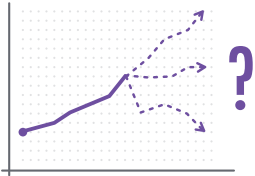


Your customers are ready to engage - are you ready to listen?



Problem

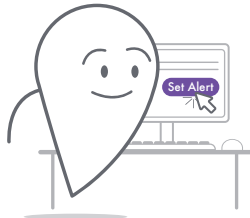
Biosafety concerns are driving demand uncertainty



Solution

SmartAlerts provide a reliable leading indicator of consumer sentiment and demand

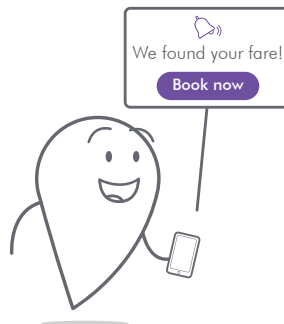
How it works



1

Customer expresses intent

Customers who are not yet ready to book can engage with the airline by setting an alert for a specific route



2

Airline builds relationship

Customers receive personalized communications with live prices for their preferred destination, along with a strong call to action

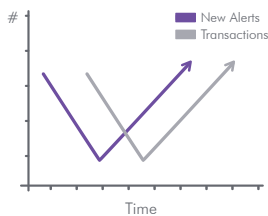


3

Customer books

Customers are deep linked into the booking flow, reducing friction and boosting conversion rates

Why it's valuable?



Leading Indicator

Since SmartAlerts capture customer intent data, they provide airlines with a reliable leading indicator for transactions weeks or even months in advance

New York to San Francisco - Leaving in December, for about 1 month in Economy
 Paris to Buenos Aires - Leaving 27 Sep, returning 16 Oct in Economy
JFK-LHR leaving 28 Oct returning 02 Nov in Economy
 Melbourne to Bali - Leaving 30 Mar, returning 10 Apr in Economy
 Singapore to Hong Kong - Leaving 28 Sep, returning 30 Sep in Economy

Actionable Information

SmartAlerts tell airlines when and where customers want to travel, at a highly granular level, backed by verified, opt-in contact information from customers

50%
Open rates



10%
Click through rates

Exceptional Engagement

Customers love SmartAlerts: engagement is 2x - 5x better than industry standard engagement rates for travel marketing