

Route Builder™ Overview

Route Builder™ is a turn-key digital advertising service that creates, places, and optimizes destination-focused advertising in your local community to fill more seats departing your airport.

By strategically positioning the airport in the consumer's path to purchase, Route Builder paired with FlyMyAirport helps airports develop a direct relationship with travelers and fill more seats. And the best part? It comes with powerful analytics for improved decision-making and ever-increasing ROIs.

What's Unique

- Airport-Loyal Consumers
 - It is the best way to educate and create awareness of where you can fly. Route Builder is also an excellent addition to your airline incentive program to support new routes.
- Airport-Centric
 - Route Builder keeps Google Flights or OTAs like Expedia, FlyMyAirport sets the airport as the default for **every** search.
- Data-Driven Insights
 - By integrating with FlyMyAirport and gaining attribution reporting, you can easily see how your campaign is performing in real-time. This prompts faster optimizations and gives you the peace of mind knowing that your marketing dollars are being put to good use.
- Hands-free Maintenance
 - Easy setup with maintenance-free hosted microsite.
- Complete Solution
 - Includes the ability to search vacation packages, car rentals, and hotels.

Designed to seamlessly integrate with FlyMyAirport to get even more people to fly locally.

Key Features

- 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, placing, monitoring and optimizing.
- Destination Landing Pages
 - Utilizing pre-built pages for nearly every destination (Orlando, Paris, Istanbul, Las Vegas, etc.), eliminating the need for airports to build them from scratch to support advertising.
- Live Performance Dashboard
 - Real-time insights into both advertising and FlyMyairport site performance.

How it Benefits Your Airport

- Enhanced Customer Experience
 - Elevate your website to better connect and service your community and its travelers.
- Productivity
 - Convert organic website visitors into purchases, and give them a reason to return.
- Greater Growth
 - Fill more seats, improve marketing ROIs, and build airport-loyal consumers.
- Economical Investment
 - \$2,500 initial set up
 - \$125 per advertised destination, per month
 - Access to live performance dashboard for \$500/month