

## REAL-TIME COMPETITIVE PRICING DATA AND THE FLEXIBILITY TO VIEW IT YOUR WAY FOR FASTER, SMARTER PRICING DECISIONS

### WHY IS MARKETVIEW THE RIGHT FIT FOR YOU?

#### TOTAL PRICE AND ALL KEY FARE COMPONENTS IN A SINGLE DISPLAY

MarketView's flexibility lets you manage the total price your customer sees or its individual components. MarketView is a single source of all available public fares, along with the associated rules, footnotes, fees, and taxes that make up the total price.

#### ALWAYS TIMELY DATA FOR INFORMED PRICING DECISIONS

MarketView provides direct, real-time access to pricing insights on the lowest fares as well as on the broader market, identifying discrepancies across your entire product line and making you ready for dynamic inventory changes.

#### QUICK, CONVENIENT, AND AFFORDABLE ACCESS

Part of ATPCO's FareManager platform, MarketView is an affordable tool with no implementation costs. It allows you to access real-time competitive pricing information from any Internet-enabled computer.

### STAY COMPETITIVE WITH SMART AND TIMELY DECISIONS

More passengers are flying than ever before, but there is also more competition for these customers. Price remains the primary motivator for most travelers, and that makes speedy insights crucial to modern airline business.

Greater data accessibility and better analytic capabilities have changed the way airlines manage their pricing strategies.

Making decisions about the prices your customers see is complex because it requires intelligently gathering and packaging individual price components, and then factoring in competitors' data.

You can't afford to make decisions based on incomplete, fragmented data. You need convenient access to trustworthy, quality data and you need it now—whether it's the total fare or the base fare and associated rules, footnotes, and carrier-imposed fees.

### KEY BENEFITS

#### Rely on industry experts

When travelers are motivated by price, you need monitoring and analysis tools that offer a comprehensive view of the marketplace to stay competitive.

#### Gather business intelligence

Increase your analytic accuracy by taking into account both your own and your competitors' pricing initiatives—down to individual product components, filtered to the detailed insights you're looking for.

#### React in real-time

Move quickly from monitoring fares to updating them in one environment, so your timely business decisions can take your bottom line to the next level.

# HOW MARKETVIEW WORKS

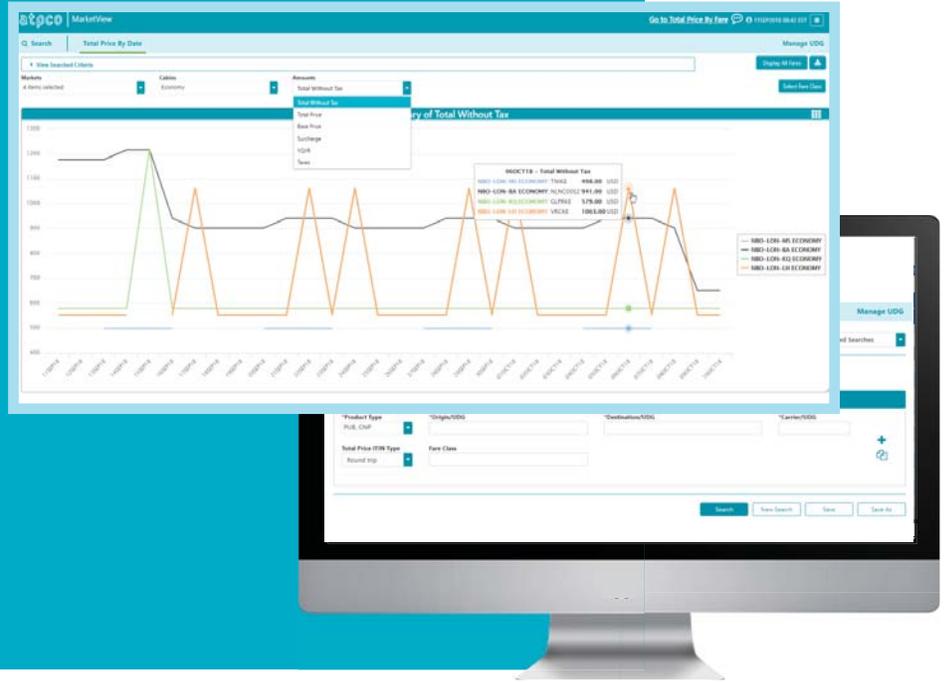
Calculates the total price, including base fare, surcharges, carrier-imposed fees, and taxes for all public adult fares for up to 180 days of travel for a specified carrier.

Shows fares available for sale for multiple carriers and multiple markets in a single display.

Automatically generates most-likely itineraries to calculate Carrier-Imposed Fees (YQ/YR) for each fare.

Offers visibility to effective travel dates (Seasonality, Travel Restrictions) for easy comparison.

Allows saving and sharing frequently used search criteria.



## START MAKING FASTER, SMARTER DECISIONS



Access a single query for pricing data elements that are summarized and packaged together into a meaningful product your traveler sees.



Monitor and analyze market conditions of the competitive landscape so you can make well-informed decisions based on a clear understanding of pricing trends and the competitive landscape.



Audit fares, rules, footnotes, and carrier-imposed fees to ensure all your product components are pricing as intended, because you work hard to determine competitive pricing strategies and keep your policies intact.



Download a customizable summary view of fares, rules, footnotes, and carrier-imposed fees to support internal analysis needs and to build an internal database of competitive intelligence.

ARE YOU READY TO UNLOCK THE VALUE OF INSIGHTFUL, COMPETITIVE DATA FOR YOUR BUSINESS?

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