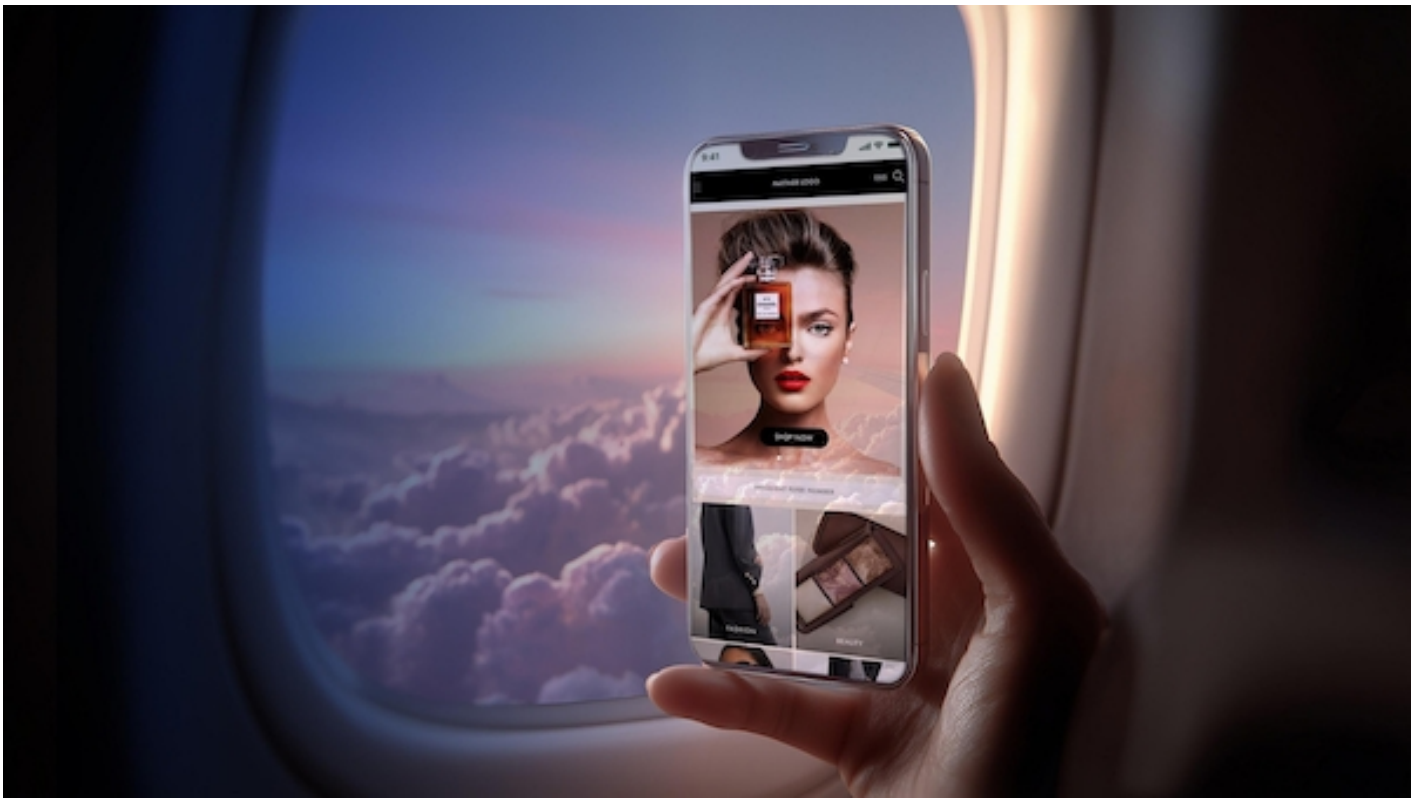
INTERLNKD UNVEILS AIRMALL TO HELP AIRLINES MONETISE WI-FI THROUGH DIGITAL RETAIL

News / Airlines



InterLnkd introduced AirMall – the first solution to turn an airline's inflight Wi-Fi into a full-scale digital shopping platform, connecting travellers to more than 20,000 brands in the air. Dynamic by design and deployable across an airline's entire route network, AirMall gives carriers a way to offset the cost of inflight connectivity while delivering unparalleled choice in the cabin, with zero onboard stock or crew involvement. The white-label solution plugs into any airline's captive portal, enabling passengers to browse a personalised selection of fashion, beauty and essential products via their own devices, with purchases delivered directly to their home or travel destination.

Barry Klipp, CEO of InterLnkd, commented: "Free, fast Wi-Fi is becoming an expectation, leaving airlines to fund an expensive connectivity stack without charging for access. That's why we built AirMall: a simple, plug-and-play solution that lets carriers engage and monetise their onboard Wi-Fi users. It is the first inflight retail solution to break free from the constraints of pre-loaded airline catalogues and airport delivery, giving passengers the same convenience and choice they expect on the ground."

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AirMall is a simple, vendor-agnostic addition to any airline’s existing onboard Wi-Fi. The platform supports inflight payments, integrates seamlessly with airline loyalty programmes, and uses an intelligent matching engine to curate the most relevant products based on the passenger’s profile and destination.

The white-label solution from InterLnkd signals the evolution of inflight retail into a tech-driven, omnichannel, personalised experience. The model enables airlines to offset high connectivity costs, retail brands to gain direct access to a premium audience, and air travellers to enjoy greater choice and convenience at 35,000 feet.

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