2019 Mega Event Presentations
For a Full List of 2020 Event Dates & Locations visit:

www.AiEventDates.com

Check out the website if you wish to SPEAK and/or SPONSOR a 2020 Event
Guestlogix Travel Commerce Platform

The Guestlogix travel commerce platform enables airlines to significantly increase ancillary revenues while improving traveler satisfaction across their entire journey.

- Increase Ancillary Revenue
- Improve Traveler Satisfaction
- Quick to Deploy
- Success-Based Pricing

Visit guestlogix.ai to book a demo today!
CarTrawler | Bringing opportunities to life
Through a global online marketplace bringing partners, customers and suppliers together.

B2B MOBILITY PLATFORM
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

B2B FOCUS
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

ONLINE RETAILING EXPERTISE
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

PERSONALISATION
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

TECHNOLOGY
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

CHOICE
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfer, taxis, shared shuttle and bus in 50,000 locations.

Discover CarTrawler
www.cartrawler.com/partnerships

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About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

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The Next Big Ancillary: The untapped potential of media revenue for airlines

Travel brands are full-fledged retailers, including airlines. Forrester has said it, and now the IATA has declared it, too. Ancillary revenue is expected to reach close to $100 billion in 2019, with even more growth in 2020.

There’s a massive opportunity for airlines to think more like retailers. To better serve, upsell and monetize their users like retailers. It doesn’t have to be just more of the same. In fact, it can be easier, and more lucrative.

Download the ebook
In the period 2007–2017 ancillary revenue grew $2.5 billion per quarter – initially due to baggage, then other fees. Growth from new revenue streams has been sustained largely by introducing new product. That can only go so far. A new stream is needed that can provide reliable, consistent revenue. For ambitious airlines that want to compete in the same space as other digital retailers, media can do just that.
Best practices in customer acquisition

Mike Bernat, VP Product Management, BookIt.com
Barry Landes, VP Business Development, <intent>
• Founded in 2000
• Largest Privately Held OTA in US
• Offices in Panama City, Orlando, California, and Jamaica
• Focus on Online Package Sales to All-Inclusive Markets
• Data-Centric Decision-Making and Automation
Real-time predictions for travel
Powerful platform and real-time predictions make us the market leader

Real-time machine learning
Custom models predict user behavior on 4M+ pages-views every month

Best-in-class predictions
8+ years of data science & patented technology for unbeatable accuracy

Proven, trusted & scalable
Live on platforms and channels with 450+ brands in 40+ countries across the globe

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Key challenges travel brands face

- Soaring acquisition costs
- Persistently low conversion rates
- Rising expectations for personalization
Predicting user behavior is key to tackling these challenges

Predict behavior
Predict likelihood to convert in real-time

Deliver relevance
Provide a tailored experience to each user

Drive better results
Via efficient acquisition, media monetization, and better personalization

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See which users are most valuable via a Value Curve

Without <intent> Scores: Value Curve

- Difficult to know who is most likely to convert
- Average CVR is 5%

vs.

With <intent> Scores: Value Curve

- High scores 25X more likely to convert
- De-averaged CVR is 0.9%-23%

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Activate predictions to monetize, acquire, and customize more efficiently

**Predictive Intelligence Platform™**

**Product suite**

**<intent> Media**
Monetize non-converters with relevant ads to increase profitability by 30%

**<intent> Target**
Optimize retargeting bids to drive 25% more efficiency

**<intent> Personalize**
Offer more on-page customization to double the value of A/B testing
Activate predictions to monetize, acquire, and customize more efficiently

**Predictive Intelligence Platform™**

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Boost traffic acquisition by 25% with <intent>

Target

Optimize retargeting bids with value-based intelligence

Align bidding strategy with conversion behavior in real-time to reduce spend, make more money, and increase conversions

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Questions?
Email: hello@intent.com
www.intent.com