



Case Study

Transavia

Transforming from last-click inhouse, self-managed affiliate programs to open full journey attribution campaigns

Summary

Transavia previously managed affiliate activities **in-house via a white label** platform. Although the program ran well and tracked reliably, **in-depth program strategy did not match** Transavia's **ambitious growth** strategies and targets. Transavia decided to look at growth opportunities for their affiliate channel, making the **switch towards TradeTracker**, an open full-service network for their global affiliate activities. After the switch from a closed to an open network the remuneration models were revised as well to put the emphasis on the full customer journey instead of the last-click focused publishers only.

Target-Based Cooperation with TradeTracker

Before Transavia decided to work with an open network, campaign management, like publisher recruitment, had to be done in-house by Transavia. With the majority of flights sold by the top 5 partners, which were mainly focused on price and conversion, Transavia thought the potential of the affiliate channel could be much broader. The airline held a pitch amongst multiple European open networks and TradeTracker was selected as their new affiliate partner as the cooperation expectations matched Transavia's targets for expanding the affiliate channel the best. Transavia had the following targets for the affiliate channel:

- Expand the total number of active publishers with at least 250%
- Motivate upper funnel publishers (bloggers, content sites) to promote Transavia's flights and destinations
- Implement a full customer-journey approach within the campaign setup and strategy
- Increase revenues from the affiliate channel

Renewed campaign setup and campaign plan

To realize the goals of Transavia, a long term plan was worked out consisting of two phases. The first phase consisted of the migration of the current Transavia partners, but also informing the whole market that



Industry

Travel

Segment

Flight tickets

Cooperation

Since April 2018

Attribution model

Time-Decay

Involvement

+500 more active publishers than within the direct program



We are a team of result driven 'affiliate junkies', devoted to performance marketing and always looking to optimize campaigns. Experience it yourself, sign up to TradeTracker, and let's start monetizing!

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Transavia actually had an affiliate program. The first benchmarks on airline campaigns done by TradeTracker showed that hundreds of publishers active for competing airline programs were not active (or subscribed) to Transavia's program. The target of the first period was focused on getting as many relevant publishers on board plus the gathering of as much information as possible to construct the optimal Attribution model.

Phase 1 results

In the first period of the launch of the campaign the following achievements were made:

- The number of active affiliates increased with 800% in the first 3 months
- The share of transactions from Metapartners decreased to 95% already after 3 months and is declining further, while the total number of sales via these partners is increasing
- The growth in turnover and transactions is above 30%, in traffic even 40%
- The average order value increased with 5%
- Transavia is being pushed by important travelbloggers/contentsites in their key markets on a CPA base

Phase 2 results

In phase 2, the data was analyzed to make sure the Attribution Model matching with Transavia's goals could be set up. A Time-decay model seemed most relevant for Transavia's program, focusing both on upper funnel publishers and the important metasearch partners. After setting up the renewed model current and new publishers were making adjustments to their promotions to benefit in an optimal way from the new model.

Results after shifting the Attribution Model from Last Click to a Real Attribution model.

- 250% more traffic from publishers in the initiating and assisting stages of the customer journey
- 150% more revenue contributed by upper funnel publishers
- 150% more active publishers on the program compared to the pre-Attribution period
- 25% average order value increase due to longer customer journeys
- Increased performance and revenue from largest metasearch partners

When looking back, the Transavia programs made an extreme transformation in the first 18 months after the campaign launch by focusing on the full customer journey, the right publisher approach and optimal use of data. Plans are already there to further expand performance in the next phase of TradeTracker's and Transavia's cooperation.

"Thanks to the cooperation with TradeTracker, we were able to expand our reach in the affiliate channel drastically. Because of this expansion, we managed to create a huge growth in performance. After a good starting phase of the new cooperation, we switched to the Real Attribution possibilities at TradeTracker. This change gave us the next boost in the affiliate channel, where we noticed that we were promoted more and more by upper funnel affiliates. This was the goal of Transavia for a long time and to our satisfaction, we now managed to reach this goal. We are now working on and looking forward to the next big change in our network, to create the next boost in performance!"

– Matthijs Ophuijsen,
Campaign Specialist at
Transavia