

3 Tips to Improve Ancillary Revenue



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Airline ancillary revenue has lifted to \$31.5 billion – up nearly 1200% since 2007, are you getting your slice of the pie?

Increasing your bottom line can be made easy – below we identify three tips enabling you to tap into ancillary success:

1. Purchasing ancillaries needs to be easy and simple:

- Clearly summarise relevant, attractive information to ‘sell’ the product, including the relevant price. Only show information the user needs to see.
- Producing relevant ancillary options to your customer creates independent interest, which requires less clicks and increases conversion.

2. Offer the best ancillary at the right time:

- Put yourself in the customer’s shoes. Deliver only the most relevant products by using each customer’s booking credentials to effectively target them with applicable ancillaries.
- Logical purchase behavior must be applied to the positioning of ancillary products.

3. Test, analyse, improve – repeat:

- A-B testing in particular allows you to identify the success of different ancillary elements, enabling you to analyse crucial data and make changes accordingly.
- Continuous development and analysis of your ancillary offering will provide you with opportunities that have real impact on improving your ancillary revenue.