

# Industry Insights: Airlines

## Measure & Optimize TV

The global commercial airline industry is on its way to reaching \$743 billion in revenue by the end of 2017 – a \$38 billion jump year-on-year. This growth has fueled a race-to-the-top among industry heavyweights to get an even bigger piece of market share. With higher consumer demand and greater online booking accessibility, airlines are reevaluating how, when and where they reach today's omnichannel travelers.

TV has always been a highly effective marketing channel for the industry, with some airlines spending as much as \$200 million on TV each year in the U.S. alone. To ensure success in a competitive market, airlines are thinking differently about how to use TV to reach the right people, in the places and times that will drive maximum online and offline response.

*Data from eMarketer, IATA and Statista*



### CUSTOMER VALUE

**20-80%**

Improvement in TV efficiency

**Providing same-day campaign performance analytics, TVSquared helps airlines and their ad agencies measure and optimize TV:**

#### Measure Short-Term Impact

Identify TV spots generating the greatest response – whether it's bookings, search, site visits, app activity or customer-service calls.

#### Improve TV Performance

Make in-flight changes to days, dayparts, networks, programs, genres and creatives to improve the efficiency of on-air campaigns.

#### Understand Customer Behavior

Identify customer viewing habits in every target market and track TV's influence on the path-to-purchase, even if it's across mediums and months after initial exposure.



By 2025, 282 million households (1 in 8 families globally) are expected to travel internationally. People over the age of 65 are also the fastest-growing segment of the traveling population *(Visa)*



Close to 90% of TV viewers watch with a second-screen device in-hand or nearby, making TV a primary driver of digital response. More than 76% of travel purchases are preceded by search. Mobile is also an increasingly popular route for bookings, with 31% of leisure and 53% of business travelers booking travel via a smartphone.

*(Google and Reality Mine)*



#### Justify and Optimize Spend

Prove TV's impact on RASM, find the best buy opportunities and ensure the effectiveness of every dollar spent in a TV budget.

#### Inform Planning

See how TV and marketing investments will perform in the future and design impactful plans and media-mix strategies that will promote maximum response.

#### See TV's Cross-Channel Impact

Uncover TV's relationship across offline and online channels, quantify its impact on KPIs and identify externalities affecting performance.

#### + ADvantage

Get the "who, what, when and where" of TV spot performance

#### + Predict

Generate actionable media-buy recommendations and optimize spend

#### + Halo

Understand the total impact of TV across all online and offline channels

Contact TVSquared to learn how you can measure and optimize TV:

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