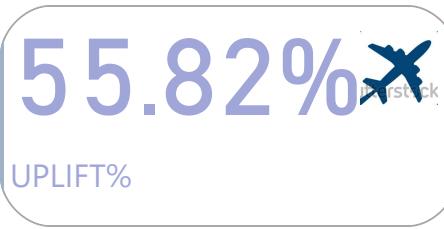




# AIRLINE UPSELL PERFORMANCE

MONTHNAME

September	July	May
August	June	April



CHANNEL	TOTAL BOOKINGS	UPLIFT	UPLIFT%
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Organic Search	1134	761	67.11%
Direct	898	366	40.76%
Paid Search	20	14	70.00%
Referral	19	14	73.68%
(Other)	13	7	53.85%
Social	3	3	100.00%

Traveller_Group	TOTAL BOOKINGS	UPLIFT	UPLIFT%
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Couple	619	316	51.05%
Large Group	21	7	33.33%
Small Group	133	77	57.89%
Solo	1314	765	58.22%

TripType	TOTAL BOOKINGS	UPLIFT	UPLIFT%
OW	1547	883	57.08%
RT	540	282	52.22%

DeviceCategory	TOTAL BOOKINGS	UPLIFT	UPLIFT%
desktop	1512	881	58.27%
mobile	506	257	50.79%
tablet	69	27	39.13%

## SUMMARY

55% of travelers select an upgraded fare, demonstrating a strong product-market fit. Key segments, including solo travelers, one-way trip bookers, Organic search and desktop users, show a significantly higher propensity to upgrade. These findings provide actionable strategies to further optimize revenue through targeted pricing and marketing.

## CONCLUSION

There's a significant revenue opportunity in tailoring our approach to specific traveler segments and booking channels. By implementing these targeted strategies, we can systematically enhance the effectiveness of our upsell programs and drive substantial incremental revenue.

Average prices of all options(option 1 and default fare are similar)

● OPTION1 ● OPTION2 ● OPTION3 ● Default\_Fare

80M

60M

40M

20M

0M

2024

Year

MONTHLY REVENUE

April

May

June

July

August

September

£0M

£10M

£20M

60%

40%

20%

0%

FARE SELECTION BY TRIP TYPE

● TIER 2 ● TIER 3 ● Default Fare

FARE SELECTION BY TRAVELLERS GROUP

● TIER 2 ● TIER 3 ● Default Fare

60%

40%

20%

0%

Solo

Small Group

Couple

Large Group

Traveller\_Group

FARE SELECTION BY CHANNEL

● TIER 2 ● TIER 3 ● Default Fare

60%

40%

20%

0%

Direct

(Other)

Paid Search

Organic Search

Referral

Social

channel

FARE SELECTION BY DEVICE CATEGORY

● TIER 2 ● TIER 3 ● Default Fare

60%

40%

20%

0%

desktop

mobile

tablet

deviceCategory