





Do you want to increase your website sales?

Choose the right tools for your Company's needs

Diamantea Mobile & Web Booking

Your booking on mobile devices and web?



Diamantea Mobile & Web Booking allows you to sell your tickets, provide advanced ancillary services and check-in on mobile devices or PC.

Fare Competition

Is the market getting more competitive than ever before?



Fare Competition is an advanced competition-based pricing platform that enables you to capture competitors' fares in real-time and instantly adjust your own.

TwitteringTube

Do you want to increase your sales and manage your customer relations?



TwitteringTube offers innovative communication and business channels based on original and engaging campaigns, creates new contacts and increases profit opportunities.

Conversion Storm

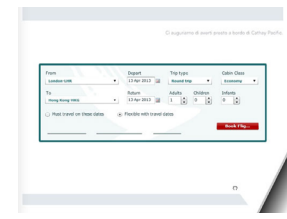
Do you want to convert your website visitors into customers?



Conversion Storm segments your visitors in real-time and offers them tailored and optimized contents with the aim of increasing the conversion rate of your website, e-mails and other channels.

UsableBook

Online brochures and catalogs?



UsableBook is an interactive virtual book with unique features. It displays advanced multimedia and handles e-commerce, booking, SEO and publishing systems.

Diamantea Mobile & Web Booking

Diamantea Mobile & Web Booking allows customers to book flights and check in quickly and easily. Its specific technology makes it available on all the major types of devices. Diamantea Mobile & Web Booking can interface with any CRM used by the Airline via XML web service. Diamantea Mobile & Web Booking is equipped with a sophisticated display campaign tracking system, social login, social feed and social invitation features.



Key Features

Booking

- flight type selection (one-way or round-trip)
- destination selection
- departure date selection and return date selection (optional)
- selection of number and type of passengers (adult, child, infant 0-23 months, animal)
- passenger data
- flight data and selection
- ticket purchase
- purchase of ancillary services
- billing
- payment by credit card
- acceptance of contractual conditions
- booking changes

Check-in

- passenger recognition
- available seat display
- seat assignment
- boarding pass and QR code issuing

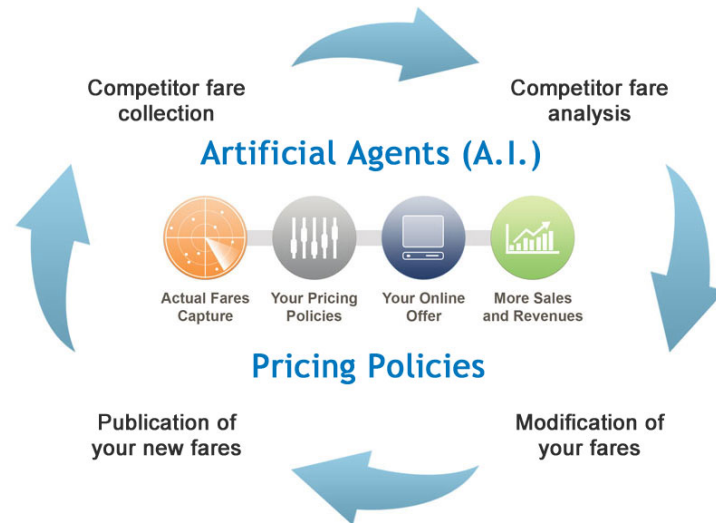
- ✓ speed
- ✓ usability
- ✓ multi device
- ✓ multi O.S.

Fare Competition

Fare Competition is a competition-based pricing platform that enables you to increase the number of seats sold and the yield. Fare Competition acquires your competitors' prices, on demand and in real-time, and instantaneously adjusts your own according to your pricing policies and selling strategies.

Fare Competition is a unique platform that helps airlines gain a competitive advantage. It responds to the growing need for airlines to be kept constantly informed of the pricing levels offered by competitors so that they can dynamically adjust their own fares and carry out market research. Fare Competition Suite also saves your previous investments, as full Web services allow for ease of interfacing with your CRS and Yield Management systems and third-party products. Fare Competition is the best way to manage your pricing activities such as:

- fare-based competition
- market opportunities research
- checking pricing and availability online
- market monitoring e parity check



Key Features

- integrated fare adjustment system based on Artificial Intelligence algorithms for Airlines' competition-based pricing strategies;
- real-time fare adjustment, based on the visitor's characteristics;
- real-time price adjustment upon visitor interrogation;
- flexible and easily customizable solutions for the Airline;
- Fare Competition Suite can even compare your fares with those of competitors from different industries.

TwitteringTube

TwitteringTube is an innovative selling and marketing system that enables you to generate new sales, making your communication channels innovative and more profitable. The aim of TwitteringTube is to generate new sales leads and marketing actions and to manage customer relationships through business proposals, advertising and information. The system includes the following modules:

TwitteringTube Website

TwitteringTube Website is a new sales, information and advertising portal where you can create your own company channel and share news, promotional messages and business proposal with your clients. Through your company channel you can share all kinds of communication, such as: special offers and promotions, latest news, giveaways, contests and challenges, polls and surveys, advertising, logistics messages, branches and staff communication, fidelity management.

Campaigns management system

The campaigns management system allows you to share your contents with users on your channel. It enables you to configure the validity period of the campaign, the contact channels, the subscription mode, contents and whatever else is necessary to generate new sales leads.

Contact systems

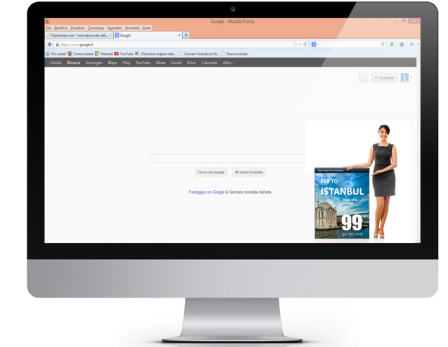
DiaAdvert: a real-time communication channel always active on your client's monitor or mobile device. It's able to send interactive alerts in various formats: actor, video, cartoon bubble, text and many more.

Usablebook: interactive contents that can be leafed through like a normal printed book.

E-mailing e SMS: If you prefer traditional channels, the platform manages a complete system for sending and managing e-mails and SMS messages.

Standard campaigns

Thanks to dedicated campaigns, the user will be able to receive information about a number of topics of interest such as things to do in the city of destination. The campaign may include the promotion of business actions.



What to see

La Basilique du Sacré Coeur de Montmartre



The Basilica of the Sacred Heart of Paris, commonly known as Sacré-Coeur Basilica, is a Roman Catholic church and minor basilica, dedicated to the Sacred Heart of Jesus, in Paris, France. A popular landmark, the basilica is located at the summit of the butte Montmartre, the highest point in the city.

Avenue des Champs-Élysées



The Avenue des Champs-Élysées, with its cinemas, cafés, luxury specialty shops and clipped horse-chestnut trees, is arguably the most famous street. Several French monuments are also on the street, including the Arc de Triomphe and the Place de la Concorde.

Conversion Storm

Conversion Storm increases the number of reservations and their revenue. The platform maximizes conversion rate and online visitors to sales ratio, segmenting your clients in real-time and showing them personalized and optimized contents.

Conversion Storm simplifies your marketing actions by integrating all conversion cycle related functions into a single platform:

1 Profiling and Segmentation

Visitor segmentation is performed in real-time and is based on visitors' characteristics, demographics, social profile, historical data and website behaviour. Conversion Storm offers each segment highly targeted content designed to maximize:

- conversion rate
- revenue
- user satisfaction
- retention
- up and cross selling.

Conversion Storm constantly and automatically analyses your website visitors, searching for new and more profitable segments.

2 Testing and Optimization

Conversion Storm uses multivariate and A/B algorithms to enable you to test multiple combinations of contents, layouts, design, pricing and offers and to select the ones with the best performance.

3 Monitoring and Analytics

Visitors' characteristics, social profile and behaviour are stored and monitored in real time by Conversion Storm's Analytics system. The platform constantly monitors the results of personalization activities and performs the necessary actions such as adapting the website's content and layout or sending communications by e-mail.

Why Conversion Storm?

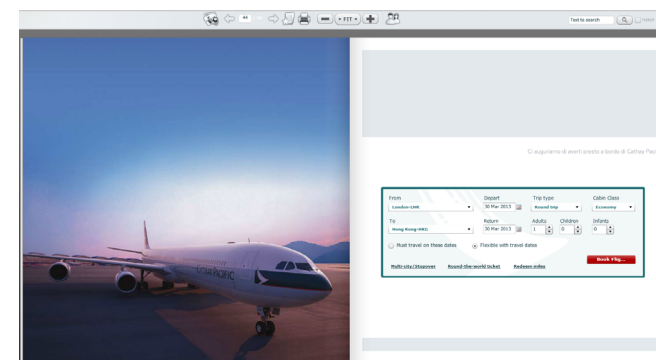
- it is a complete platform featuring all functions necessary for the conversion cycle;
- it optimizes every single segment dynamically and in detail so as to achieve the highest possible conversion rate;
- visit data are collected in real-time and are therefore always up to date;
- along with routine information, analytics also consider non-standard data such as visitor behaviour, enabling you to discover new segments with higher conversion rates;
- contents for each visitor are created dynamically, simplifying marketing tasks;
- it can be integrated with any kind of CMS and uses contents coming from any repository (no IT involvement);
- it dynamically optimises all kinds of contents and media (including web-pages, e-mails and messages);
- it enables you to discover emerging trends and to identify new business opportunities;
- it is simple to use, with numerous dashboards and reports;
- it features advanced technology and high processing capacity based on cloud computing.

UsableBook

UsableBook is a new way of selling and communicating on-line.

Brochures, catalogues, magazines and books can be browsed on the screen in the same way as a printed publication while at the same time delivering interactive multimedia content and sophisticated commercial, booking and e-commerce functions.

The reading process is transformed into an interactive and engaging multimedia experience that encourages customers to make a purchase.



A direct line between you and your customers: your publications always on the desktop

UsableBook reverses the direction of information search on the web. Your website appears on the client's desktop in the form of an interactive and digital book, creating an open communication channel. UsableBook not only saves time and resources and avoids the costs of traditional printing, shipping and delivery, but can also be constantly updated, modified and saved just like any other digital data. Moreover, UsableBook can be directly included in your institutional website, increasing customer interest and web-traffic.

UsableBook contents

Digital pages can include sounds, moving images, animations and videos, such as actors who can step from page to page to provide commentary and explanation.

It's also possible to insert contents geared to marketing campaigns or precise commercial actions, as in the case of games, competitions, quizzes, market surveys and specially developed programs. The system allows you to insert and track messages, banners and advertising links into the displayed pages, both on the fly and based on user targets. In addition, booking and e-commerce modules allow you to sell products and services.

Web Marketing

- contents are completely indexed by search engines and optimized for SEO
- analytics and reports about the activities performed by customers and about publication
- a powerful and intuitive online editor to enable you to autonomously create and modify your contents.

DIAVIATION AT A GLANCE

Diaviation's mission is to enable its customers to achieve a competitive advantage by developing products and services with the latest IT and marketing technology. To achieve this technological supremacy, Diaviation invests extensively in the search for new technology that can be productively converted into high added value practical applications.

In an increasingly fierce and competitive market, the use of advanced marketing technology is a way of keeping one step ahead, ready to grasp new business opportunities.

Diaviation develops its products through a rigorous quality control procedure and constant interaction with clients to meet their requests.

All products are developed on the basis of the latest criteria of usability, portability and scalability, with special attention to integration with the existing systems used by clients, Search Engine Optimization and Customer Relationship Management.

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