



GRANIFY INCREASES AIRLINE'S AVERAGE BOOKING AMOUNT **BY** **\$23.39 PER FLIGHT**

The Challenge

International Airline A needed support raising the average order value for flight tickets booked on their website six+ weeks before the departure date. The airline had a high load factor and knew it could increase revenue by intelligently upselling add-ons for these flights. They also knew that building a system to target individual, influenceable travelers with the most compelling add-on for them would require a significant upfront investment of time and resources.

The Solution

The airline implemented Granify's Revenue Optimization Platform. Granify uses machine learning to predict how individual travelers will behave from second-to-second. It automatically takes advantage of opportunities to increase the probability of a browser booking a flight and increasing the purchase size.

Granify used three key strategies which did not rely on discount promotions:

1. Tailor urgency messaging for passengers browsing flights six+ weeks out;
2. Promote seat upsells and bundles; and
3. Suggest relevant add-ons including meal purchase, seat selection, and luggage.

The Results

The results of the first year of partnership were exceptional. The average booking in the Granify group was \$432.82 vs \$409.43 in the holdout control group, an increase of \$23.39 more from each flight booked six+ weeks in advance. These results were independently verifiable by the airline and came with no other adjustments to their site or pricing strategy. The increase was present across all passenger tiers: economy, premium, and business class. Increasing the average booking size for this group allowed the airline more time and flexibility to manage price and other adjustments for the remaining seats.



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