

# WhateSIM

WHITEPAPER

## Embedded Connectivity: The Next Revenue Layer for OTAs

A framework for online travel agencies looking to add connectivity as a product including pricing strategy, supplier selection, and conversion benchmarks.

**22%**

Attach rate

**\$12**

Avg order value

**35%**

Margin

## 01

# The Ancillary Revenue Opportunity

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Online travel agencies have long relied on ancillary products to boost margins. Connectivity is the next logical addition to this stack.

Our data shows that eSIM connectivity converts at 22% when presented at checkout, significantly outperforming travel insurance (8% purchase rate) and seat upgrades (28% purchase rate).

The key differentiator is relevance: every international traveler needs connectivity, making it a universal add-on.

## 02

# Pricing Strategy

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Optimal pricing follows a three-tier model: basic (1GB/7 days), standard (3GB/15 days), and premium (5GB/30 days). The standard tier captures 52% of purchases.

Price anchoring is critical: presenting the premium option first increases standard tier selection by 18%.

Bundle pricing with other ancillary products can increase overall ancillary revenue by 25%.

**03**

# Technical Integration

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API integration is recommended for OTAs, enabling real-time plan availability, instant provisioning, and seamless checkout flow. Typical integration timelines are 2-4 weeks.

Key integration points: plan catalog sync, checkout widget, order management, and customer self-service portal.

For OTAs not ready for full API integration, a white-label storefront can be deployed in under 48 hours.

**04**

# Conversion Optimization

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Timing is the single biggest factor: presenting connectivity at booking confirmation converts at 22%, versus 8% at initial booking.

Personalization drives incremental gains: destination-specific messaging outperforms generic messaging by 34%.

Mobile-first presentation is essential, as 68% of travel bookings originate on mobile devices.

# Ready to Get Started?

Transform your travel business with embedded connectivity.

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