Ancillary Revenue Strategies to Boost Your Bottom Line

Capitalise on Data and Mobile Dominance to Personalise Offers and Drive Higher Revenues
How well do you really know your customer?
How much of this knowledge is based on intuition instead of proven facts?
How to use...

To really get to know your customer
The pillars...

- Personalization
- Ancillary Optimization
- Booking Journey
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Optimizing the booking process

The booking process in 2005

Inspiration & Search  Passenger details  Purchase  Flight
The new booking process

Inspiration & Search

Interest Marketing online
Bookings, only 6% of the relevant data

According to data talks a potential customer visits an airline’s page 17 times before he actually books.
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Bookings versus product views

Interest

searches

bookings
The new booking process

- **Inspiration & Search**
- **Passenger details**
- **Personalization**
  - Pre-selection
  - "favorites"
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Optimizing the booking process

The new booking process

Inspiration & Search

Passenger details

Purchase

Ancillary Optimization using RM systems
Dynamic pricing
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Ancillary Optimization

Seat revenue based on distance

- 1 0 - 500 KM
- 2 501 - 1000 KM
- 3 1001 - 1500 KM
- 4 1501 - 2000 KM
- 5 2001 - 2500 KM
- 6 2501 - 3000 KM
- 7 3001 - ++ KM
Seat revenue based on seat number
Ancillary revenue based on...

- Destination
- Flight season
- Ticket price
- Anticipation
- Moment in booking journey
- Passenger profile
- Flight Occupation
- Ancillary inventory
- Sales channel
The new booking process

Inspiration & Search → Passenger details → Purchase → Flight

“Moving” / overbooking
Special offers
Upgrading
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Ancillary Revenue Strategies

Ancillary Revenue Strategies

- **Booking Journey**
  - Offer the right products at the right time

- **Ancillary Optimization**
  - Know the value of your products

- **Personalization**
  - Get to know what “moves” your customer
Thank you!