

FIXING THE INDIRECT CHANNEL

Reverse Pitch, Travel Tech Con, June 2018
Gianni Cataldo, Head of R&D, ATPCO



DIRECT CHANNEL UPSSELL $\frac{2}{3}$

INDIRECT CHANNEL UPSSELL $\frac{1}{3}$

\$30+ Yield

\$0+ Yield

\$8 Cost

\$15+ Cost

TRIP TYPE: One Way | FROM: SFO | TO: ATL | DATE: Tue, Sep 11 | PASSENGERS: 1 | SEARCH

Flexible Dates | Advanced Search

Select One Way : SFO ▶ ATL

San Francisco, CA to Atlanta, GA
Tue, 11 Sep

SHOW PRICE IN: \$ USD | MILES | MILES + CASH | SORT BY: Best Match | FILTER



Compare Cabin Experiences >

Price includes taxes and fees. Additional baggage fees may apply. 'Best Match' may list Delta-operated flights first. In-flight services and amenities may vary and are subject to change.

	No Advance Seat Assignments BASIC ECONOMY	MAIN CABIN	DELTA COMFORT +	FIRST CLASS
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DL 1210	4H 42M	Basic Economy (E) from	Main Cabin (T) from	Delta Comfort+® (W) from	First Class (A) from
6:00 AM	✈ 1:42 PM	\$ 277 .20	\$ 302 .20	\$ 416 .20	\$ 636 .20
SFO — NONSTOP — ATL					
DETAILS ▼	SEATS				

Roundtrip One Way Multi-city

[Nearby airports](#)

[Nearby airports](#)

3 Travelers, All Airlines, Economy / Coach [Show options](#)

Select your departure to Atlanta Tue, Sep 11

Prices are one way per person, include all taxes and fees, but do not include baggage fees.

Stops

- Nonstop (9)
- 1 Stop (71)

Airlines included

- United (32)
- Delta (23)
- American Airlines (21)
- Alaska Airlines (6)
- JetBlue Airways (2)

Departure time

- Early Morning (12:00am - 4:59am)
- Morning (5:00am - 11:59am)
- Afternoon (12:00pm - 5:59pm)

From:

\$278
\$170

10:30pm - 6:06am +1

Delta

Very Good Flights (8.1/10)

[Details & baggage fees](#)

4h 36m (Nonstop)

SFO - ATL

\$278

one way

Basic Economy

Free Cancel w/in 24 hrs

11:15am - 6:52pm

Delta

Very Good Flights (8.3/10)

[Details & baggage fees](#)

4h 37m (Nonstop)

SFO - ATL

\$278

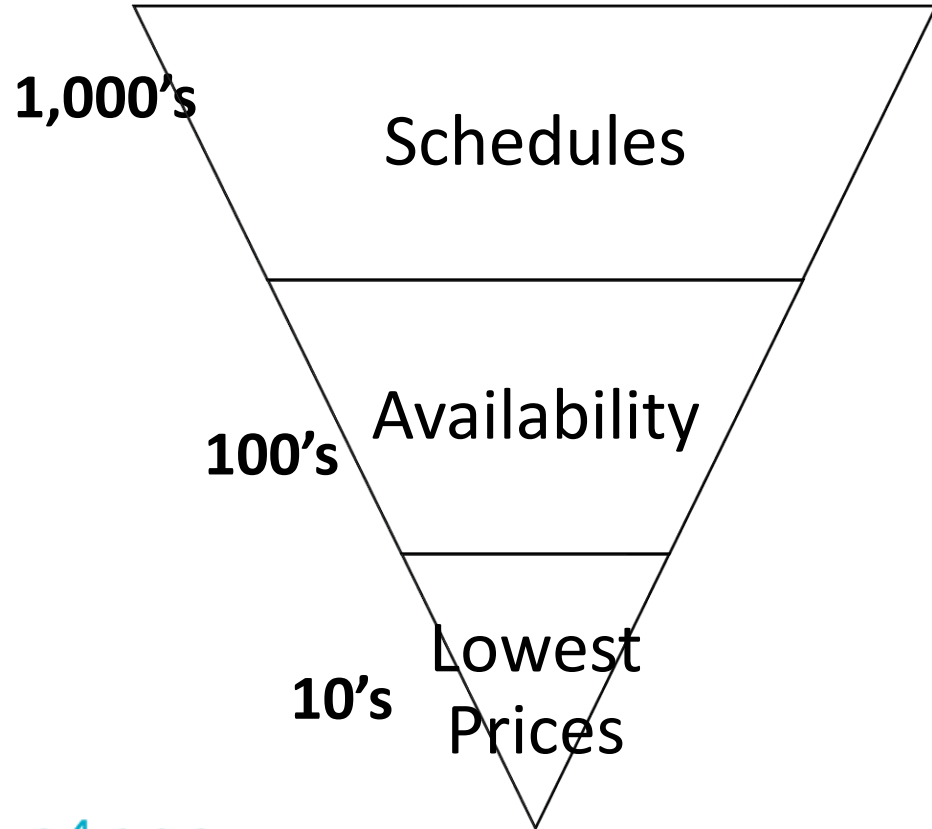
one way

Basic Economy

Free Cancel w/in 24 hrs

PRESENT MORE PRICEPOINTS

Low Fare Shopping Engines



Offer Engines

1,000's

EVERY PRICE POINT
FULLY PRICED

100's

SELECTION LOGIC

WPNI+P1ADT/1C11+AES-BG2/ML/SA+FFE-UA2/DL5<

BARGAIN FINDER PLUS IN PROGRESS PLEASE WAIT

WPNI+P1ADT/1C11+AES-BG2/ML/SA+FFE-UA2/DL5

CURRENT ITINERARY-ALREADY BOOKED AT LOWEST AVAIL FARE

1 CO 403 B 20OCT T IAH SAN 0735A 0900A 739 0 /E

1ADT 523.10 523.10 AIR EXTRAS - 54.00

1ADT 523.10 523.10 AIR EXTRAS - 54.00

TOTAL FARE - USD 1046.20 TOTAL WITH AIR EXTRAS 1154.20

USE WC*0AE TO DISPLAY FEE DETAILS

BARGAIN FINDER PLUS ITINERARY OPTIONS

OPTION 1

1 UA 1779 B 20OCT T IAH DFW 0220P 0339P 738 0 /E

2 UA 1149 B 20OCT T DFW SAN 0430P -533P 777 0 /E

1ADT 523.10 523.10 AIR EXTRAS - 0.00

1ADT 523.10 523.10 AIR EXTRAS - 0.00

TOTAL FARE - USD 1046.20 TOTAL WITH AIR EXTRAS 1046.20

USE WC*1AE TO DISPLAY FEE DETAILS

OPTION 2

1 CO 1095 B 20OCT T IAH SAN 0900P 1033P 753 0 /E

1ADT 523.10 523.10 AIR EXTRAS - 54.00

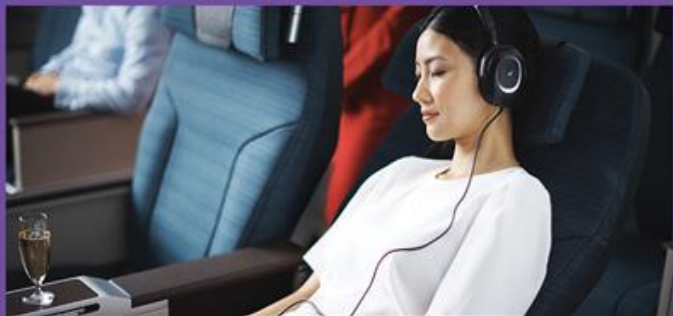
1ADT 523.10 523.10 AIR EXTRAS - 54.00

TOTAL FARE - USD 1046.20 TOTAL WITH AIR EXTRAS 1154.20

USE WC*2AE TO DISPLAY FEE DETAILS

THE CHALLENGE: RICH CONTENT

UPA UNIVERSAL PRODUCT ATTRIBUTES



A premium seat in our brand new A350



Try our signature Chinese dishes



Upgrade to Business class

AMENITIES

Better Wi-Fi On demand entertainment Power & USB outlets

SCORES

9.0

Pan Am Airlines

12:20a – 7:35a
HKG BCN

\$899

UTA UNIVERSAL TICKET ATTRIBUTES

STARTER: ✓ 1st bag free ✓ Priority boarding ✓ Priority check-in

PLUS: ✓ 1st bag \$29 ✓ Standard boarding ✓ Standard check-in

✓ Consumer grade ✓ Any sales channel ✓ Highly targeted ✓ NDC compatible

Our mission is to differentiate and better monetize flight shopping

A DREAM?

CAN WE
MOVE THE
NEEDLE

1
—
2

INDIRECT
CHANNEL
UPSELL

CHALLENGE

PRESENT MORE PRICE POINTS

- BUILD OFFER ENGINES USING NEXT GEN DATA

PRESENT RICH MEDIA

- AIRLINE PRODUCT IS MORE THAN PRICE

INCENTIVIZE THE ONLINE AGENCY