



# \$100M Revenue Lift: How Data Transformed an Airline's Pricing

USE CASE: MARKETING BEHAVIOR ANALYSIS | INDUSTRY: AIRLINES



>100M

Annual revenue  
per \$1 fare  
increase

\$10M

Incremental  
revenue  
generated

## CHALLENGE

A global airline sought to maximize revenue, with pricing as a pivotal driver. However, they faced significant challenges due to insufficient data and insights into the factors influencing price sensitivity across key customer segments. This gap hindered their ability to tailor pricing strategies effectively and capitalize on potential revenue opportunities.

## SOLUTION

To overcome this, the airline partnered with Celebrus to gain comprehensive visibility into customer behaviors and pricing dynamics. Celebrus enabled the airline to capture detailed online browsing and booking data, such as search patterns for fixed arrival dates and times, filtering behaviors like sorting by flight time, and information on class preferences, ancillary services viewed, and route selections.

By analyzing flight booking sessions, Celebrus provided actionable insights, including scenarios where customers chose premium fares over lower-cost options. Even when bookings weren't completed, Celebrus tracked and compiled detailed data across entire user visits. This enriched dataset was seamlessly integrated with offline customer profiles and historical booking information, creating a unified and holistic view of customer behavior.

With over 100 events and 500 attributes delivered in live time, Celebrus empowered the airline to enhance its pricing models by pinpointing critical behaviors driving price sensitivity.

## RESULTS

- **Personalized Pricing:** Optimized pricing strategies tailored to individual booking behaviors
- **Revenue Growth:** Increased revenue per customer by aligning offers with customer preferences
- **Improved Capacity Utilization:** Enhanced flight capacity management, resulting in higher overall efficiency

Celebrus transformed the airline's pricing approach, enabling data-driven decisions that directly impacted both customer satisfaction and profitability.

