Increase Ancillary Revenue
With Interactive, Dynamic Emails
AIRLINE A
20M PASSENGERS

Paid Seat Conversion: 1.10%
Revenue: $4M

AIRLINE B
20M PASSENGERS

Paid Seat Conversion: 2.31%
Revenue: $9.2M
Hola Miguel Antonio,

Se acerca tu viaje a Isla San Andrés. Todavía estás a tiempo de comprar tu asiento LATAM para que viajes con mayor comodidad, en tu vuelo LA4270 Cali - Isla San Andrés.

Compra aquí ➔

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Interactive Email

Santiago to Célte de Lima

<table>
<thead>
<tr>
<th>Nombre</th>
<th>Asiento</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Johnson</td>
<td>15C</td>
</tr>
<tr>
<td>Sarah Jones</td>
<td>19B</td>
</tr>
</tbody>
</table>

- **Premium Seats**: $4990
  - Delux seat: Exclusive compartment for your hand luggage.
  - $7990:
    - More than 12" of additional leg space.

- **Standard Seats**:
  - $2990
  - Not allowed: Selected

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Mega APAC 2019, #MegaAPAC
PRODUCTS AND SERVICE OFFERINGS

CUSTOMER EXPERIENCE

CHECK-IN

CONFIRMATION EMAIL

Mega APAC 2019, #MegaAPAC
Email is accessible on different devices
Static Marketing Email

Interactive Email

Click here
“We are a result driven company”
<table>
<thead>
<tr>
<th>Subject line 1</th>
<th>Assign your seat now!</th>
<th>9:32 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject line 2</td>
<td>Dubai Flight: Seat 3A/3B are currently available to purchase. Hurry!</td>
<td>9:30 PM</td>
</tr>
</tbody>
</table>
Email Engagement Time

- **Glanced**: < 2 Secs (6%)
- **Skim Read**: 2-8 Secs (10%)
- **Read**: 8+ Secs (84%)
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