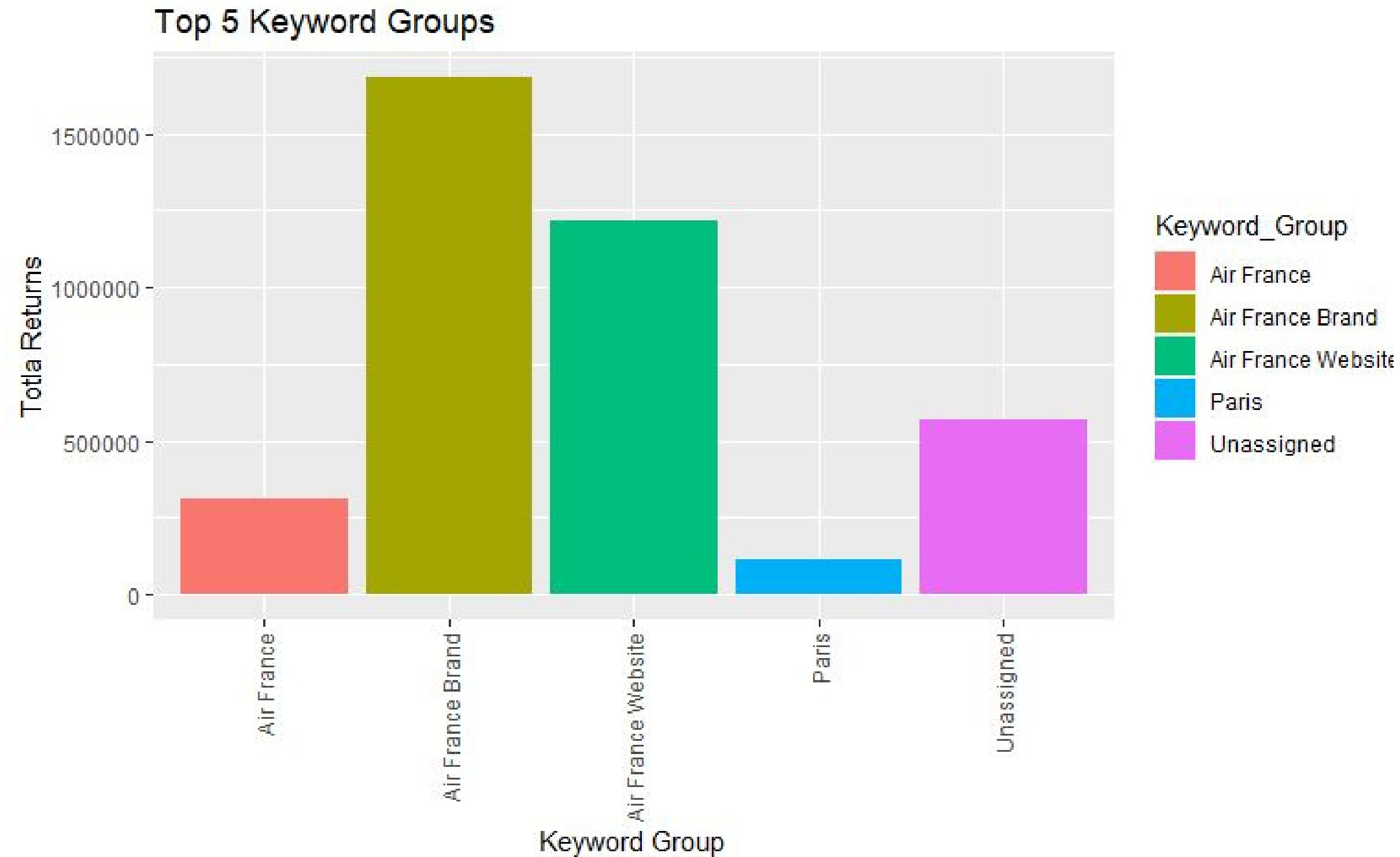
Business Insight #1 :

Campaigns performing above industry benchmark

	 Publisher_Name	 Keyword_Group	 Avg_Cost_per_Click	 Engine_Click_Thru_	 Trans_Conv_	 ROAS
1	Yahoo - US	Low International DC	0.6250000	16.666667	100.000000	251872.0000
2	MSN - Global	France	0.3875000	11.111111	100.000000	100683.8710
3	Overture - Global	Unassigned	0.1250000	5.817175	4.761905	34615.2381
4	Overture - US	Unassigned	0.2510638	8.592322	4.255319	32170.3396
5	Google - Global	Air France Website	0.4335526	14.728682	5.263158	28510.4708
6	Overture - Global	Unassigned	0.9176724	5.187835	6.896552	27877.1255
7	Overture - US	Unassigned	0.1697802	8.609272	3.663004	24318.9870
8	Google - US	Air France Website	0.4309524	18.089272	8.658009	23180.9647
9	Overture - US	Unassigned	0.2638889	10.650888	5.555556	18878.9475
10	Google - US	New York to France Sale	1.3437500	8.333333	50.000000	18407.4419
11	Google - US	Air France Website	0.9937500	12.500000	10.000000	18270.1887
12	Overture - US	Unassigned	0.3286765	17.346939	5.882353	13934.6760
13	Yahoo - US	Air France Website	0.3618802	17.651349	5.785124	11579.2179
14	Google - US	Air France Brand	1.5000000	9.302326	25.000000	11191.6667
15	Google - US	Air France Website	0.2780000	18.939394	4.000000	10811.5108
16	Overture - US	Unassigned	0.7330357	6.222222	7.142857	9657.4909
17	Google - US	Air France Brand	0.5116379	14.948454	4.310345	8671.8619
18	Google - US	New York to France Sale	0.7527273	7.087629	3.636364	3905.0725
19	Google - US	Los Angeles to France Sale	1.3805555	13.432836	11.111111	3892.5553
20	Overture - US	Unassigned	1.0282895	9.500000	5.263158	2914.9073
21	Google - US	Air France Brand	1.5260000	6.596306	4.000000	2045.3473
22	Overture - Global	Unassigned	0.5836538	11.063830	3.846154	1966.0626
23	MSN - US	Air France Brand	1.0612500	6.097561	5.000000	933.0978

Business Insight #2 :

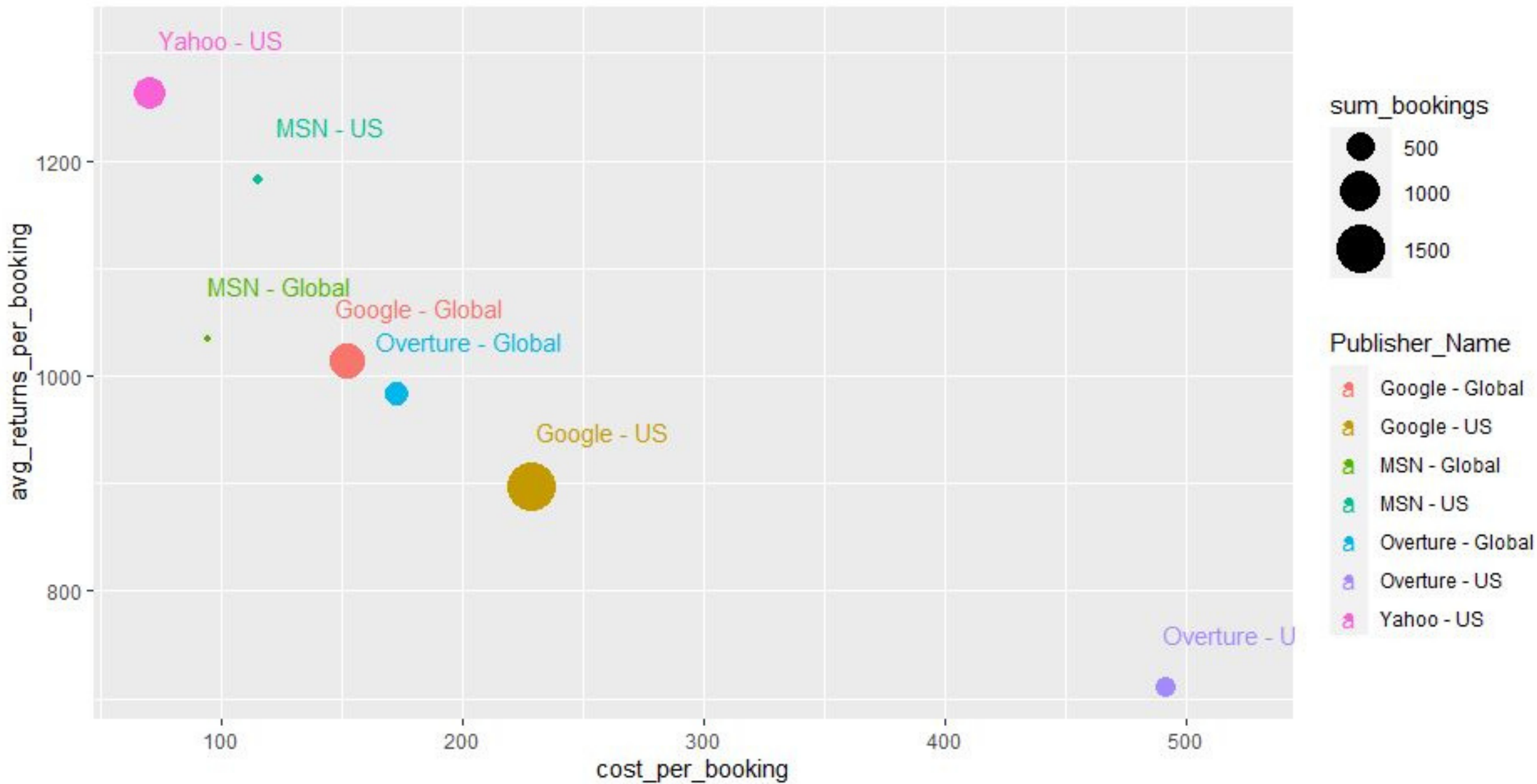
Most Effective Search Keywords



Business Insight #3 :

Targeted Marketing for Yahoo vs Google

Utilize Yahoo to target the affluent market and Google to push the economy and cheaper flights



AVG. BOOKING AMOUNT

1,332.76

YAHOO - US

1,126.12

GOOGLE - US



THANK YOU