

PROS MERCHANDISING

UPSELL AT ANY TIME IN THE TRAVELER JOURNEY, FROM ANY DEVICE



The shift to Modern Commerce demands flexible merchandising strategies that deliver frictionless shopping experience across channels, while maximizing revenue per passenger.

40%

of passengers today are willing to **spend more** of their budget on optional services to get a personalized flight experience.

\$67B

projected ancillary revenue²

130%

growth in ancillary value vs. a decade ago³

>50%

of LCCs' ancillary revenue comes from à la carte features like baggage and seat upsell⁴

UP↑

onward march of ancillary revenue on a per passenger basis⁵

1 IATA Atmosphere Research
2 Expedia Media Solutions
3, 4, 5 Data for airlines in top 10. 2017 CarTrawler Yearbook of Ancillary Revenue



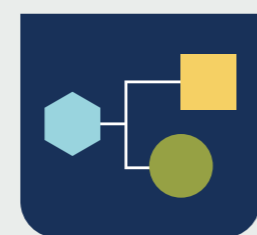
COMPREHENSIVE OFFERS

Design the complete offer: fares, brands, optional services



DYNAMIC PRICING

Apply dynamic pricing to personalize, bundle/unbundle



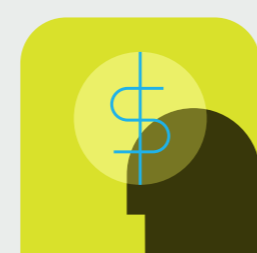
INDUSTRY COMPATIBILITY

Handle both ATPCO & non-ATPCO filed services with full NDC compliance



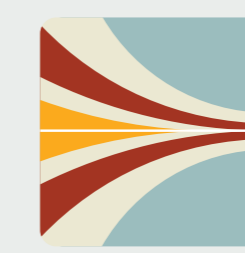
OMNICHANNEL

Distribute differentiated offers across direct and indirect channels, across devices



SHOPPING EXPERIENCE

Convert shoppers with rich images and videos



CONTROL AND EASE OF USE

Manage optional services with rules through a web based administration interface

POWER OFFER OPTIMIZATION WITH PROS MERCHANDISING