

Quickly and contextually communicate to air travelers

Accurate and timely day-of-travel information can be the difference between a good and bad travel experience

Many airports, airlines and travel agencies have a wealth of information that can help travelers navigate delays, cancellations, missed connections, weather events and terminal conditions efficiently and safely. The challenge is getting that information into the right hands, at the right time and right place. That's why FlightStats created TripTalk - a highly targeted messaging platform that combines our unmatched global data depth with the unique data from airlines, airports and agencies.

TripTalk allows you to easily publish targeted messages using a rich set of travel-specific criteria

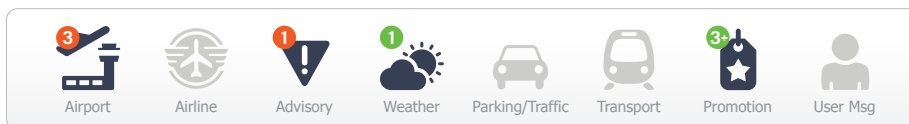
Arrival/departure/connecting airports, terminals, airlines, date and time intervals and other custom variables associated with a trip itinerary.

TripTalk messages will simultaneously appear across the FlightStats Network

Leading mobile travel applications, flightstats.com, flightstats mobile apps, social media sites like Facebook and Twitter and hundreds of airport and media websites/apps that are powered by FlightStats data.

TripTalk messages stand-out from the noise

Even with advanced features in many email programs, it's easy for important messages to go unnoticed. TripTalk messages however, always appear in the context of travel information – differentiated from the blur of email. Whether accessing an itinerary from a mobile app or checking status of a flight from flightstats.com, travelers will see icons or push alerts that only apply to a segment of their trip.



The TripTalk icons clearly indicate the number, category and priority of available messages. Travelers simply touch or click an icon for an expanded view of the message, alert or promotion.

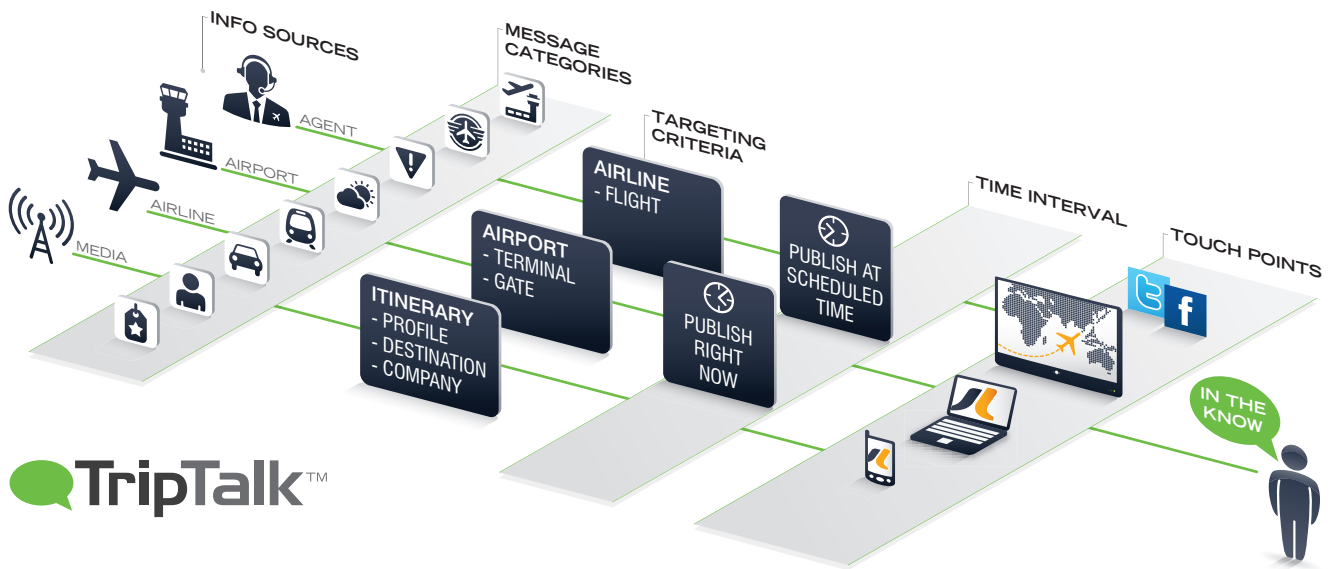
TripTalk global reach:

- 3.5 million unique visitors per month to FlightStats.com
- 1 million unique visitors per month to FlightStats mobile site and apps
- 3 million data queries per day from FlightStats powered web sites, digital signage and mobile applications

TripTalk Promotions



FlightStats also offers qualified partners a unique opportunity to publish promotional messages through TripTalk. Utilizing the same flexible targeting criteria, efficient micro-targeted offers can be delivered based on airport, airline, time segments and other itinerary variables. Promotional messages appear under a "promotions" icon so that they are clearly separated from important alerts.



TripTalk for Airports

Airports often have information about last-minute flight changes, security wait times, parking availability, construction advisories and other details that are important to travelers. Unfortunately, the only channels available to airports for delivering this valuable information are broadcast mechanisms like local media, social media and airport websites. Unless a traveler specifically checks those outlets, they're likely to miss the information.

However, the one thing the vast majority of travelers do before heading to the airport is check the status of their flight via flightstats.com and the mobile apps and websites within the FlightStats Network. TripTalk enables airports the ability to publish messages to travelers who have an itinerary that arrives, departs or connect through their facility during a specified time, or to anyone who looks up the status of a flight transiting through their facility during that time interval.

Airports



As airports take steps to engage travelers, often the most appreciated service is keeping travelers informed in real-time. TripTalk is specifically designed for the rapid alerting on events like tarmac delays, FAA issued delays, full parking lots and excessive security line wait times.

TripTalk for Airlines

Airlines also face daunting challenges in providing travelers timely information – especially during off-schedule and other irregular operations. One of the most common complaints of passengers is a lack of information during delays and other disruptions. TripTalk gives airlines a powerful way to communicate with passengers (and those who care about them) and soothe tense situations. Airlines can publish explanations for delays, giving passengers instructions for responding to last-minute changes and even extending special offers to those who have been inconvenienced.

Airlines



Airlines who pass itineraries to FlightStats can also custom tag those itineraries based on passenger attributes such as frequent flier status. Those tags can be used to further micro-segment passenger messages.

Messages can be targeted at passengers on a specific flight, to all flights arriving or departing through a certain terminal or gate or even system wide, including codeshare tickets. In addition, airlines can keep passengers informed of airport parking, construction and terminal services.

TripTalk for Travel Management Companies

Travel Management Companies are constantly looking for efficient ways to stay in touch with travelers and provide better service. TMCs who power their website and mobile applications through FlightStats immediately gain access to a rich array of relevant TripTalk content published by airports, airlines and other media companies that can be narrow-casted to travelers through the TMC's branded outlet. TMCs have full control over what third party content is delivered to their travelers.

TMC



An agent can easily publish a message to all travelers in one of their accounts who are going to a specific destination airport for a sales meeting, providing information on changes to ground transportation.

In addition, TMCs can publish their own targeted TripTalk messages – whether it's to specific accounts, travelers on specific airlines or trips involving specific airports. Automated TripTalk messages can even be set-up to offer policy-compliant hotel options to travelers who don't have a hotel in their itinerary. These messages can be passively delivered to the traveler's itinerary application or they can be pushed via email or SMS.



Learn more about FlightStats TripTalk: email sales@flightstats.com or fill out an information request form at flightstats.com/request