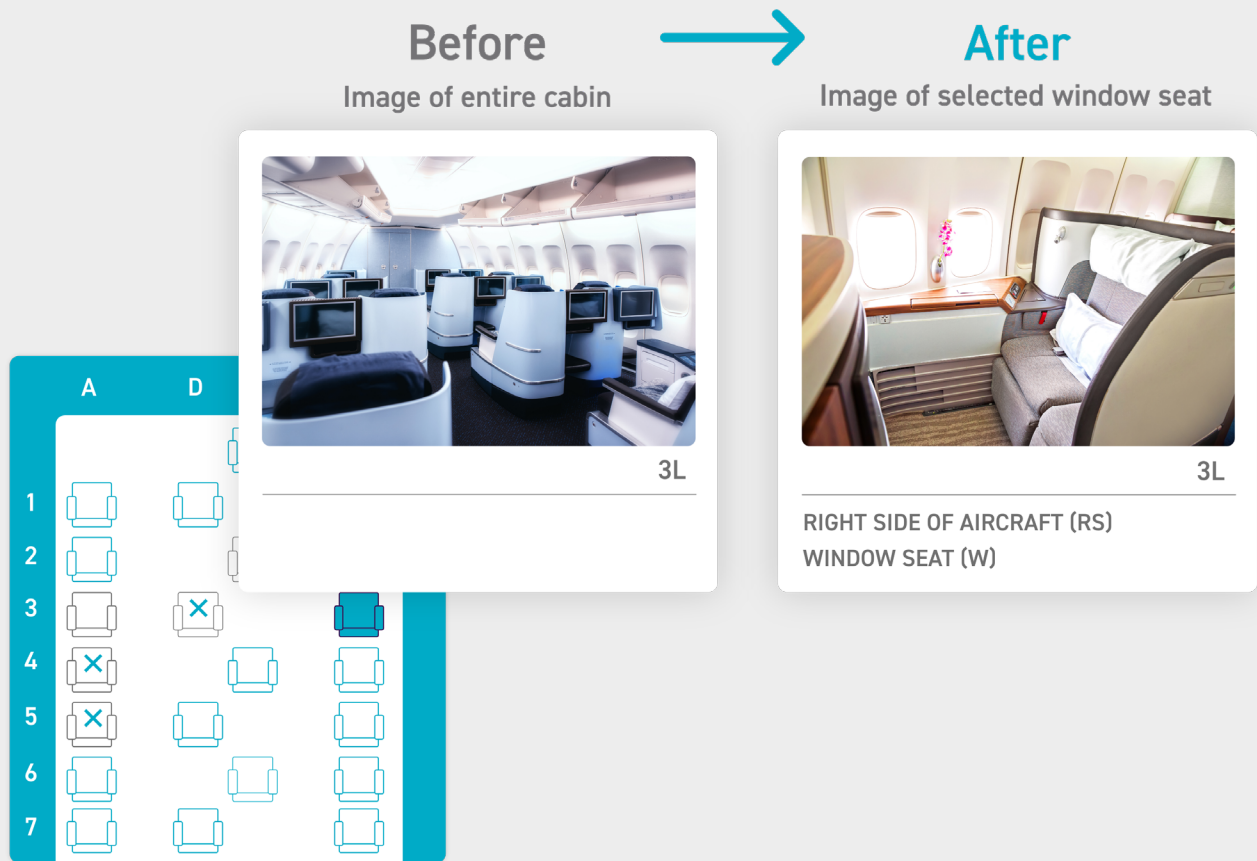# atpco

SEAT CHARACTERISTIC TARGETING WITH UPAS

Deliver enhanced seat shopping experiences.

ATPCO's Seat Characteristic Targeting precisely displays Routehappy Premium UPAs (Universal Product Attributes), aligned to IATA seat characteristics codes, for specific seat types within a cabin.

Before
Image of entire cabin

After
Image of selected window seat

3L

3L

RIGHT SIDE OF AIRCRAFT (RS)
WINDOW SEAT (W)

Differentiate positions within the cabin

Display distinct images for various seat types, including private window seats, center section 'honeymoon' seats, bulkhead seats, and much more!

Boost exit row and extra legroom seat sales

Don't just tell passengers about extra legroom and exit row seats, show them the benefit.

Showcase premium seats

Show the difference between premium seats and traditional seats with visuals, such as 'business class plus' or extra legroom economy seats.

One simple step to implement

Airlines with seat characteristic data only need to provide additional matching media.

SEAT CHARACTERISTIC TARGETING WITH UPAS

Not a premium UPA subscriber?

You can still benefit from Seat Infographic UPAs that highlight extra legroom in the economy cabin. ATPCO will integrate pre-designed infographics with seat characteristics codes at no extra cost for Community Participation airlines.

80%

prefer to see a visual of the **seat** when paying to select a seat.

Source: ATPCO annual shopper survey, February 2024

Ready to give flight shoppers the displays they're looking for?

- **Airlines**: Contact your ATPCO Content Strategist to start building your content and coding seat characteristics with ATPCO if you haven't already.

- **Sales channels**: Contact your ATPCO Account Manager or Integration Manager to ensure a smooth and efficient integration process.

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