KLM Digital Marketing – **Paid Search**

Emission Score

KLM Digital Marketing

Hi there!

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KLM Royal Dutch Airlines

Since 1919

162 Destinations

In 72 countries. And many more with our global partner network.

111 Aircraft

Including our new Airbus A321 Neo!

Alternative Aviation Fuel

1,7% added. Air France-KLM is the world's leading SAF user.

33M+

Passengers are welcomed on board per year

Digital Marketing

30+ passionate marketeers in-house

15 different channels

22 local offices

21M+

Fans & followers on our social media channels

Paid search *at KLM*

Global Scope

- 70 countries
- 20 languages
- 6 search engines

Route Network

Connecting 170 destinations worldwide via our AMS hub, resulting in +22.000 routes

Value Based Bidding

ROAS steering adjusted for incremental business value via KLMs Flight Score model

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Google

klm flights to new york

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https://www.klm.nl › Home › Flights › To United States   ⋮

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10–16 Apr   from €613

Flight Score *model*

KLM's innovative data model to steer towards incremental revenue

Flight Score *model*

Steering complexity

ROAS steering is not perfect

Flight Score *model*

Steering complexity

ROAS steering is not per

Limited data availability

There's no margin or profit data available at moment of booking

Flight Score *model*

Steering complexity

ROAS steering is not per...

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available at moment of book...

Organizational needs

The goal is to be more aligned
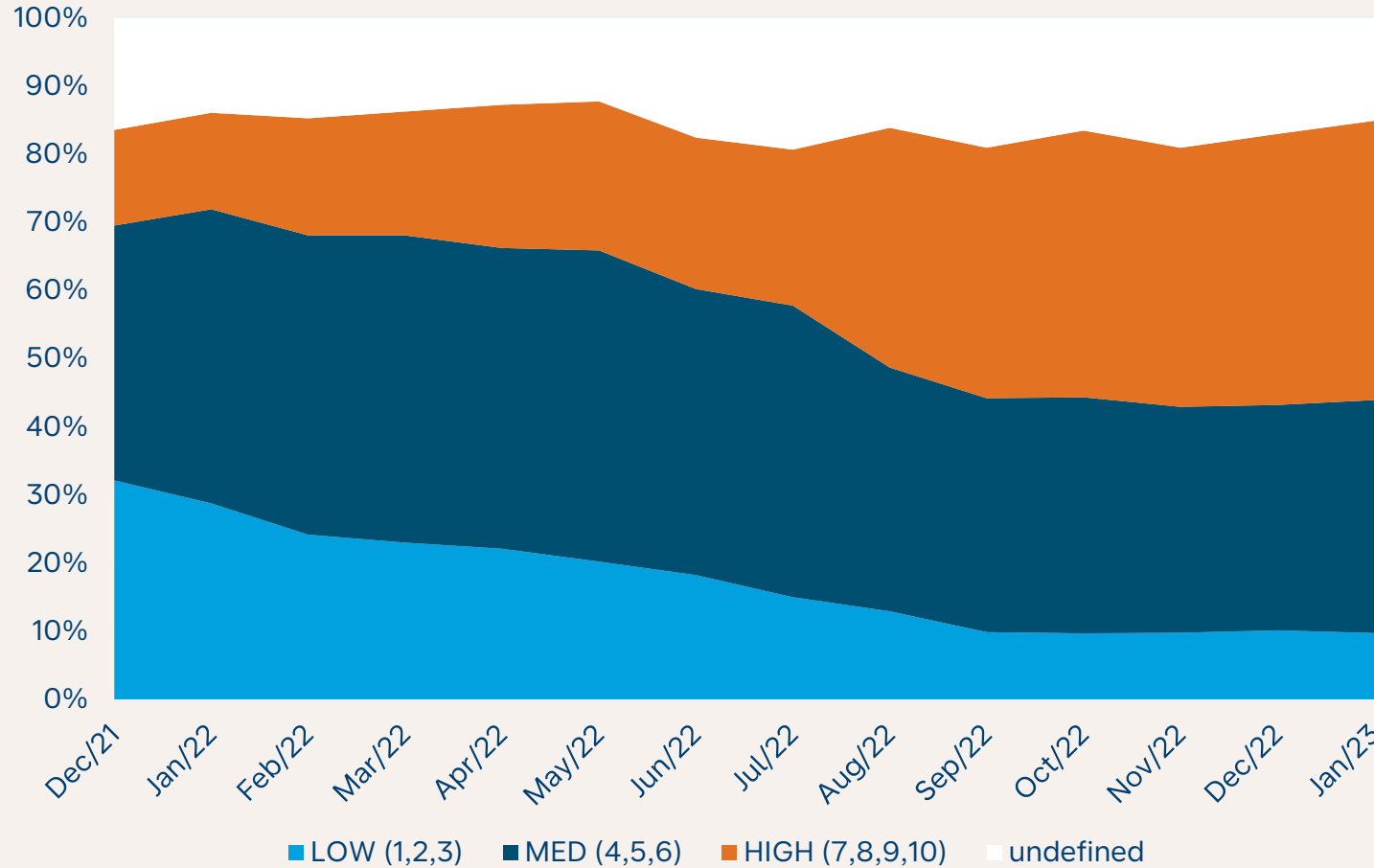with KLM's overall business needs

Flight Score *way of working*

Fly from: Amsterdam	Ticket Value	Booked Load Factor	Expected Load Factor	Market share gap	Flight Score
London	€500,-	47%	60%	40%	9
New York	€1000,-	57%	90%	20%	6
Curaçao	€1500,-	75%	99%	3%	2

Flight Score *results*
Share of bookings per Flight Score Cluster over time

Huge increase in our share of bookings coming from routes with a **<u>high</u>** Flight Score

LOW (1,2,3) ■ MED (4,5,6) ■ HIGH (7,8,9,10) undefined
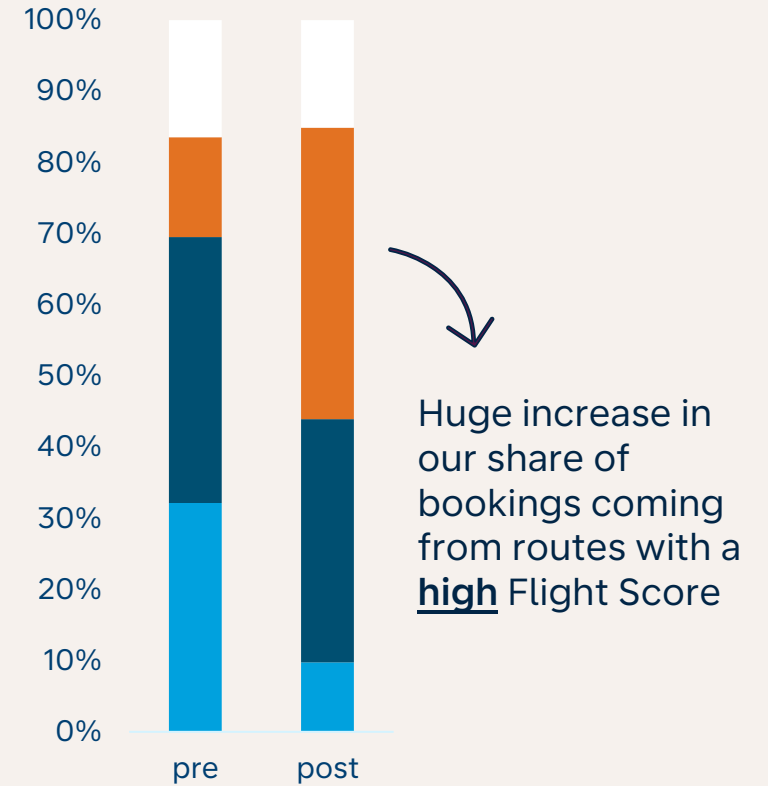
However… there's another **challenge**

However… there's another **challenge**

How can we, at Digital Marketing,
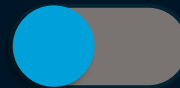contribute to the KLM strategy to reduce
our environmental footprint?

Sustainability challenge

How can we, at Digital Marketing,
contribute to the KLM strategy to reduce
our environmental footprint?

Awareness campaigns

KLM was the first airline in
the world to advertise
about 'flying less'.

Performance steering

CO_2 data to compare
between airlines was not
readily available.

Sustainability challenge

How can we, at Digital Marketing, contribute to the KLM strategy to reduce our environmental footprint?

Awareness campaigns

However, the subject has become increasingly sensitive limiting options to communicate on it.

Performance steering

CO2 data to compare between airlines was not readily available.
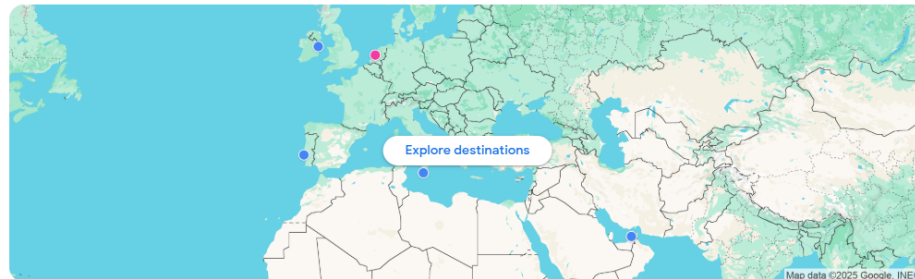
All filters   Stops ▾   Airlines ▾   Bags ▾   Price ▾   Times ▾   Emissions ▾   Connecting airports ▾   Duration ▾

Best ⓘ	Cheapest from **€182** ⓘ NEW

Top departing flights

Ranked based on price and convenience ⓘ   Prices include required taxes + fees for 1 adult. Optional charges and bag fees may apply. Passenger assistance info.

Sorted by top flights ⇅

	2:45 PM – 5:00 PM	3 hr 15 min	Nonstop	126 kg CO_2	€109	
V	Vueling · Iberia	AMS–LIS		Avg emissions ⓘ	round trip	⌄
t	5:50 PM – 7:55 PM	3 hr 5 min	Nonstop	123 kg CO_2	€117	
	Transavia	AMS–LIS		Avg emissions ⓘ	round trip	⌄
easyJet	3:45 PM – 5:50 PM	3 hr 5 min	Nonstop	122 kg CO_2	€124	
	easyJet	AMS–LIS		-6% emissions ⓘ	round trip	⌄
TAP	7:30 PM – 9:35 PM	3 hr 5 min	Nonstop	130 kg CO_2	€148	
	Tap Air Portugal	AMS–LIS		Avg emissions ⓘ	round trip	⌄
KLM	8:50 PM – 10:50 PM	3 hr	Nonstop	114 kg CO_2	€157	
	KLM	AMS–LIS		-12% emissions ⓘ	round trip	⌄

Travel Impact Model

- The aircraft model and configuration
- The speed and altitude of the aircraft
- The distance between origin and destination
- The number of passengers
- The amount of cargo carried

We've partnered up with **Google**

Because we can make a bigger difference if
we work together

Percentage difference

relative percentage **difference in carbon emission**

Percentage Impressions

percentage of **impressions in Google Flights searches**

|	A	B	C	D	E
1	partner_id	origin_airport	destination_airport	percentage_difference_with_lower_emissions	percentage_of_lower_emissions
2	KL	CPH	AAL	355.02%	0.00%
3	KL	TRF	AAL	255.66%	0.00%
4	KL	ARN	AAL	112.77%	0.07%
5	KL	SVG	AAL	90.16%	0.00%
6	KL	HEL	AAL	78.81%	0.15%
7	KL	BER	AAL	75.33%	4.05%
8	KL	BKK	AAL	30.00%	5.41%
9	KL	NCE	AAL	23.82%	13.03%
10	KL	LCY	AAL	59.42%	44.92%
11	KL	FCO	AAL	27.83%	16.18%
12	KL	BCN	AAL	24.07%	15.11%
13	KL	MUC	AAL	37.01%	38.78%
14	KL	KRK	AAL	31.65%	34.64%
15	KL	LHR	AAL	41.28%	55.73%
16	KL	MXP	AAL	35.17%	54.63%
17	KL	BUD	AAL	34.22%	67.05%
18	KL	BOS	AAL	40.22%	91.90%
19	KL	DUB	AAL	23.42%	99.39%
20	KL	NAP	AAL	22.79%	95.10%

Emission Score

Create a **new column** based on these two factors to make it **actionable** for marketing: **Emission Score**

	partner_id	origin_airport	destination_airport	percentage_difference_with_lower_emissions	percentage_of_lower_emissions	emission_score
2	KL	CPH	AAL	355.02%	0.00%	1
3	KL	TRF	AAL	255.66%	0.00%	1
4	KL	ARN	AAL	112.77%	0.07%	1
5	KL	SVG	AAL	90.16%	0.00%	2
6	KL	HEL	AAL	78.81%	0.15%	2
7	KL	BER	AAL	75.33%	4.05%	3
8	KL	BKK	AAL	30.00%	5.41%	4
9	KL	NCE	AAL	23.82%	13.03%	4
10	KL	LCY	AAL	59.42%	44.92%	5
11	KL	FCO	AAL	27.83%	16.18%	5
12	KL	BCN	AAL	24.07%	15.11%	5
13	KL	MUC	AAL	37.01%	38.78%	6
14	KL	KRK	AAL	31.65%	34.64%	6
15	KL	LHR	AAL	41.28%	55.73%	7
16	KL	MXP	AAL	35.17%	54.63%	7
17	KL	BUD	AAL	34.22%	67.05%	8
18	KL	BOS	AAL	40.22%	91.90%	9
19	KL	DUB	AAL	23.42%	99.39%	10
20	KL	NAP	AAL	22.79%	95.10%	10

Emission Scores KLM — Number of O&D's per Emsission Score
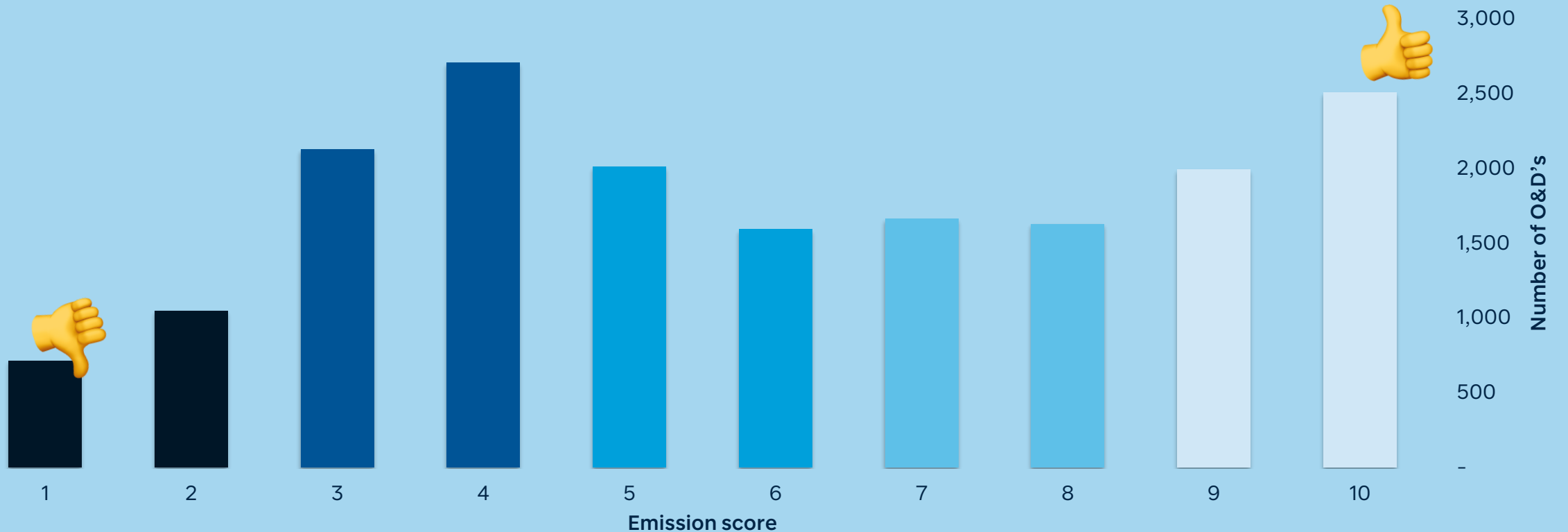
Emission Scores in **Norway**
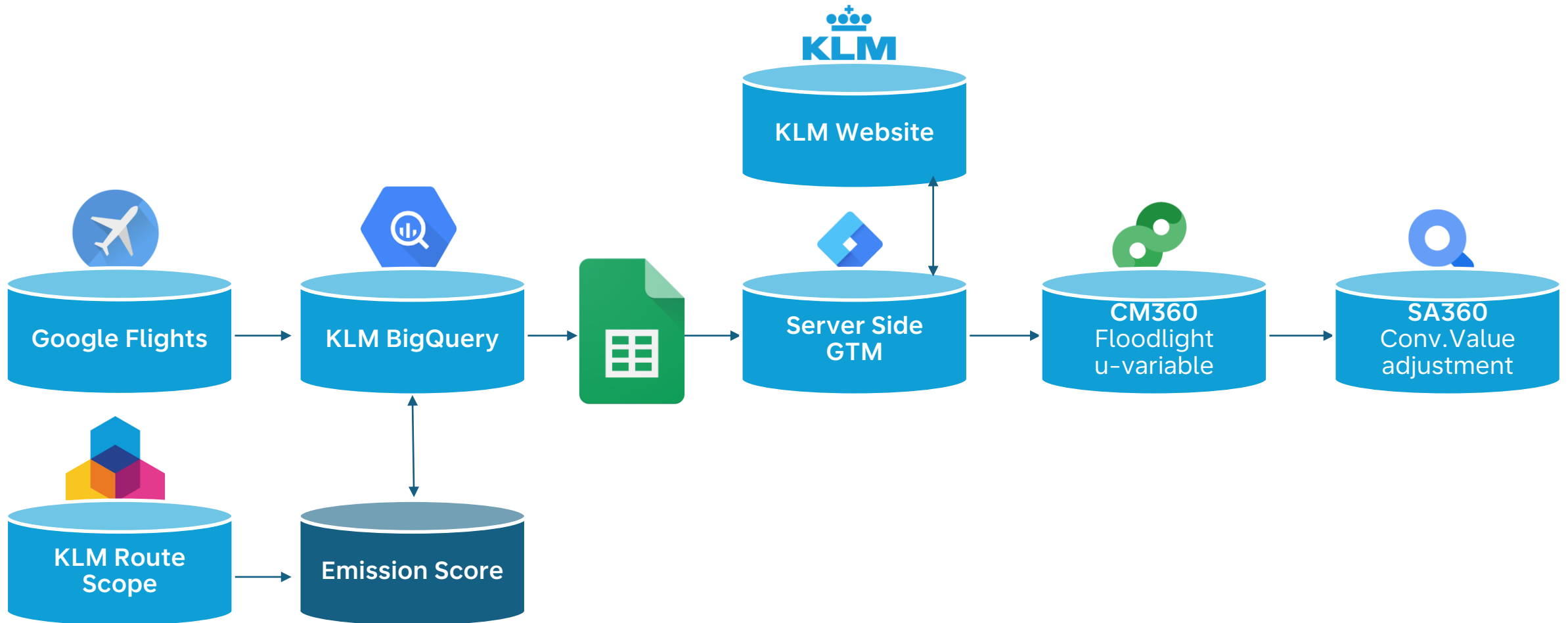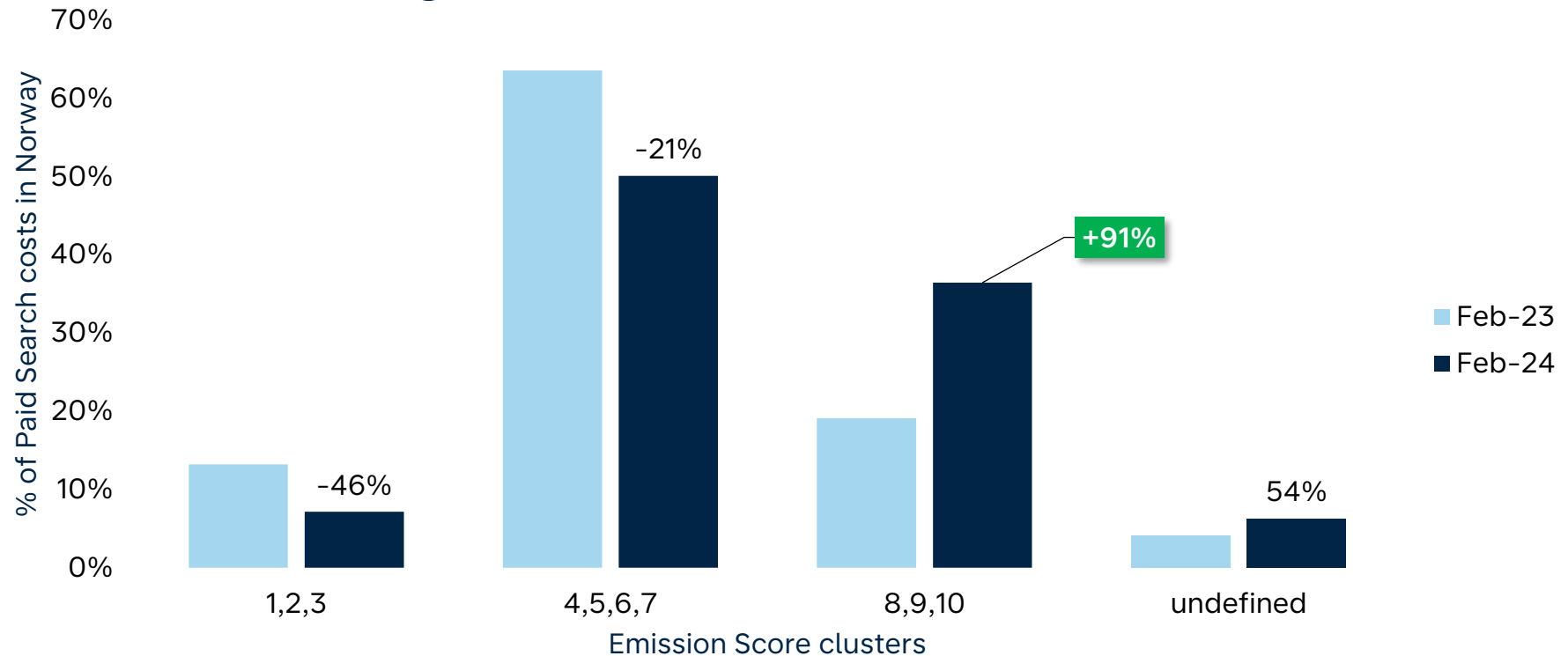
KLM Royal Dutch Airlines
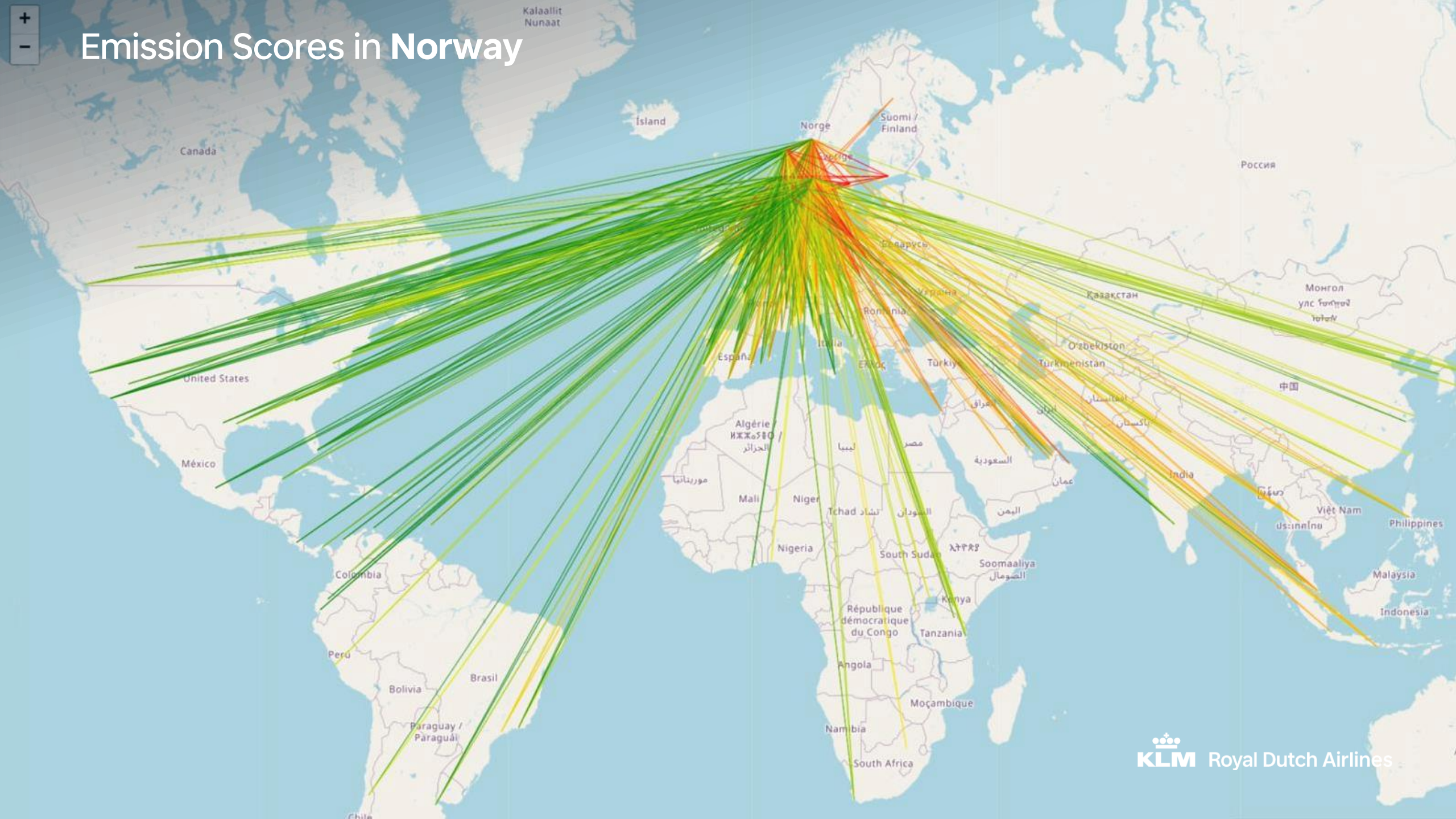
Technical set-up

of the Emission Score test in **Norway**

Technical set-up
of the Emission Score test in **Norway**

Results

of the Emission Score test in **Norway**

## +91% YoY increase in media spend on **High Emission Score cluster**

- Next to the shift in media spend we also analysed a **shift in conversions** from 25% of high scoring routes on total conversions to 37% of these routes.
- In addition, the **ROAS improved YoY** from 11 to 15, however this can not fully be allocated to this implementation.

Integration of the Emission data
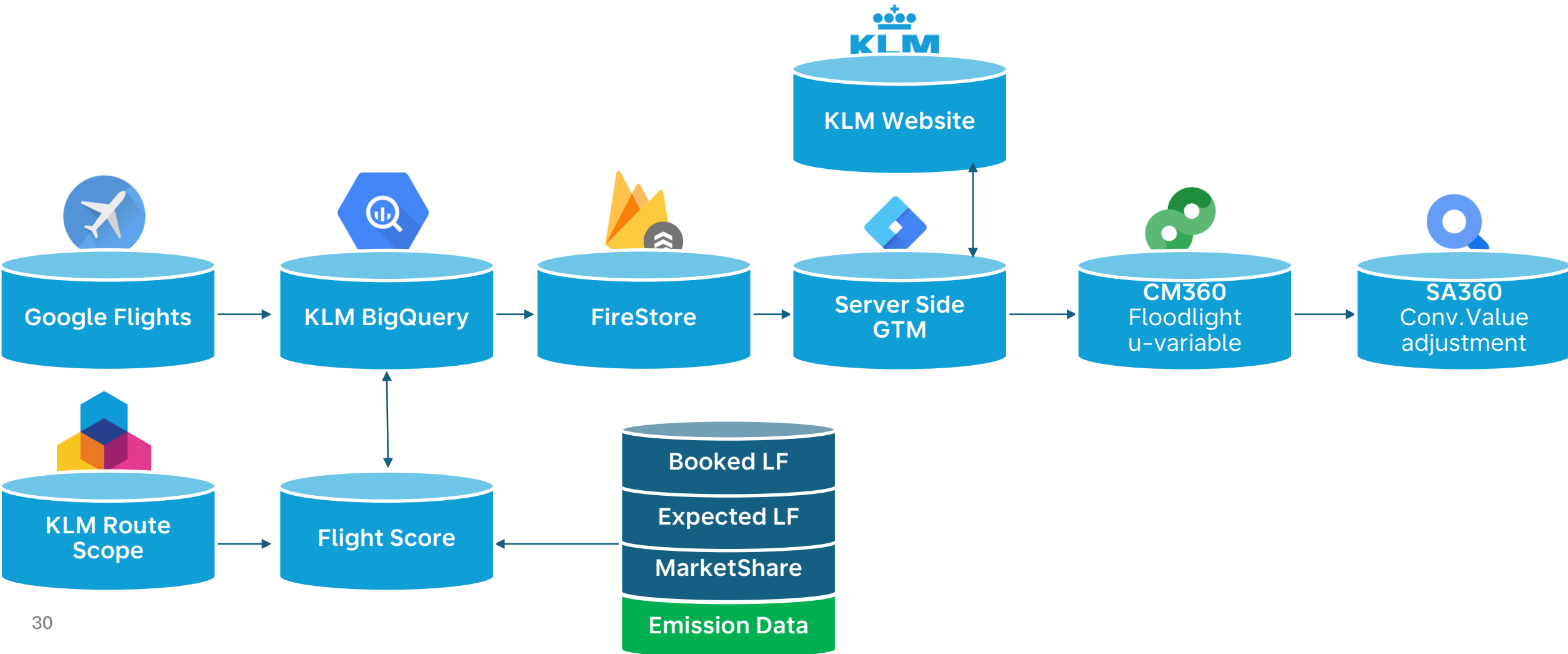into our global **Flight Score** setup

Integration in *Flight Score*

Fly from **Amsterdam** ▾
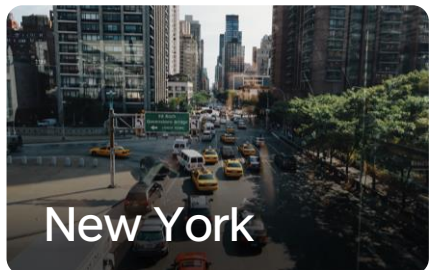
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Technical set-up
of the Emission data in **Flight Score**

Next steps *of Emission score*

Digital Marketing AFKL

Integrate Emission score in Digital Marketing steering for KLM and Air France

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Book directly online
Book your flight easily anywhere & anytime with KLM

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Ad Copy adjustments

Use CO2 data as a new datapoint to implement in our communication (on- and off-site)

Next steps *of Emission score*

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Integrate Emission score in Digital Marketing steering for KLM and Air France

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KLM Check-in

Ad Copy adjustments

Use CO2 data as a new datapoint to implement in our communication (on- and off-site)

Inspire others

If we'd all make a small step, we could make a big impact together!

We hope we've inspired you
to think about more conscious ways of advertising

We hope we've inspired you
to think about more conscious ways of advertising

1. Set your goal

Make it realistic!

We hope we've inspired you

to think about more environmental
friendly ways of advertising

1. Set your go...

Make it realistic!

2. Find your data

Look outside of your normal
marketing scope

We hope we've inspired you

to think about more environmental
friendly ways of advertising

1. Set your go[al]

Make it realistic!

2. Find your data

Look outside of your normal marketing scope

3. Partner up

Increase your impact

Thank you!