



MarketView

You want your pricing data, and you want it easy to read, easy to sort, and easy to analyze... and you want it now!



Enter MarketView

With MarketView

Case 1

Summary and Detail view in Change Monitoring

Change monitoring



Situation: Your analyst needs a quick view of what's changed in your important markets.

YQ/YR monitoring



Before: Your analyst had limited features for viewing pricing changes in the market and could only see a small amount of data at a time.

Email Alerts



With MarketView: Your analyst can see a summary count of detailed pricing changes for your market and your competitor for all of the GFS filings. Then, you can easily navigate all of the changes in Fares (with carrier-imposed fees and total price), Footnotes (with affected fares), Rules, and YQ/YR so you can analyze and react quickly.

Saved search



Case 2

React faster with Change Detection email alerts

Filter & Sort



Situation: The lowest fares in the market changed for your most profitable route, and you didn't know about it.

Downloadable Data



Before: Your pricing analyst would have to go into the GFS filings or search the GDS to find these changes manually.

Graph View



With MarketView: Your pricing analyst receives an email notifying them of the pricing changes in their target markets. They can then quickly access the changed fare information, sort the data, analyze your strategy, and react.

Timely Data





What the airlines are saying

The biggest benefit of the tool is it allows them [pricing analysts] to get email alerts when there is a change on a monitoring set that they have done. It saves them a lot of time. They don't have to go looking for those changes. It allows them to see what competition has done and it will help them to analyze the changes and decide whether we will match, or what we are going to do with that information.



—Robyn Brown
Senior Pricing Systems Analyst, Air New Zealand

Case 3

Monitor Carrier-Imposed Fees changes

Situation: Your analyst wants to monitor your competitor's fee changes.

Before: Your analyst had to routinely search manually through the Carrier-Imposed Fees input screen or through the GDS to make sure they didn't miss any changes, and wasted time conducting searches when no changes occurred.

With MarketView: If there are fee changes, your analyst gets an email alert and can quickly access and analyze any recent changes to YQ/YR, measure the impact of the change, and validate it in MarketView by Fare.

Case 4

Flexibility to compare by total price or by individual element of the fare

Situation: Your competitor's total price appears to have changed, but you don't know which element of the fare changed.

Before: Your analyst had to separately look up the base fare, surcharge, associated rules, footnotes, fees, and taxes, then combine them to analyze the total price over a wide range of travel dates and travel destinations.

With MarketView: Your pricing analyst can pull a report with one click to analyze total price, including base fare, surcharges, carrier-imposed fees, and taxes for all public adult fares including rule attributes. They can view this information in grid or graph mode for up to 180 days of travel for a specified carrier with or without supplying travel dates.

