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Navitaire announces a partnership with EveryMundo to help airlines enable flexible search, increase traffic, improve conversion rate, enhance user experience and drive brand engagement on and off an airline's website.

Navitaire and its airline customers can leverage this partnership to unlock new revenue opportunities. The collaboration gives airlines new ways to dynamically promote fares across all of their routes and enhance their digital presence through EveryMundo's fare marketing platform.

What is Fare Marketing?

Fare marketing is the presentation of an airline's live, dynamic, best-available fares across its website and in digital channels – before shoppers start the booking process. Fare marketing technology lets visitors to an airline's website or other digital channels to see targeted, relevant fares based on their individual travel intent. For the airline, once a customer enters your booking flow, they've already interacted with the fare and are ready to act which can translate into better engagement and higher conversion with customers to improve revenues.

Navitaire's Airline Platform Simplifies Integration

Connecting with Navitaire's open, flexible New Skies® airline platform makes it easy to take full advantage of EveryMundo's fare marketing capabilities:

- Leveraging EveryMundo's easy-to-use content management system lets airlines quickly launch web pages based off of routes available in New Skies
- New Skies fares are dynamically populated and can be placed in web sites, mobile apps, and in digital advertising
- New Skies language and currency settings feed into the platform, enabling the creation of multiple, localized pages with the click of a button
- Real-time fare and flight information based on traveler searches are populated into digital assets without additional API calls or personal identifiable information (PII) collection

Founded on open, modern technology, the Navitaire Airline Platform was built with the future of digital retailing in mind. The EveryMundo-Navitaire collaboration demonstrates how carriers can leverage our simple, agile and open framework to take advantage of new innovations and emerging trends to help grow revenue and market share.

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