

MARKETVIEW

THE MOST COMPLETE DATA SOURCE FOR YOUR PRICING DECISIONS, PRESENTED IN FLEXIBLE AND MODERN DISPLAYS

WHY NOW?

Historical supply and demand scenarios are no longer relevant and cannot be relied on to make optimal pricing decisions. Resources are stretched thin and the pressure to stimulate demand and win business is at its peak. Pricing analysts need clear visibility of real-time market conditions to make timely and accurate decisions.

If you aim to stay competitive in the current market while **saving time and resources—then MarketView is right for you.**



THE MOST COMPLETE AND ACCURATE DATA

Being able to trust your data is critical for making good decisions.

MarketView is a single source of all available public fares and your own private data and fare by rule data, along with the associated rules, footnotes, fees, surcharges, and taxes that make up the total price of the offer. All data comes directly from the source and reflects the most accurate representation of fare and its provisions.



SEE MARKET CHANGES AS THEY HAPPEN

There are two ways you can be among the first to see market changes:

- Use MarketView's Change Monitoring features to detect and download changes in fares, footnotes, rules, and carrier-imposed fees: the total price.
- Set up email alerts to get notified when competitive pricing action is happening.



SAVE TIME AND RESOURCES

Choose the right tools for your task so you can save your valuable time and resources to focus on what really matters.

Airlines who use the Change Monitoring feature in MarketView reported more than 2 hours and 25% saving of their time and resources.

With an easy-to-use interface, training and onboarding are simple and don't require any heavy integrations, so your analysts can quickly extract value and drive informed pricing decisions.

STAY COMPETITIVE WITH SMART AND TIMELY DECISIONS

MarketView offers the flexibility and access to view real-time pricing insights on the lowest fares as well as on the broader market, so you can find potential discrepancies across your entire product line.

KEY FEATURES

CHANGE MONITORING

Email alerts notify you when competitive action is happening

THE MOST COMPLETE DATA SETS

The first and only tool for monitoring carrier-imposed (YQ/YR) fees

REAL-TIME ACCESS TO MARKET CHANGES

No delays or waiting for system updates

AUDIT CAPABILITIES

Confirm that your own pricing changes are accurate

TIME-SAVING TOOLS

User-defined groups of markets and carriers, saved searches, and downloadable results



KEY BENEFITS

STAY COMPETITIVE

See the current state of the market and monitor changes as they happen; view rule or footnote changes and the fares they affect

ACCESS THE MOST TRUSTWORTHY DATA

Make accurate pricing decisions by evaluating the net impact to market conditions based on all elements of fare-related changes, including footnotes and rules

TIMELY INSIGHTS

Stay ahead of your competition by accessing market insights in real time

QUALITY ASSURANCE

Verify that your changes are pricing in the market as intended

INCREASE EFFICIENCY

Eliminate redundant manual workflows, enable quick retrieval of saved queries across your organization, and download results for robust reporting and deeper custom analysis

EVERY BUSINESS DAY

Nearly
300 users
rely on MarketView

10+ million
fare changes are managed
via our systems

2+ hours
saved per pricing analyst
per day using the Change
Monitoring feature alone

ARE YOU READY TO DISCOVER THE VALUE OF COMPETITIVE INSIGHTS FOR YOUR BUSINESS?

AMERICAS

Doug Sharpe
dsharpe@atpco.net

EUROPE, MIDDLE EAST, AFRICA

Ailsa Brown
abrown@atpco.net

ASIA PACIFIC

Sam Lau
slau@atpco.net

