



airSEM Product and Services Configuration Options

airSEM Product Description

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

airSEM Product Features

- airBLDR:
 - Automated and scalable buildout of SEM campaigns with comprehensive keyword and language coverage
 - Support of all the different locations (airports, city, countries) and top performing patterns in +30 languages
 - Granular campaign structure with proper labeling of accounts, campaigns and Ad Groups to improve tracking, analysis, and performance
 - Utilization of geo-targeting, device targeting, scheduling, and other targeting criteria for tailored ad copy, improved conversion, and overall optimization
 - Customer user access to airBLDR™ for ongoing build of SEM campaigns for new routes or other initiatives in different markets and languages
 - Access to modify and create new Responsive Search Ads for existing campaigns
 - Ability to add new search patterns tailor to each customer
- airPromo:
 - Manage and schedule multilingual promotions without affecting history of Ad Copies and Quality Score
 - Implement price and discount-based promotion ads
 - Target different routes, markets, and languages
 - Customize promotional ad-copies with ad customizers
 - Flexibility for price and percentage-based promotions
 - Schedule the start and end date of the promotion
 - Support of additional variables like promo codes, countdown, etc
- routeOptimizer:
 - Optimize route campaigns using real-time IBE data to take budget and bidding decisions
 - Advertise routes based on web sales and Paid Search performance
 - Identifying demand opportunities
 - Strategic route decisions based on conversion analysis
 - Optimize budget and visibility of routes

airSEM Account Management Services

If Customer has licensed airSEM Products from PROS, PROS will manage all Customer Search Engine Marketing ("SEM") accounts for all mutually agreed campaigns and web properties and across all search engines requested.

These SEM Services comprise the following:

- Comprehensive Initial Diagnosis
 - Establish performance baseline, tracking capabilities and identify major areas for opportunity



- Formulate account-wide initiatives
- Deliver budget allocation recommendations
- Define route, language and market coverage in SEM and expansion opportunities
- Communicate strategic and tactical opportunities
- Deliver a detailed analysis and set of actionable to-dos to improve channel performance above baseline
- Quarterly Strategic Assessment and Plan
 - Revisit performance baseline and goals
 - Deliver market, campaign type and route level performance analysis
 - Identify additional market and route opportunities
 - Follow up on status of tactical and strategic opportunities defines in the initial assessment
 - Define activities and to-dos for subsequent quarter based on strategic recommendations
- Annual Executive Review
 - Deliver high-level, on-site performance review of SEM channel to key executives and stakeholders
 - Analyze cross-channel performance
 - Analyze SEM data across platforms
 - Deliver budget recommendations
- Automated Reporting
 - Provide bi-weekly and monthly reports to ensure an accurate picture of SEM performance, including, but not limited to, the following:
 - Executive Summary
 - Weekly / Daily and Monthly account performance – segmented by campaign type Brand/Non-Brand/Hybrid Brand; markets (countries of advertising), languages, devices and networks (various search engines, search vs. display).
 - Destinations and Routes performance segmented by languages, markets and devices.
 - Actual vs Target performance
 - Auction insights report to review competition
 - Optimization Reports (limited campaigns, IS by rank or budget, target ROAS or CPA)
- Keyword, Landing Page, and Ad Copy Optimization
 - Perform multilingual Search Query Analysis for keyword migration, exclusion of irrelevant traffic and overall keyword optimization.
 - Perform Ad Copy testing based on benchmark analysis, market, proving statistical significance using Bayesian calculators and A/B split test tools.
 - Manage updates and testing of airTRFX® landing page content.
- Additional airSEM Services
 - Use of SEM management tools comprising airSEM®, PROS's proprietary portfolio of SEM management tools, as listed above under "airSEM Technology Product Description".
 - Unlimited Customer budget management and Customer account management by PROS.
 - Staff augmentation as required for specific activities.
 - Bring new initiatives base on the new developments in the different Search Engines
 - Iterative experiments by PROS to constantly improve Customer account performance.
 - If Customer has also licensed airTRFX®, PROS will leverage airTRFX® to provide a consistent experience from the Customer's ad copy to the airTRFX® landing page.

airSEM Product Integration

- Design integration based on Customer-specific airTRFX settings.
- Placement of FareNet for route and budget optimization purposes
- Translation and Preposition data for locations through CoreDictionary



airSEM Inherited Settings

The following settings and datasets for airSEM listed herein will be the same as the existing PROS Platform subscribed and configured for the Customer:

- Organization Service
- CoreDictionary
- Central Settings
- Languages currently supported in Customer's airTRFX Product
- Business Rules

airSEM Customer Responsibilities

To implement airSEM, the Customer must either provide or have previously provided the following information to PROS:

- Customer to provide PROS with access to all SEM accounts and relevant web analytics accounts and reports.
- Appoint a dedicated Customer Point of Contact to support all initiatives and ensure cooperation of Customer personnel as needed to execute activities.
- Arrange meetings with technical leads (internal and key website and booking engine vendors) as needed to address tracking needs and other technical requirements for the Services.
- Implementation of PROS -provided FareNet™ JavaScript code in Internet Booking Engine ("IBE") and sufficient access to Customer tag manager.
- Providing to PROS a complete and accurate list of geographies (i.e., origins, destinations, or origin and destination pair) to be implemented in the Product.
 - Customer assumes all liability for approved content.
- Fill a general brand guidelines questionnaire to create the Ads in all necessary languages
- Provide the budget approved for the year
- Provide the goals for the year or quarter that we need to focus on