

Route Builder™

Destination-focused advertising



What Is Route Builder™?

A digital advertising service that creates, places, and optimizes **destination-focused** advertising in your local community to fill more seats departing your airport.

Fill Seats & Reduce Leakage

Through years of producing, testing and optimizing ads for airports, we utilize best practices to identify and curate relevant destinations from your airport to inspire more consumers to click to learn more. Route Builder is also an excellent addition to your airline incentive program to support new routes.

Insights & Analytics

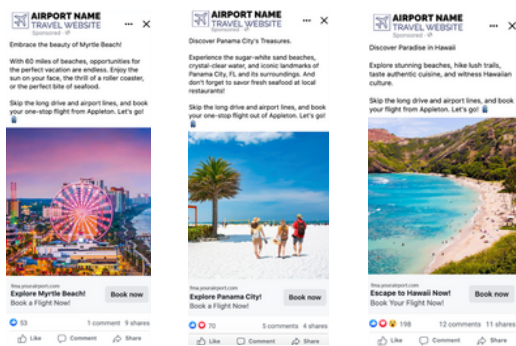
By integrating with FlyMyAirport and gaining attribution reporting, you can easily see how your campaign is performing in real-time. This feedback loop prompts faster optimizations and gives you the peace of mind knowing that your marketing dollars are being put to good use.

Improved Marketing ROIs

Route Builder optimizes the sales of seats on selected routes by ensuring a seamless consumer journey from search to purchase. The continuous data loop enabled by FlyMyAirport refines strategies for creative development and media placement, resulting in ever-increasing ROIs.

Hands-free Production

Combining our human expertise with the power of AI and software programming, Route Builder is able to save your marketing team time and money by quickly creating effective content at scale. Ensuring connection to FlyMyAirport, we also place, monitor and optimize.



Route Builder™ is designed to seamlessly integrate with FlyMyAirport to get even more people to fly locally.

How does it work?

Full-service and subscription based

Creation and placement

We typically support 10-20 routes with destination-focused ads that we create, place, and optimize. Importantly, this service is meant to compliment (and not replace) an airport's current marketing efforts, much like an Expedia ad program would do,

Budget-friendly, monthly subscription

Route Builder Delivers all creative development, project management, placement, measurements, and optimizations to maximize your return on investment.

- \$2,500 initial set up fee
- \$125 per advertised destination, per month
- Access to a live performance dashboard for \$500 per month.

Maximize your return on investment (ROI)

Route Builder is designed to be used with FlyMyAirport in order to complete the consumers' "path to purchase" and include click, search, and purchase attribution reporting. This includes access to new metrics that have been previously unavailable to airport marketers such as booking conversion rate for ad campaigns, and \$ cost per booking.

Together FlyMyAirport and Route Builder complete the fly-wheel of advertising creation, placement, and ROI visibility for optimizations.

Getting Started...

...is fast & easy

● Onboard

We'll work with you to gather information and assets required to inform the creating and curation of ads.

● Creative

With received assets and information we'll create your ads and share for approvals before placing.

● Go Live

Within 1-2 weeks, new advertising will influence consumers towards your selected destinations and routes!

● Optimize

Attribution data will be accessible via your dashboard within 30 days to supply metrics on conversions, track visits, visitors, pages, and "Book Now" clicks.

*We exist to help airports grow, so
their communities thrive.*

Airport One is a company at the intersection of Marketing & Technology, specializing in efficiently growing airports.

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