

# 3 ways to generate more business with Insights for Air Cargo

How having granular insights in your cargo streams opens up new opportunities to accelerate cargo growth based on smart operational and commercial decisions.

Most airports are lacking granular insights into their end-to-end cargo streams, which is a major hurdle to grow their cargo business. Traditional reporting only paints a general picture, typically **limited to providing total volumes of direct flights to and from the airport**. It fails to provide the detailed insights you need to make informed decisions on where to spend marketing resources to develop new routes and grow the cargo business.

Far beyond the limits of your traditional reporting, the Insights for Air Cargo application does empower you with such insights in your cargo streams. In this article we will dive into **three business cases** where having these insights can be a true game changer to grow your cargo operations.



Traditional Insights	Insights for Air Cargo
Global tonnage only	Volumes split on a <b>complete set of parameters</b> (cargo type, airline, special handling code etc.)
Direct flight origin / destination (source = airline messages)	<b>Freight</b> origin and final destination (source = flight information + MAWB + cargo manifest)
Flown volumes	<b>Flown + trucked</b> volumes

## 1. Launch new destinations



### The challenge

Detecting opportunities to add a new destination to your network requires a clear understanding of the real market demand for this destination. Standard reporting typically provides insights in handled volumes via direct flights only, based on the volume reporting per flight by airlines. To understand its true potential, however, requires understanding the **total freight volumes** handled for such a destination, including volumes flown in and out via **indirect flights** or **trucked in or out** via Road Feeder Services. Standard reporting fails to provide this information.

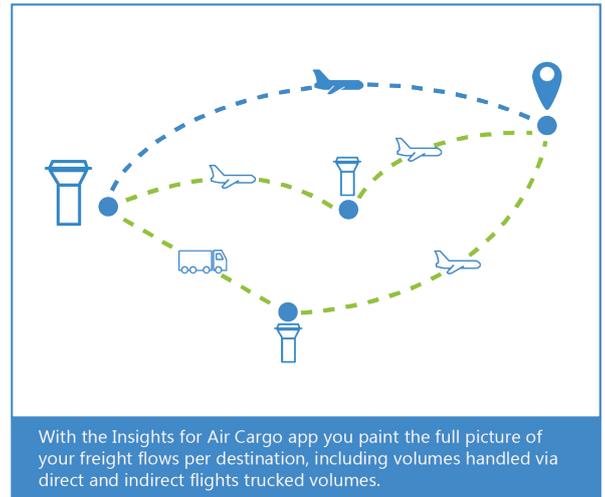
- **What's the real origin and destination of freight handled at my airport?**
- **How much volume is handled from/to destination X?**
- **How much is airline Y shipping (indirectly) from/to this destination?**

## The solution

Using the Insights for Air Cargo app paints this full picture, based on consolidated information from the **flight database** and **Cargo Manifest (with Master Air Waybill information)**. This empowers you to make a detailed analysis per destination. Complete reports, for time periods of your choice, will help you understand:

- How much volume is handled **per airline** for this destination
- How much volume is flown in/out via **direct flights** and by which airline
- How much volume is flown in/out via **indirect flights** and via **which airports**
- How much volume is being **trucked** from/to your airport and via which airports

Armed with these insights you can **detect inefficient existing routes** and **define valuable alternatives**. When proposing new lanes you can rely on sufficient data to make sure these **won't cannibalize** profitable existing routes. This empowers you to target your sales and marketing and approach airlines with a solid business case.



### Practical example

You are talking to a new airline about opening up a destination to which you don't yet have a direct connection. Analytics based on traditional reporting (direct flights only) would indicate no volumes are currently handled for that new destination. With Insights for Air Cargo based on Air Waybill information, however, you have a clear picture of how much freight from/to this final destination is already handled at your airport, but trucked or flown away prior to reaching the destination. If it is flown away, you can analyze whether or not a direct route would cannibalize this existing route and hence take informed decisions.

## Your benefits

- You track the real market demand per destination and its evolution
- You detect inefficient routes and approach airlines with better alternatives
- You ensure newly proposed routes don't cannibalize existing profitable routes

## 2. Detect leakage



### The challenge

To understand your true market potential you not only need to know how much freight is handled via direct flights, but also **how much is being trucked away to surrounding airports**. Traditional reporting only focuses on volumes that are flown out via direct connections, presenting only a partial view with limited opportunity to analyze and monitor evolutions and trends.

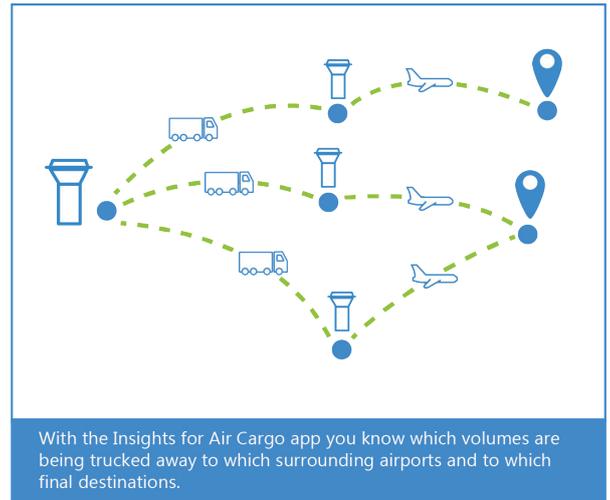
- How much volume is being trucked away and to which airports?
- Are trucked volumes increasing/decreasing and how do they relate to overall cargo performance ?

## The solution

The Insights for Air Cargo app also taps into cargo manifest data for airport to airport trucking movements so you can run a **granular analysis on your trucked volumes**. This allows you to:

- Have clear insights in **which airline** is trucking away how much volume **to which destination**
- Detect when airlines are **increasing trucked volumes** to a certain destination
- Monitor how the trucked volumes **evolve** compared to your overall cargo performance

Analyzing this information will allow you to **take appropriate corrective measures** when needed, e.g. opening up conversations with airlines that are increasingly trucking away freight to transport them via indirect flights to a certain destination.



- **Practical example**
- You notice the past year the overall trucked volume grew faster than your overall cargo growth. This might indicate you are handling more volume than can be currently flown to certain direct destinations. Drilling down into which airlines are representing this traffic, to which airports they are trucking the freight and to which final destination can provide you with insights in the niche market focus of neighboring airports and the quality of service offered, and it can expose the missing direct connections in your network.

### Your benefits

- You know which volumes are trucked to surrounding airports
- You can quickly detect which airlines are increasingly trucking away and analyze why
- You can propose alternatives to trucked volumes based on solid, granular insights by airline

## 3. Monitor niche market evolution

### The challenge

To accelerate your business in certain niche markets you need granular insight in the **type of freight managed** on your routes. As traditional reporting focusses on flight information only, it only provides overall cargo volumes which makes it impossible to run deeper analyses by commodity.

- **How much volume is being handled per niche market?**
- **How are these niche markets evolving?**
- **How does this match strategic business objectives and actions?**

The Insights for Air Cargo app drills down into Master Air Waybill data, including special handling codes. **Linking special handling codes to specific niche markets**, it empowers you to

- Understand **how much volume** you handle for each commodity (such as perishables, live animals, pharmaceuticals etc.)
- Know **to and from which destinations** are you are flying these commodities
- Monitor if these specific volumes are **increasing or decreasing**

Armed with this information you will be able to match these results with your strategic actions and evaluate and adjust if needed the special efforts you are making in certain niche



### Practical example

Your airport has defined perishables as a key target market. You have put an action plan in place with specific marketing and sales efforts to increase the volume of perishables handled at your cargo hub. With the Insights for Air Cargo app you are able to monitor if your efforts over the past period are having a positive impact on the volume of perishables handled.

## Your benefits

- You know how much volume you handle for different niche markets
- You detect increases/ decreases in these volumes
- You can match this evolution with strategic business objectives and sales & marketing efforts



### Did you know?

Data shared once in your CargoCloud via the Insights for Air Cargo app (such as Flight Manifest Data, including MAWB information) can be re-used in other applications, such as Slot Booking, Freight Management, Customs Export etc. This empowers you to leverage a single version of the truth across your operations.

### Interested?

Getting started is easy! Contact us and we will explore together how the Insights for Air Cargo app would benefit your airport.

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