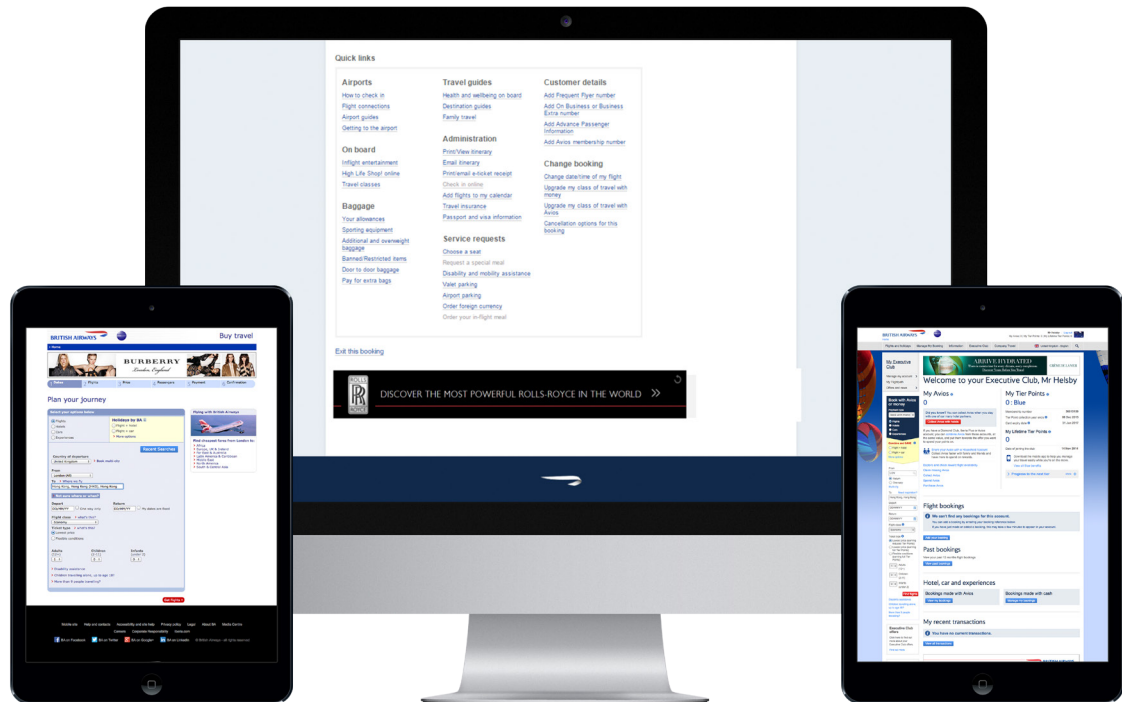




**BA.com Media Pack 2017**

# How The Customer Uses BA.com

BA.com customer journey segments:



## Inspiration

Award winning content on  
The Club  
British Airways information  
Journey Planning



## Membership

Check Avios points  
Check balance



## Itinerary

Check booking details  
Flight/destination  
information  
Check-in  
Buying ancillaries

## Expedia/Skyscanner/Specialist OTA's:

British Airways customers may book flights through a partner site, however many customers who book elsewhere and want to check-in online will have to do so via BA.com. Target these customers when they are about to fly as your message will be more relevant and engaging.

# Digital Display

## First party data:

Gender  
Executive Club Member tier - Blue, Bronze, Silver, Gold  
Inbound airport  
Outbound airport  
Cabin booked  
Next forward booking has a hotel booking and/or car hire  
Next forward booking is less than 3 months  
Next forward booking destination  
One-way or return flight  
Time until departure

## Retargeting

We identify a pool of flight converted, BA.com users. We then find them and target them across other sites on the internet. This opportunity is currently open to clients connected with the BA customer experience. The ratecard is bespoke and dependant on the segment and frequency.



Delivered by direct buy or programmatic  
Programmatic - PMPs (Private marketplace deals) and Programmatic deals can be arranged using first party or third party data sets.

# Pinpointing The Exact British Airways Customer

Third party data is available to target customers by specific qualities. We are able to guarantee data around the following categories:



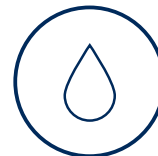
Champagne drinker:  
**7,000,000** monthly impressions



Luxury product fan:  
**5,875,000** monthly impressions



Spirits drinker:  
**5,625,000** monthly impressions



Sensitive skin shopper:  
**4,000,000** monthly impressions



High or very high auto budget:  
**3,750,000** monthly impressions



Executive level employment:  
**2,500,000** monthly impressions

Finance enthusiast:  
**1,875,000** monthly impressions

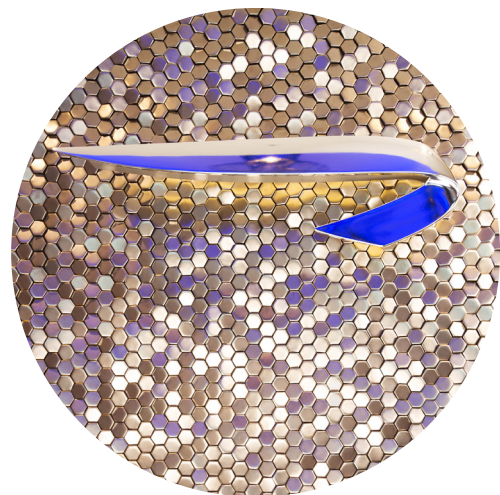
Tech enthusiast:  
**750,000** monthly impressions

Male groomer:  
**750,000** monthly impressions

Perfume shopper:  
**562,000** monthly impressions

Jewellery fan:  
**375,000** monthly impressions

Luxury car fan:  
**293,750** monthly impressions



Source: Visual DNA; we will also work with other data sources

# Ratecard

ROS Inventory	£25 CPM
First Party Data	£50 CPM
Re-targeting, Third Party Data	Available on request

IAB standard formats: 728x90, 160x600, 300x250 and 280x250



# Contact

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