



# Building A Successful Global Merchandising Strategy: Revenue, Loyalty, Operations

The Farelogix FLX Merchandise product has become an important component of United’s technology portfolio for implementing a successful and unique merchandising strategy. The product’s speed, performance, and extensibility were deciding factors in the selection of FLX Merchandise as it allows United to focus on the product and backend details rather than the core implementation.

How much are my checked baggage service charges?

Any flights | **My flight(s)**

From: Miami, FL (MIA) To: ORD Depart Date: 6/21/2013 Cabin: Economy

MileagePlus Club Card

Add marketing carrier or ticketing date

**Check up to two bags at no charge**  
 MileagePlus® Club Card member and one companion on the same reservation are each eligible for waiver of service charges for first and second checked bags (within specified size and weight limits). Must be a MileagePlus Club Card member at time of check-in, and ticket(s) must have been purchased using the Card in order to qualify. Applies only on United- and United Express-operated flights, and when baggage check-in occurs with United.

1st bag	2nd bag
\$25	\$35
\$0	\$0

Up to 62.0 linear inches (157cm) L + W + H and 50.0 lbs (23 kg) per bag  
[Baggage size and weight restrictions](#)

**Check Your First Bag for Free**  
 Save up to \$100 per roundtrip. Primary Cardmembers and a companion on the same reservation can check their first bag free on United-operated flights when purchasing tickets with their Explorer Card.

[Learn more](#)

Additional and other bag fees

United’s first foray into FLX Merchandise was simple enough: Find a solution to the Department of Transportation’s Baggage Rule. The FLX Merchandise baggage engine provides United’s travelers with instant access to up-to-date checked baggage fee and allowance information, including interline, with dynamic calculations based on cabin, frequent flyer

status, credit card affiliation, and more, thus giving travelers greater clarity about what the allowances and charges are for a given itinerary.

United has since expanded its use of the FLX Merchandise product & business rules configuration and robust pricing engine to offer a growing array of United products and services across multiple channels, including Economy Plus Seats, Premier Access, and annual subscriptions. The system has proven highly scalable and adaptable, handling millions of transactions daily in a manner that is consistent with United’s “business and technical vision” for what a dynamic product catalog should encompass.

United technology teams have fully integrated the FLX Merchandise engine into the larger airline technology footprint, making it possible to quickly introduce and refine new products and services across channels in a manner consistent with the airline’s merchandising and technology strategies.

### Recommended Add-ons

Take the fast track through the airport

**Add Premier Access for \$83**

**Add Premier Access for all flights for \$83**  
 Premier Access benefits include:

- Priority boarding
- Priority check-in line
- Priority security line

[Terms and conditions](#)

Or select individual flight segments

→ Fri., Jun. 28, 2013 | Miami, FL (MIA) to Chicago, IL (ORD - O'Hare)

\$39 per person | Miami, FL (MIA) to Chicago, IL (ORD - O'Hare)

← Sun., Jun. 30, 2013 | Chicago, IL (ORD - O'Hare) to Miami, FL (MIA)

\$44 per person | Chicago, IL (ORD - O'Hare) to Miami, FL (MIA)