



Abacus Host Media Advertising.

Communicate your marketing message directly to travel agents

Enhance your communication channels with travel agents via Abacus advertising solutions. Choose to broadcast a generic message regionally or locally. Alternatively, place a strategic marketing message on selected city pairs for more effective targeted marketing. Whatever your objective, we have the solution for you. Choose from the following tools to meet your marketing objective today:

Abacus Newsline

A marketing teaser which appears on the travel agents' screen as soon as they log on to the Abacus system. It ensures top of mind recall as the advertising message is viewed many times a day. It is typically used to broadcast announcements for new flight routes or timings, a new hotel property, special fare promotions, or even a simple travel agent incentive program.

Abacus NewsLine Flash

An enhanced version of Abacus Newsline that prompts users by flashing "Latest News" at the top bar whenever there is a new message. Additional promotional messages can also be linked to attachment documents. It comes with local language capability that enhances the experience for travel agents who prefer to view in their native language.

Abacus ReferenceSystem

Tap on to the Abacus ReferenceSystem – an information database housed in the Abacus system. Airlines/hotels typically use this to house information like your cancellation policies, reservation requirements, etc.

Abacus SalesManager (For airlines only)

Take advantage of this strategic marketing tool focusing on targeted city-pairing that influence travellers to switch over to your airline when they are shopping for flights and destinations information. Found on the airline availability search page, the marketing message is tagged to your airline, and informs travel agents of your city-pair promotion.

Abacus PromoSpots (For airlines only)

Another strategic marketing tool tagged to city-pair marketing. It appears at the bottom of each airline availability search page to influence travellers' buying behavior. It is especially useful when your carrier is not particularly dominant in that city-pair effective sector.

So contact us today for a better understanding of how to launch your marketing campaign effectively with Abacus.

