

Case study

Affiliate channel optimization through advanced data

The goal

With the goal to drive more new customers, a global travel partner wanted more insight on the type of customer driven through the affiliate channel.

The data

Awin is able to track up to 254 advanced data points to help clients understand trends across their publisher base.

For this travel partner, Awin began to track **15 advanced data points** in order to create measureable and actionable insights via our Business Intelligence tool.

- Example Data Points tracked include: Hotel Location, Loyalty Membership Status, Check in Date, Check out Date, Number of Rooms, Number of Adults, Number of Kids, and more.

Using this data, Awin is able to create and implement specific optimization surrounding the ideal partner and placements.

The solution

The analysis of the advanced data points revealed partners that are able to drive a desirable ratio of new customers via affiliate marketing methods.


This insight shifted the efforts of the campaign to focus on specific publisher types, as well as individual partners, to secure targeted placements to further increase the brands exposure among a community of new customers.

The results

Campaign optimization across three partners, who met both incrementality and quantity requirements, resulted in a combined uplift of **63%** in revenue.

An awareness and branding campaign, ran with a previously small partner, was able to open up the flood gates achieving a massive uplift in bookings and revenue, **734%** and **552%** respectively, while maintaining their previous new customer ratio.

Targeted campaigns with the more established partners drove up to **60%** uplift in revenue while also improving the ratio of new customers booking on the travel brands site, up to **6%**.

	TRAFFIC UPLIFT	BOOKINGS UPLIFT	REVENUE UPLIFT	NEW CUSTOMER UPLIFT
Publisher A	+82%	+46%	+60%	+6%
Publisher B	+5%	+8%	+8%	+3%
Publisher C	+245%	+734%	+552%	+0%