

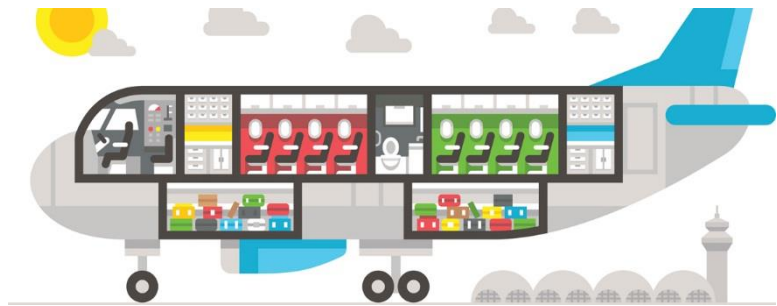
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## Best Practices in Capturing Airline Ancillary Revenues on Mobile

*This article is based upon a report issued by IdeaWorksCompany.*

Here are the best methods used by the top 25 airlines to capture ancillary revenues on mobile, according to a report from IdeaWorksCompany.

The latest report, “Ancillary Revenue Goes Mobile: The Best Methods Used by the Top 25 Airlines” from IdeaWorksCompany, researched the in-path booking capabilities of the mobile applications offered by the world’s largest 25 airlines. It showed up some interesting observations:



- 24 of the 25 airlines reviewed offer Android versions of mobile applications.
- Mobile apps are becoming adroit à la carte retailers. In particular, the apps offered by AirAsia, Delta, Indigo, Ryanair, and United offer five or more à la carte options in their booking paths.
- Ryanair provides an exceptional example of seat assignment done right, with ever-present icons to describe seats, color coding to indicate prices, and in-path alerts for discounted pricing.
- The Air France mobile app provides a consumer friendly and retail savvy collection of screens for pre-paid baggage that provide three layers of information.
- “Book now, pay later” motivates impulse buying and five airlines — Air France, American, Emirates, Lufthansa, and United — were found to include the feature in their mobile apps.

“Ancillary Revenue Goes Mobile: The Best Methods Used by the Top 25 Airlines” was produced as part of the 2017 Thought Leadership Series on Revenue and Loyalty, sponsored by CarTrawler. The 15-page report is available for a free download from Car Trawler.