



## **airSEM Product and Services Configuration Options**

### **What You Get**

- Full SEM management across major engines
- Advanced campaign types
- Continuous optimization and performance monitoring
- Strategic & tactical growth recommendations
- Ongoing experimentation framework
- Access to new betas and product developments (Premium & Enterprise)
- End-to-end tracking setup
- Real-time performance dashboards (Looker Studio)
- Proprietary tools including airBLDR®, airPromo®, airWire®,
- Route Optimizer Route-level and market-level performance analysis

### **Customer Value**

- Drive incremental revenue growth
- Improve cost efficiency (CPA / CoS)
- Enable smarter budgeting and scaling
- Gain clear visibility across markets, routes, and channels
- Access industry expertise in airline SEM

### **Flexible & Scalable Model**

- Tiers aligned to your investment and growth stage
- Ability to upgrade as your needs evolve
- Built for global airline complexity and multi-market expansion

### **airSEM Account Management Services**

Our airSEM offering is designed to deliver data-driven growth, efficiency, and scalability across search engines and digital channels. We provide three service tiers tailored to your business needs, investment level, and growth ambitions.

If the Customer has licensed airSEM Services from PROS, PROS will manage all Customer Search Engine Marketing (“SEM”) accounts for all mutually agreed Campaigns.

### **Fee Adjustments:**

If there is an increase of 30% of the annual budget that PROS needs to manage, these terms will be revisited.



## Service Tiers

Category	Enterprise (Ultimate)	Premium (Advantage)	Standard (Essentials)
<b>Best for</b>	Global airlines with complex needs	Growing airlines scaling performance	Focused markets & foundational SEM
<b>Support Model</b>	Fully dedicated, high-touch	Balanced strategic & operational	Core execution & efficiency
<b>Performance Calls</b>	Weekly	Bi-weekly	Monthly
<b>Google/Bing/SA360 Calls</b>	Bi-weekly	Monthly	Monthly
<b>Onsite Visits</b>	2 per year	1 per year	Not included
<b>Business Reviews</b>	Quarterly	Twice per year	Once per year

## Technology Included

airSEM includes PROS’s proprietary airline paid search marketing technology. The list and features of the technology included with airSEM is the following:

- airBLDR: Automated and scalable buildout of SEM campaigns with comprehensive keyword and language coverage. Support of all the different locations (airports, cities, countries) and top-performing patterns. With a granular structure based on route, market, and language
- airPromo: Manage and schedule multilingual promotions without affecting the history of Ad Copies and Quality Score. Available for price and discount-based promotion ads, which can include promo codes, countdowns, etc
- RouteOptimizer: Optimize route campaigns using real-time IBE data to take budget and bidding decisions. Make decisions like advertising routes based on web sales and Paid Search performance, identifying demand opportunities, and making strategic route decisions based on conversions.
- airWire Search: Real-time dynamic price insertion with ad customizer shows the lowest price by route in the search ads. Matching the price with the airTRFX landing pages.



Feature	Enterprise	Premium	Standard
airBLDR	Yes	Yes	Yes
airPromo	Yes	Yes	Yes
airWire (SEM)	Yes	Yes	Yes
Route Optimizer	Yes	Yes	No

### Optimization & Innovation

Feature	Enterprise	Premium	Standard
Experiments	2 per quarter	1 per quarter	2 per year
Ad Creation / Refresh	Annual	Annual	Annual
Custom Reports	On demand	Monthly	Quarterly
Recurrent Analysis	Weekly	Bi-weekly	Monthly

### Campaign & Execution Scope

Capability	Enterprise	Premium	Standard
Search Engines Covered	5	3	1
Supported Campaign Types	Search, DemandGen, PMax, App, Video, Display	Search, DemandGen, PMax, App	Search, DemandGen, PMax
New Languages Launch	Up to 8	Up to 5	Up to 3
Account Assessment	Yes	Yes	Yes
Campaign Management	Yes	Yes	Yes



## Operations & Support

Capability	Enterprise	Premium	Standard
Budget Management	Yes	Yes	Yes
Strategic & Tactical Recommendations	Yes	Yes	Yes
Campaign Optimization & Maintenance	Yes	Yes	Yes
SEM Tracking Setup (Google/Bing)	Yes	Yes	Yes
GA4 / Adobe Tracking	Yes	Yes	No
Landing Page Mapping (airTRFX®)	Yes	Yes	Yes

## Reporting & Data

Feature	Enterprise	Premium	Standard
Real-time Reporting (Looker Studio)	Yes	Yes	Yes
Executive Dashboard	Yes	Yes	Yes
Tableau License	Yes	Yes	No
BI Integration	Yes	Yes	No