

# Embracing Predictive Analytics: Navitaire Airfare & Ancillary Pricing Optimization (APO)

Airfare & Ancillary Pricing Optimization leverages data and analytics to increase ancillary revenue; users seeing impressive results

AIRFARE & ANCILLARY PRICING OPTIMIZATION



## Don't Leave Revenue Up in the Air

Navitaire and its clients are known throughout the industry for achieving impressive ancillary sales results. Success has inspired Navitaire to take its integrated reservations and ancillary sales solution and enhance it by adding an innovative prescriptive analytics engine to help clients optimize airfare and ancillary product pricing. Our advanced analytics tools bridge the industry gap by offering airlines specialized solutions to help them boost their profitability with increased airfare and ancillary sales.

## Airfare & Ancillary Pricing Optimization

Navitaire Airfare & Ancillary Pricing Optimization is designed to increase airfare and ancillary product revenues with analytics-driven pricing. APO leverages the rich data collected by Navitaire platforms and our carriers by capturing every passenger experience. It also tracks traveler shopping and purchase behavior.

The solution offers clients multiple options. The standard APO version employs airfare and ancillary pricing optimization using randomized pricing experiments and a dynamic pricing engine. Staff augmentation for APO is also available, giving you access to Navitaire's analytics team for mutually agreed upon work requests like creating or deploying pricing models.

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## Airfare & Ancillary Pricing Optimization:

- Uses analytics-driven pricing to increase airfare and ancillary product revenues
- Leverages the rich data collected by Navitaire platforms and our carriers by capturing every passenger experience
- Tracks traveler shopping and purchase behavior
- Allows you to build and deploy experiments in as little as 10 minutes

### APO Benefits:

- Smart retailing uses predictive analytics
- Boosts revenues and profitability
- Machine learning drives results
- Open architecture facilitates easy integration

Navitaire's advanced pricing solution has an open architecture for easy integration and decreased cost to serve over time. Our platform enables carriers to manage experiments with speed and precision to deploy experiments in as little as ten minutes. Fueled by a powerful rules engine and open source machine learning tools, it also allows airlines to tap hundreds of pricing parameters, configure calculations and add carrier-specific parameters.

### Leading the Way

Well-designed airfare and ancillary pricing experiments can provide significant revenue uplift opportunities. By helping our clients improve the price of their airfare and ancillary products, Navitaire continues to lead the way into the travel industry of tomorrow.

### Learn More

To learn more about this new arena, read our white paper, *Three secrets to success for Airfare & Ancillary Pricing Optimization*.

It's time to explore taking your ancillary revenue to the next level. Why? Because your competitors already are.