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Ancillary Merchandising Conference 2019,
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.

**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.

**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.

Discover CarTrawler

www.cartrawler.com/partnerships
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.
✓ Create significant ancillary revenue

✓ Value add for travelers

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Powering Airline Partners
BIG DATA
Taking Airlines Places

Jon Norris
VP Marketing
3 BIG TRENDS

SHAPING PASSENGER NEEDS AND THE IFE INDUSTRY
1. THE GROWTH IN EXPERIENTIAL TRAVEL
1 BILLION
DAILY ACTIVE USERS
OF
INSTAGRAM STORIES
100 MILLION+
DAILY

TOTAL NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS

400 MILLION
NUMBER OF PHOTOS & VIDEOS UPLOADED PER DAY
2. BIG DATA AND AI

DRIVES PERSONALIZATION
3. THE GROWTH IN ANCILLARY REVENUE

FROM $2.5BN TO $67BN IN LESS THAN 10 YEARS ...
CONNECTED AIRLINE ECONOMY

CONNECTIVITY UNLOCKS

2 Bn SMART PHONES

$330 Bn SHARING ECONOMY*

$500 Bn IN-DESTINATION SPEND**

SOURCE: *PWC.COM/CISSHARING ** EUROMONITOR INTERNATIONAL

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PASSENGERS WANT TO

Take part in local culture and memorialize it online

Explore and discover socially evaluated places

Use recommendations for personalized experiences
Harness billions of social experiences

Use passenger desires to predict flight demand

Generate airline and ancillary revenue …
HOW TO CAPITALIZE

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SOCIALLY RANK IFE CONTENT
Socially Ranked IFE Content
POWERED BY BILLIONS OF EXPERIENCES TO MAKE IT RELEVANT

- COLLAB TRAVEL EXPERIENCES
- ANALYZE AND RANK
- PRESENT IN CONTEXT OF ROUTE
- ALLOW PASSENGERS TO ENGAGE
MAKE RECOMMENDATIONS
Recommendations

- Deliver relevant content
- Make comparison suggestions
- Drive product sales
PROMOTE ROUTES AND FLIGHTS
EXPLORE THEATRE WEEKEND BREAKS

Chicago Theatre
A great location for musicals, Broadway shows and more.
See Flights

ancillary MERCHANDISING confereNCe 2019, #AncillaryMerchandising
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SHOWCASE FLIGHT OPTIONS
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CHICAGO

**PROMOTE ACTIVITIES**
This landmark museum features more than 800 interactive exhibits, including the "U-505 Submarine" and "YOU! The Experience," featuring hands on exploration of the body, mind, and spirit. — Where

**RANK AND REVIEWS**

**OFFERS AND PROMOTIONS**

**DRIVE ANCILLARY REVENUE**
“Hey, check out Les Misérables in Chicago,
you’ll love this show - save it to your wish list.
Now browse our route map and flight schedule
to plan and book your trip using your air miles”
“WHERE WILL PASSENGERS SPEND 8 BILLION HOURS ONLINE?”
QUESTIONS?

Jon Norris
VP Marketing