



# AIR FRANCE

TEAM 14

AKSHAY PRADEEP KUMAR  
SAI PRUTHVI KONDURU VENKATA  
YIFAN MO  
YUKI KAJIYAMA

**AIRFRANCE** 

# OVERVIEW



**AIR FRANCE HOLDS 8% OF THE  
GLOBAL MARKET SHARE**

**CURRENTLY FOCUSING ON SEARCH  
ENGINE BASED MARKETING(SEM)**

**ONE OF THE MAIN PROBLEMS IS THE COST PER  
CLICK  
EXPENDITURE WHICH THEY PLAN TO CUT DOWN.**



# SUMMARY



## PROBLEM STATEMENT

MARKET ANALYST FIND IT DIFFICULT  
TO PROPOSE AN EFFECTIVE  
STRATEGIES WITH THE DATA  
OBTAINED.

FINALIZE ON THE BEST PERFORMING  
SEM CHANNEL AND FIND WAYS TO  
IMPROVE OTHER CHANNELS TO  
YIELD HIGHEST PROFIT



## SUCCESS FACTORS

PERFORMANCE OF BRANDED KEY  
WORDS VS  
UNBRANDED KEYWORDS.

THE PERFORMANCE OF ROA,  
CONVERSION RATES  
AND COST PER CLICK.



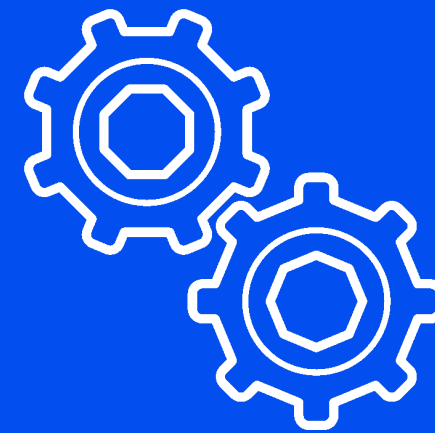
## RECOMMENDATION

BEST PERFORMER IN SEM  
CHANNEL IS KAYAK

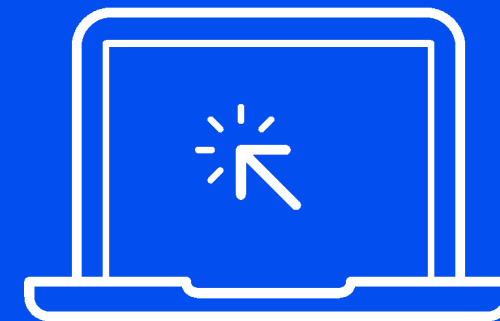
MORE  
RESOURCES TO BE INVESTED ON  
YAHOO TO PERFORM BETTER

USE A  
TAILORED STRATEGY TO CONVERT  
PROSPECTS INTO USERS TO  
REDUCE COST PER CLICK  
COSTS

# KEY PERFORMANCE INDICATORS



**TRANSACTION CONVERSION**



**CLICK CONVERSION**



**ROA (\$) = AMOUNT/SPEND**



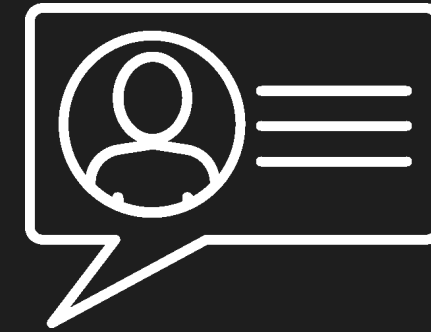
## **BRANDING AND IDENTITY**

**GREAT  
OPPORTUNITY WITH  
KAYAK TO IMPROVE  
COVERAGE**



## **BUSINESS COLLATERAL**

**MSN GLOBAL AND  
YAHOO-US HAS THE  
HIGHEST ROA AS  
COMPARED TO  
OTHER PLATFORMS**



## **CARDS AND PACKAGING**

**YAHOO REACHES 160  
MILLION CUSTOMER  
THROUGH THE  
NETWORK &  
GOOGLE IDEAL FOR  
VOLUME BUT  
EXPENSIVE**

# **INSIGHTS**

**BASED ON ROA**

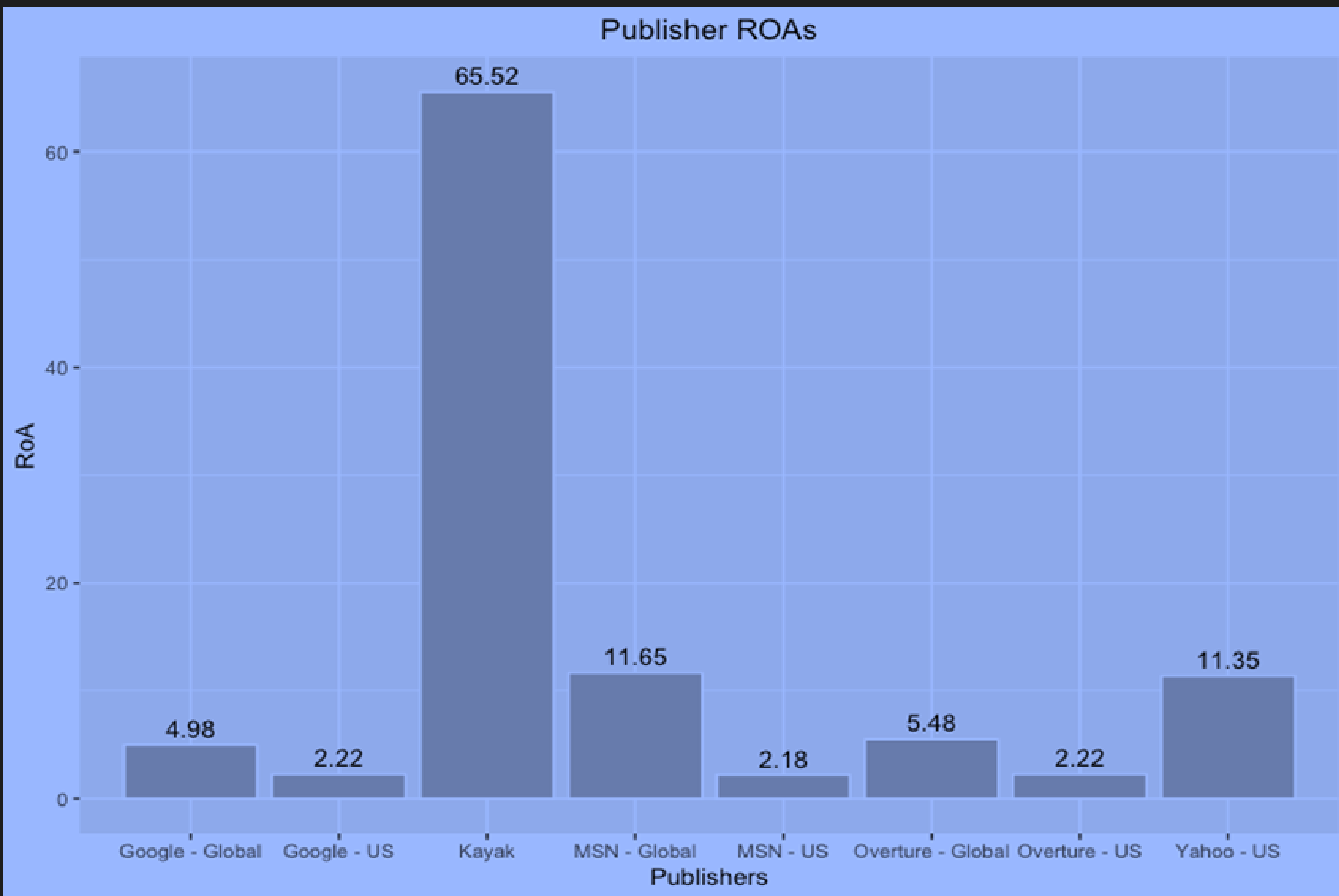
# INSIGHTS

BASED ON ROA



# INSIGHTS

BASED ON ROA



# SEM STRATEGY

GOAL



TAILORED  
AND PERSONALIZED ADS  
AT RIGHT TIME FOR  
RIGHT PERSON

EACH  
PLATFORM WILL HAVE  
ITS OWN SET OF  
ALGORITHM WHICH  
CONSTANTLY CHANGES.

A  
COMMON  
STRATEGY CANNOT  
BE APPLIED AS IT  
MAY AFFECT ROA,  
TRANSACTION  
CONVERSION  
AND COST PER  
CLICK  
NEGATIVELY.



# KEY FINDINGS



ROA ON KAYAK IS  
THE BEST  
PERFORMING  
CURRENTLY

MSN US HAS THE  
HIGHEST COST PER  
CLICK

GOOGLE HAD THE  
MOST  
EXPENDITURE  
FROM OUR BUDGET

OVERTURE HAS  
LESS CONVERSION  
RATE

ROA IS LOWER ON  
GOOGLE AS COSTS  
ARE  
HIGHER

YAHOO YIELDS  
GOOD CONVERSION  
RATE  
DESPITE OF NOT  
HAVING ANY BIDS  
ON THE PLATFORM

# RECOMMENDATIONS



**SPEND  
MORE ON KAYAK AS THEY HAVE THE BEST  
METRICS AND CONTRIBUTE TO AIR FRANCE'S  
MARKETING SUCCESS.**



**INCLUDE  
LINK TO CREATE ACCOUNT ON AIR FRANCE  
WEBSITE SO AS TO CONVERT PROSPECTS INTO  
CUSTOMERS SO AS TO REDUCE COSTS PER  
CLICK EXPENDITURE.**

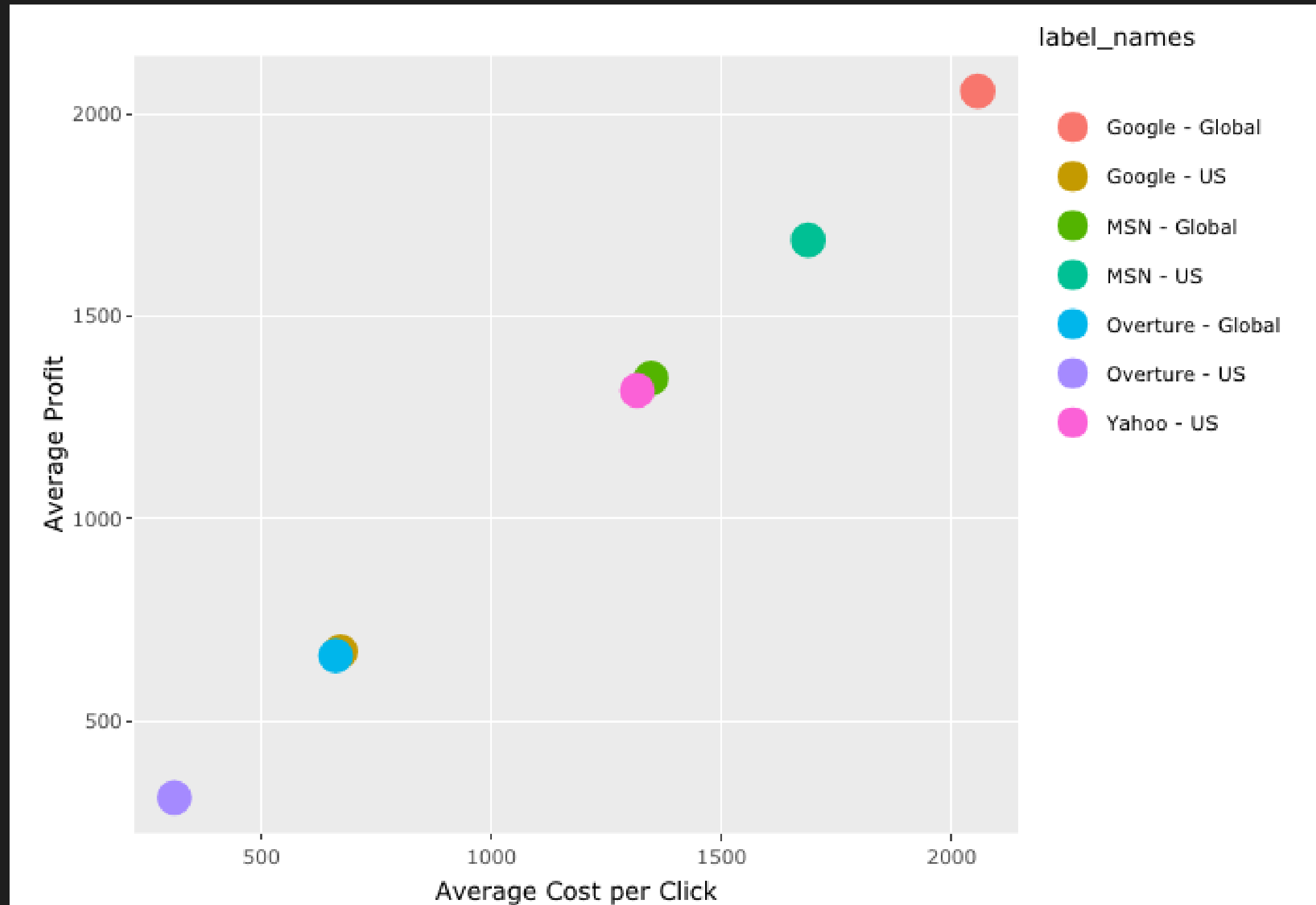


**MORE  
ATTENTION ON MSN AND YAHOO AS THEY  
HAVE LESS TRAFFIC BUT HIGHER CONVERSION  
RATE.**

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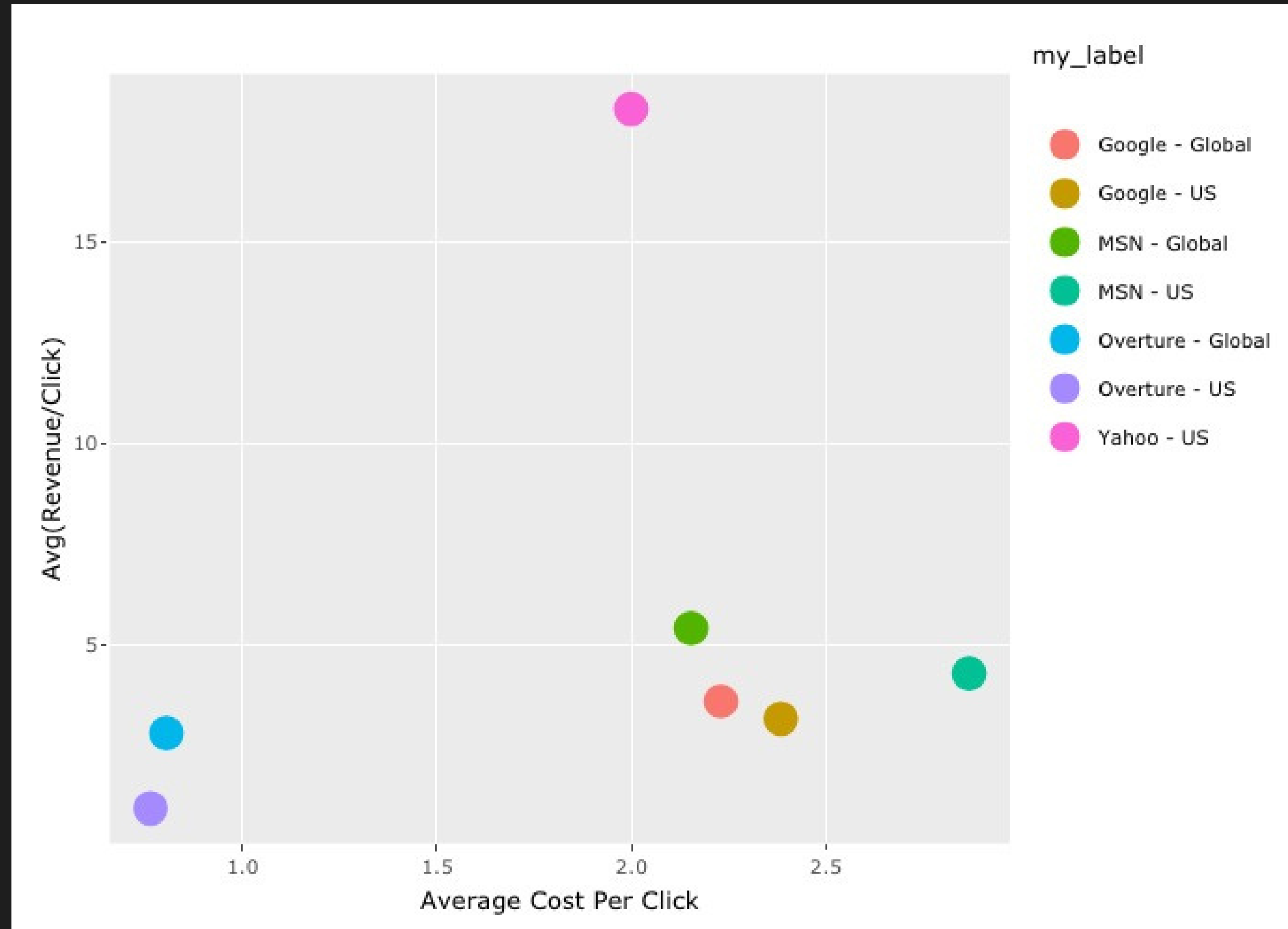
# Appendix

Graph 1



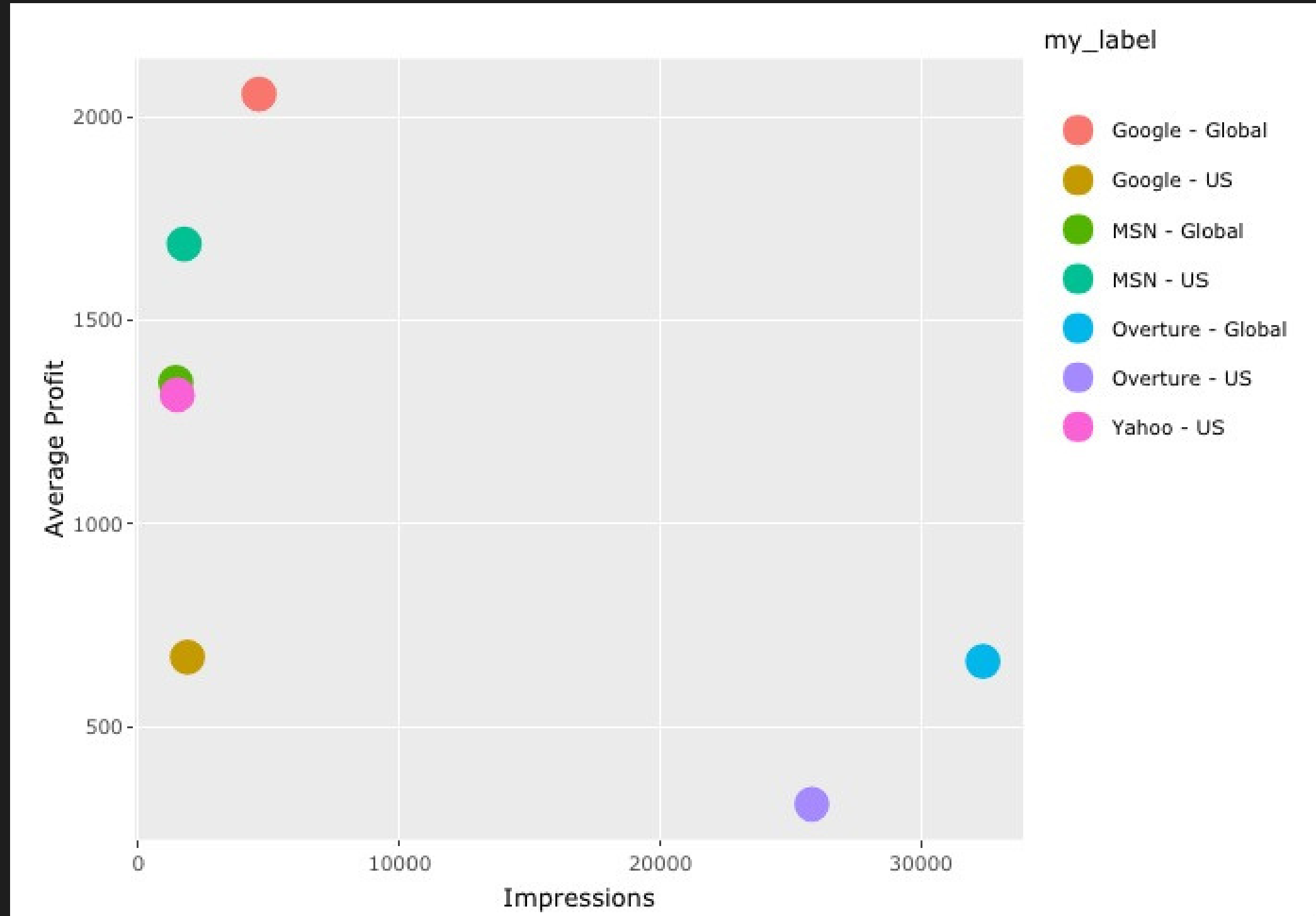
# Appendix

Graph 2



# Appendix

Graph 3



*Thank  
you!*

