THE BEST SOURCE FOR REAL-TIME COMPETITIVE PRICING DATA
IN THE FLEXIBLE DISPLAYS YOU NEED TO MAKE SMART PRICING DECISIONS

Why pricing analysts are using MarketView

<table>
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<tr>
<th>TOTAL PRICE AND ALL KEY FARE COMPONENTS IN ONE DISPLAY</th>
<th>TIMELY DATA FOR INFORMED PRICING DECISIONS</th>
<th>CHANGE MONITORING AND EMAIL ALERTS</th>
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<td>Manage flexibly by the total price your customer sees or by individual components, 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.</td>
<td>Get direct, real-time pricing insights on the lowest fares as well as on the broader market, so you can find and correct discrepancies across your entire product line. Part of ATPCO’s FareManager platform, MarketView is an easy-to-use tool that allows you quick access and sorting for easy analysis.</td>
<td>Use one screen to detect and download changes in fares (with Carrier-Imposed Fees and Total Price), footnotes, rules, and YQ/YR fees. Set up email alerts to get notified when competitive pricing action is happening.</td>
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STAY COMPETITIVE WITH SMART AND TIMELY DECISIONS

Greater data accessibility, with faster and better analytic capabilities, has changed the way airlines manage their pricing strategies. Making decisions about the prices your customers see is complex because you need to gather individual price components and factor in competitors’ data. You can’t afford to make decisions based on incomplete, outdated information. 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. You can access it all in just one search in this easy-to-use, real-time tool. MarketView will help to protect your revenue, powering your timely pricing strategy.

KEY BENEFITS

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<th>First tool to monitor YQ/YR</th>
<th>Analysts save 1-2 hours a day</th>
<th>Receive email alerts</th>
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<tr>
<td>The first and only tool that can monitor YQ/YR</td>
<td>Our customers reported saving 1-2 hours a day of time saved in monitoring pricing changes</td>
<td>Change monitoring alerts will notify you when competitive pricing action is happening</td>
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<th>2-5 minutes for updated fares</th>
<th>One-stop shop for all your pricing data</th>
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<td>Fares in MarketView get updated within 2-5 minutes from transmission</td>
<td>Monitor and analyze your entire market conditions in one application</td>
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How MarketView simplifies your analysis

1. Easily sort and view market pricing in data view or graph view.

2. Change monitoring summarizes the changes in the markets in a single screen view.

3. Receive email alerts notifying when competitive pricing action is happening.

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

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