

# Airfare and Ancillary Pricing Optimization (APO) Deepens Insights with Infare Benchmarking Study



**NAVITAIRE**  
MINNEAPOLIS,  
UNITED STATES

## CASE STUDY: APO + INFARE DATA FEEDS

Our Infare partnership demonstrated how APO can help produce revenue uplift and create new revenue improvement benchmarks.

Leveraging APO's rules engine and experimentation capabilities, Infare fed flight data from targeted routes to identify areas of new opportunity. The partnership was a success, providing actionable insights.

### Challenge

APO uses experimentation, data capture and machine learning algorithms to help carriers implement optimal product pricing. For deeper market understanding, a carrier's data needs to be supplemented with competitor pricing information. To fill this gap, the APO team reached out to Infare – the leading provider of airfare benchmarking data – to learn how the addition of this new level of data could impact a carrier's pricing strategy.

### How Navitaire Helped

In partnership with Infare, competitive data was fed into New Skies® and APO. The validated flight information provided data-driven market pricing understanding:

- Enriched New Skies and APO shopping data with Infare Data Feeds
  - Created dynamic pricing rules and offers to beat/match competitors
  - Included all shopping and behavior data
- Customized APO rules pinpointed potential sales conversion wins
  - By competitor
  - By route
  - By day
- Used competitive data to identify conversion opportunities

### Results

Combining Infare Data Feeds with APO offered new insights by enabling the carrier to drill deep into the data, unveiling opportunities by route and competitor.

The full data set gave a more complete view of the customer and shopping behaviors, allowing the carrier to accurately identify:

- Significance of a competitor by route
- Optimal pricing to win against different competitors
- Ideal response to competitor pricing changes

Contact your account manager to learn more about supplementing your insights with competitor data.

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## Study revealed deeper opportunities:

- Route 1: -66% conversion with a particular competitor on the route
- Route 2: -300% conversion with a particular competitor on the route; +100% conversion when priced below competitor
- Route 3: +27% conversion when priced below a certain competitor
- Route 4: +50% conversion when priced below a competitor
- Route 5: -300% conversion with presence of one competitor; -90% for a second competitor



Every day, Infare collects 2+ billion unique airfare and availability data from airlines, major OTAs and TSEs; capturing the lowest available airfare for all flights for each cabin class and additional search criteria defined by the customer.

333 South Seventh Street, Suite 1700  
Minneapolis, MN 55402-2443 USA

+1.612.317.7000 phone  
877.216.6787 USA toll-free

www.navitaire.com  
navitaire.contactus@navitaire.com