

While a uniform strategy could certainly be effective for Air France, it would be more effective to tailor the strategy to each search platform. For high cost publishers, deploy campaign strategy to decrease costs per click by adjusting bid strategy, match type, keyword selection, and position. Identify characteristics of campaigns with high ROA within each publisher and duplicate strategy for future campaigns. An Example of these publishers would be Google global and MSN US. Publishers like Overture have a poor probability of producing a booking. To increase booking probability without increasing costs, deploy a strategy to improve copy. Use Click Through Rate vs. TCR matrix to determine whether search side or website copy should be targeted for improvement. Low cost publishers with high probability of conversion like Yahoo US and MSN global are the best targets to increase spending.

In an airline industry that is becoming more and more saturated and with the emergence of travel aggregators, it has become essential that Air France target keywords that are most effective for each platform. From the data we can see that 322 of the 4,510 keywords had a positive ROI, and with returns being so high across all platforms we can see that this model will remain effective and sustainable. However, by eliminating bids on useless keywords, Air France can increase margins by reducing initial investment as well as raising the cost to advertise for competitors.

In this case, the most important Key Performance Indicators (KPI's) are the average return on ad dollars spent, total cost, and probability of booking. With these metrics we can see the balance between margins and the overall expenses of the

campaign. Flexibility is key in the ever-evolving tech space to reach our target return. We chose not to include average cost because we can incur large expenses if there is a high rate on the investment. If something has slim margins but is relatively cheap we don't see a reason to remove it because as people see ads, click, purchase, and tell their network it maintains value. With a sensitivity analysis comparing overall investment to the return on that investment, we can see the benefit of the investment as well as find and reduce inefficiency.

Meta search platforms like KAYAK.com are the movement of the future; while common search engines are set in their ways and don't present future opportunities for further optimization, the evolution of sites like KAYAK make them attractive for advertising. We saw that in just a week KAYAK was able to generate nearly a quarter million dollars in revenue. It's hard to debate the legitimacy of a site like this but these sites should be used to maintain presence in the consumers mind. In the beginning of the case we were told that consumers gravitated toward the economy class, so we can conclude that Meta search platforms like KAYAK will continue to expand in the future as consumers continue to seek sites that provide lower cost options.