



airWire Product Configuration Options

Product Description

airWire is a fully hosted collection of APIs that allow airline marketers to easily deploy dynamic fare and flight information into their digital marketing channels, as well as customized marketing and customer communication channels such as email and other third-party applications. This solution is designed for flexibility, supporting personalized travel data and configurations are optimized to fit specific customer needs across various app-based channels.

Product Features

airWire for Media

- Create a catalog of routes that can be connected to marketing channels as feeds using an endpoint or spreadsheet.
- Enables real-time fare catalogs / feeds to be placed at any endpoints
- Strategically target customers within a specific market
- Create granular feeds by selecting languages, currencies, and travel classes suitable for the target market
- Self-Service platform that allows users to launch feeds / catalogs for multiple platforms in minutes
- Supported platforms include Facebook, TikTok, Search Ads 360, DV360, Criteo, Jivox, and getBlue
- Request customized feeds for un-supported platforms or third-party integrations

airWire for Applications

- Supports real-time fares for route-specific fare and flight details, including fares, origin, destination, and journey type that can be adjusted ad hoc with each request to the API(s).
- Fare and travel data can be configured by languages, currencies, travel classes, and market regions, ensuring relevant information delivery based on target audience specifications.
- Provides APIs that can feed custom applications or marketing platforms with tailored data sets, enabling use across diverse digital channels.
- Designed for easy integration with email providers, messaging platforms, and other applications, providing a seamless customer experience across touchpoints.



Available Options

airWire for Media

- Supported output formats include Google Spreadsheets and XML
- **Airline Catalogs can be configured directly for clients who have pricing enabled**
- **Hotel Catalogs require custom implementations and can be launched provided requirements are supported by the target social media platforms.**

airWire for Applications

Provides a RESTful JSON API with flexible business logic, adaptable across industries and tailored to leverage integrated data availability. Each configuration leverages the real-time data collected, enabling dynamic filtering and output customization for marketing and customer engagement based on available data that is collected into the system.

[Postman Documentation](#) is available for the airWire Search endpoint.

Airlines

- Supports both search and histogram aggregations, enabling data retrieval and fare distribution across various routes and customer segments.
- **Route and Market Filters:** Select routes using origin and destination codes, filtered by markets (e.g., US, EU) and geo-targeting.
- **Travel Classes and Journey Types:** Filter fares by class (Economy, Premium Economy, Business, First) and journey type (One-Way, Round-Trip, Combined), supporting specific customer travel preferences.
- **Fare Limits:** Limit fares returned per route, with configurable maximum limits.
- **Date Intervals:** Customize departure and return intervals or set specific date ranges.
- **Duration Settings:** Trip duration filters to define minimum and maximum days for a fare.
- **Sort Options:** Sort by fare price, popularity, or route proximity.
- **Geo-Coordinate Filtering:** Configure city or airport-based radius searches to focus on routes close to specified locations.
- **Currency and Language:** Specify a single currency per route, with language options based on customer market preferences.

Packages

- Aggregates travel components (e.g., flight + hotel, flight + car) for bundled travel packages.
- **Types:** Supports various combinations, including flight + hotel and flight + car, to enable flexible travel bundles.



- **Market and Language Context:** Market-based language options, category filters, and geo-specific tags for personalized package displays.
- **Date-based Filters:** Configure based on start and end dates for trips, with options for interval-based dynamic date settings.
- **Attributes and Sorting:**
 - **Price Sorting:** Options to sort by lowest/highest price, star rating, or popularity.
 - **Nightly Rate Limits:** Customize nightly stay ranges and price brackets within packages to target specific budget segments.
- **Data Expiration:** Set data expiration windows for accurate, real-time package updates.
- **Hierarchy Filtering:** Filters at various package levels, such as city, hotel, or route popularity, allowing specific focus for targeted offers.

Hotels

- Offers multi-level aggregation by city, property, room, or rate, ideal for comprehensive accommodation data.
- **Property and Room Details:** Select specific properties or room types by IDs and filter by rate plans.
- **Market Context:** Targeted filtering by hotel property and rate codes within specific market and geo locations.
- **Date Ranges and Intervals:** Customize check-in/check-out date ranges or set interval-based dates for flexible planning.
- **Weekday and Blackout Filters:** Specify check-in/check-out days or blackout dates to control availability and stay patterns.
- **Geo-Coordinate Proximity Filtering:** Select properties within a defined radius from a central point or within a geographic quadrant, allowing highly targeted location-based searches.
- **Budget Settings:** Minimum and maximum budget filters per currency, allowing targeted price ranges.
- **Output Customization:** Options for sorting by average daily price, total cost, currency formatting, and custom display options.

Product Integration

airWire for Media

- Design integration based on Customer-specific airTRFX settings.
- Availability of dynamic fares through the Batch Fare Service.
- Translation and Preposition data for locations through CoreDictionary

airWire for Apps



Integration with airWire for Apps supports straightforward setup and customization, enabling marketing teams to access and manage data efficiently:

- Confirmation of fare combinability rules and requirements; this information will govern the processing and storage of fares and flight information.
- Provide IP Address(es) or domains from which APIs will be accessed.
- Placement of FareNet or customer-provided pricing feeds.
- The API is designed to integrate with a range of platforms, from email marketing providers to proprietary custom apps, supporting both structured and ad-hoc implementations.
- Ensures data is securely transmitted over SSL-encrypted connections, adhering to GDPR, US DOT, and CTA standards.

Inherited Settings

The following settings and datasets for airWire listed herein will be configured within the PROS DataCore system:

- Business Rules as defined within Central Settings, e.g. fare processing, default route type, etc.
- Locations as defined within Core Dictionary, and any images associated with each location hierarchy.
- Languages licensed across products
- DataCore product(s) licensed such as Expansion Sets, e.g. Economy and Business, or Awards data

Customer Responsibilities

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

- Comprehensive configurations of pricing rules to define fare types (e.g., cash, miles, points) and combinability criteria, ensuring accurate fare representation across channels.
- Publishing of PROS -provided FareNet™ JavaScript code in Internet Booking Engine (“IBE”). Access to Customer tag manager is optional, and required for support from PROS.
- Provide a complete and accurate list of geographies and images for each geography (e.g., origin and destination pairs). Customer assumes all liability for approved content.



- Precise deep link documentation to connect to the IBE (if applicable).
- Provide Site Editions with associated countries and booking currencies.
- Provide Flight Pricing Data Information.
- Provide a complete and accurate list of IP Address(es) or Domain(s) for the airWire for Applications endpoints to be used (if applicable).
- A schema for custom implementations that matches the accepted schema for the target platform.