



Deliver relevant, optimized promotions and content across your site, apps and email to increase engagement and cross-sell that drives more profit per traveler.

One Customer. One Experience.

Sharing the Wealth

The biggest problem for airlines is profit per traveler. OTAs and traditional travel agents still touch 80% or more bookings. Airline brands need to engage and convert travelers directly and add more services per traveler to grow revenues. Unfortunately, OTAs are gaining ground. In 2013, OTAs saw their business grow by 13%, while branded sites experienced only a 6% growth. This lower growth can be attributed in part to a lack of investment in customer experience optimization and personalization. To win the battle for growth, airlines must capitalize on their unique touchpoints and customer data to drive increased profit and to enhance brand loyalty that will lead to direct bookings.

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A Unique Opportunity

Airlines have a unique opportunity to engage 100% of passengers at check-in and during their entire trip to increase profits and loyalty per traveler. During the trip is the ideal time to promote airline and partner services. Even when the traveler arrives at their destination, airlines enjoy a unique and trusted position to offer insight and promotions for entertainment, car services and more.

Engaging, Optimized Experiences

With BaynoteONE, airlines can deliver dynamic, content and promotions optimized for each traveler on websites, mobile apps, at kiosks and in email. Your goal is to drive additional revenue at higher margins from your own add-ons and partner promotions. BaynoteONE uses machine learning and new real-time technology to dynamically target each customer based on real-time segments, behavior and context. The result is a relevant, personal experience for each customer from first-time travelers to brand loyalists that drives increased engagement and conversion each time they interact with you.

Real-time, Relevant Content

Relevant content is proven to increase engagement and conversion as much as 6 times when compared to static content. BaynoteONE delivers relevant content and promotions to each traveler using real-time segments, behavior and context in-the-moment throughout their travels.

On Existing Platforms

BaynoteONE works with existing CMS, ecommerce and email systems. Simply add content and promotional zones on pages and the BaynoteONE tells your existing systems what content to display. You can even use existing audience segments from advertising and CRM systems. With BaynoteONE you can have dynamic, relevant promotions on your existing site in weeks, not months.

Easy Setup and Management

BaynoteONE also makes it easy for marketers to update and manage new promotional campaigns with a simple content feed from existing offer management systems or via a simple spreadsheet.

Innovative Airline Solutions

BaynoteONE delivers innovative solutions that airlines are looking for including:

Optimized Content & Promotions

With BaynoteONE optimized content and promotions, there is no limit on the number of promotions you can setup or target for a particular area on the site. Content and promotions can also be used across a variety of touchpoints including websites, call center, kiosks and mobile applications. BaynoteONE also includes self-service A/B testing for up to four variants within a given location for marketers who want to optimize promotional content or strategies.

Real-time Email

BaynoteONE includes real-time email connectivity to deliver content and promotions in real-time, based on real-time behaviors and segmentation. As the customer opens an email, your latest content using the best information is delivered for every interaction. Real-time content also means that travelers don't see stale content or promotions if they open an email days after you send it.

Search and Support

When travelers have questions about airline services or destinations they use your branded site and use your onsite search engine. This is an ideal time to engage them. BaynoteONE enables onsite search enhancement using behavioral data. This solution enhances and augments your existing search engine to delivers relevant results to help customers find information quickly on baggage fees or destinations so they can return to the booking process. This solution also dramatically reduces the number of null search results pages, ensuring that customers always find useful information even when they misspell words, use synonyms or local slang.

Capabilities Airlines Need

BaynoteONE delivers capabilities that airline marketers need to create personal experiences for travelers.

Mobile Friendly

BaynoteONE integrates with existing mobile websites, responsively designed websites and mobile applications to ensure a seamless, personal experience across devices. BaynoteONE has multiple integration methods for sites and applications including server to server and browser level integrations. These multiple integration methods make it possible to easily incorporate BaynoteONE optimized content into mobile devices.

*With BaynoteONE, a major airline engagement rates from search results go up by **265%**.*

Automated Machine Learning

BaynoteONE is a real-time machine learning engine that scales with businesses large and small. Once you setup the system to observe your site visitors and connect with your content catalog or search engine, you can set it and forget it. BaynoteONE automatically updates what is shown to visitors based on your current latest catalog, current trends and changing customer data and preferences.

More Relevant, Less Effort

Airlines have a unique opportunity to engage each traveler with dynamic, personal and engaging content during their travel experience. Delivering this content has never been easier. With BaynoteONE airlines can deliver optimized content on websites, mobile sites, kiosks, mobile applications and in email to drive dramatic increases in profit per traveler and increased brand loyalty that can lead to direct bookings.

About Baynote

Baynote is a leading provider of real-time customer experience solutions for commerce. Using Baynote's patented approach, retail and travel brands create seamless, personal experiences for consumers across devices and touchpoints that increase engagement, conversion and lifetime value. For more information about Baynote, visit <http://www.baynote.com>.

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