

AMADEUS

# Amadeus Master Pricer

Leading fare search  
technology



Imagine a search solution that returns within  
seconds the flights your travellers want to book.

# Helping your business get ahead

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It's tough juggling all the elements your travellers demand and returning a healthy profit. So we've taken every aspect of flight search and put it together in Amadeus Master Pricer. Helping you secure more business, by giving your travellers exactly what they are looking for in an air search:

- 2.3 seconds average response time
- Bookable fares to suit every price range
- 400+ bookable airlines incl. 100 LCC/hybrids and 20+ NDC airlines
- Relevant itineraries to fit individual styles of travel perfectly

*Whatever your travel agency business, life just got better for your travellers and more profitable for you!*



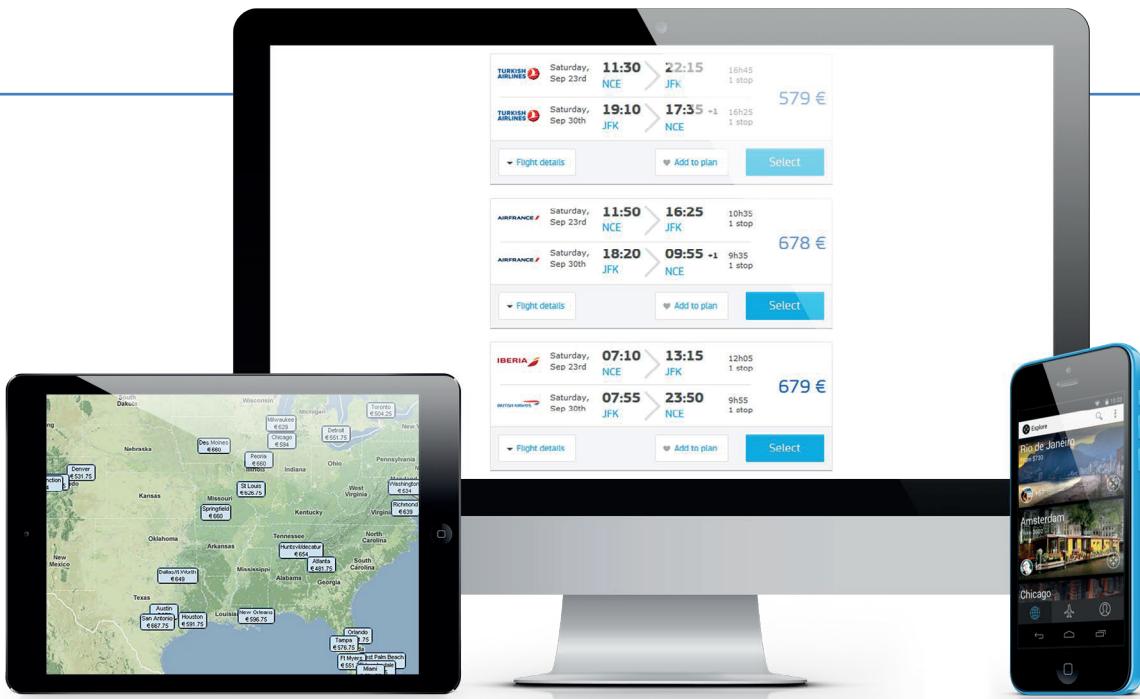
## Reach more travellers with the cheapest and most convenient fares

Whether you're looking to convert more travellers with round-trip or one-way offers, we help you provide the lowest bookable prices across a wide selection of airlines in just a few seconds. Increase your metasearch referrals with the most competitive deals using a combination of tickets and longer itineraries. Or secure travellers not purely driven by price, with offers that focus on low fares and convenience of the trip.

For those more flexible with dates and airports, 7x7 calendar views and a choice of airports make it simple to find the best travel arrangements. Together with access to the most comprehensive airline portfolio, a range of extensive flight and fare options, even your most price-driven travellers will easily find what they are looking for.

8  
out of the  
10

leading online travel agencies  
use Amadeus Master Pricer



# 1,000+ parameters to tune your search engine

Answer specific traveller preferences and apply travel agency business logic and policies:

## Flight options

- Complex itineraries
- Include/exclude airlines
- Cabin option
- Time of departure/arrival
- Maximum travel time
- ...

## Fare options

- Type of fares
- Type of passenger
- Currency conversion
- Agent fare families
- Special offer
- ...



## Bookable fares guaranteed

We guarantee you'll receive the best combination of bookable fares, accuracy and choice. So your travellers won't find the flight they choose is unavailable just when they're pulling out their credit card. If you are a traditional travel agent, you can offer an exceptional customer experience with the best prices, and management of complex itineraries of up to six segments. We provide you with the same technology as for online travel companies, sourcing public, private and corporate fares directly from the airlines, in seconds. So, if you want to search and book fares from scratch in cryptic mode, 'beat the price' already booked in a Passenger Name Record (PNR), or service corporate travellers more efficiently, now you can.

### There's good news for your costs too

We send you everything you need in one integrated transaction: availability, fares, taxes, flight services and ticket-ability rules for worldwide itineraries on public and negotiated fares. So you can provide up to 250 of the cheapest offers in one shot.



## Compete successfully with airline sites

Merchandising provides valuable opportunities for you to increase your revenues further, with additional choice and upsell possibilities. Providing this information in a clear way, ensures your travellers can compare all flights and associated services in full transparency. Quickly choosing the fare that's right for them. That's why we don't just include flights from the airlines. We seamlessly include merchandising information as well. This means you can match airline sites in accuracy and reliability, and deliver an exceptional customer experience in one simple, efficient flow.

Enriched with baggage allowance, ancillary services, fare conditions and fare family information, your search results will be clearer, more complete and will benefit from airline promotions of branded fares. You can also look forward to improved customer loyalty as travellers can compare apples to apples, booking travel with confidence.

95%  
bookability\*



\*Percentage of bookable returned itineraries

**“Our users expect both speed and accuracy from Kayak – this is the killer combination.”**

 Increase your ROI by converting travellers in smarter ways

Giorgos Zacharia,  
Chief Technology Officer, KAYAK 

 Maximise your opportunities to sell with personalised traveller experiences

With 37% of travellers\* saying personalisation is key, the relevance of your offer is increasingly critical. So there is a key difference with our approach. We use a unique machine-learning algorithm to fix an additional value to the search and match your travellers' needs. This helps improve the relevance of the flights you provide and brings you better conversion rates, whether your customers are deal seekers, leisure clients or travelling for business.

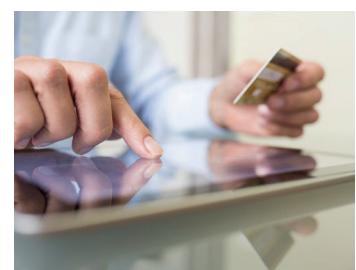
Position your business for future growth

Specific targeting doesn't stop there. It also helps you diversify your business by targeting travellers. Either in a specific market or by type of search, such as weekend break, short stay and long stay. So now with Amadeus Master Pricer you can increase your market share with the cheapest, fastest and the most relevant recommendations.

Find the right fit for your business

Amadeus Master Pricer is available through Amadeus Web Services, and also through cryptic access for professional travel agents. It can be fully customised to the needs of online travel agencies and integrated into existing web platforms. It is also integrated through Amadeus front-office solutions (Amadeus Selling Platform Connect, Amadeus Selling Platform, Amadeus e-Power, Amadeus cytric Travel & Expense and Amadeus e-Travel Management).

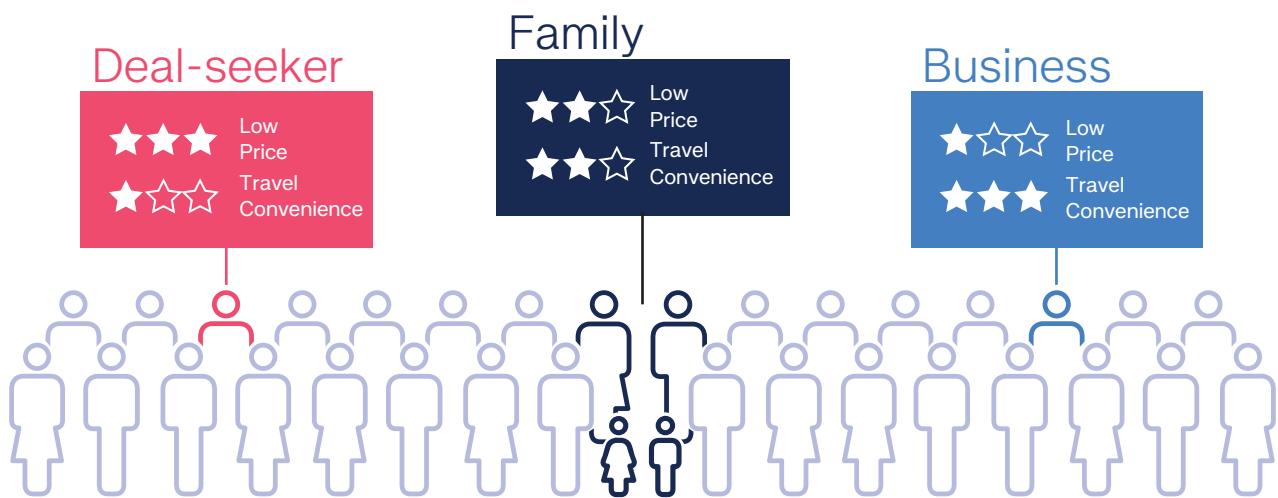
**“By biasing the search query, we now not only return the cheapest recommendations, but also many more relevant travel solutions for our travellers. This has allowed us to improve the conversion rate.”**



Eli Valborg,  
Lindland Director development & technology,  
Berg-Hansen Reisebureau AS

\* <https://www.ttgmedia.com/news/sponsored/start-small-but-think-big-when-it-comes-to-personalisation-says-inspiretec-37160>

## What matters to your travellers?



**“With Amadeus Master Pricer, we have managed to increase our conversion rate by up to 30% on a specific persona.”**

Dmitry Yakovlev,  
General Manager,  
Ozon Travel

*1.3 billion transactions per day*



**EXCELLENT**

Increase conversions and customer loyalty with the cheapest most reliable fares

**RELEVANT**

Maximise sales opportunities with relevant offers as unique as each traveller

**FAST**

Optimize acquisition costs thanks to fast responses and inspirational offers. Perfect for the mobile channel.

**TRANSPARENT**

Match airline site accuracy with fully transparent offers - merchandising and comparisons between providers.

**EFFICIENT**

Deliver exceptional customer service with the right fares fast - cryptic access for professional agents.

To find out how Amadeus Master Pricer can help your business, visit [amadeus.com](http://amadeus.com) or speak to your Amadeus Account Manager today.