

AIRLINE CONVERSION RATES INCREASED BY **10.35%** WITH **GRANIFY PLATFORM**

THE CHALLENGE

International Airline A was looking to increase its e-commerce conversion rates, with a particular focus on flight tickets booked near the departure date. The airline wanted to sell remaining seats without lowering ticket prices or offering any additional promotions. They sought a partner to help them capitalize on existing traffic and that didn't require a significant upfront investment of time and resources.

THE SOLUTION

The airline implemented Granify's Revenue Optimization Platform. Granify uses machine learning to target individual, influenceable travelers. By predicting how these travelers will behave, the platform automatically takes advantage of opportunities to increase the probability of booking a flight.

Granify assessed the situation and used two key strategies:

1. urgency techniques leveraging supply and demand indicators
2. price volatility techniques leveraging historical ticket price data

THE RESULTS

Granify was able to increase the airline's onsite conversion by 10.35% within four months. By decreasing the number of unsold tickets without lowering prices, the airline was able to maintain a high passenger load factor without sacrificing the top line. These results were independently verified by the airline and came with no other adjustments to their site or pricing strategy.



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