



Case Study

Visit Norway

Company

Visit Norway is the National Tourist Organisation (NTO) of Norway, targeting 15 markets and being represented in 14 languages. With almost 16 million visitors, 24 million sessions and 47 million pageviews in H2 alone, partners have been able to reach a great increase of customers and international markets.

By focusing on increasing the quality of visitors, Visit Norway has converted more visitors to customers through partners, by adding their offers and products natively and contextual in the stories and articles on Visit Norway.

Case

Visit Norway is being challenged by the Norwegian ministries to present which value has been created for Norwegian businesses within the travel industry and for sustainable jobs across the country. Therefore, the strategy needed to be changed from working with a few seasonal campaigns to working nationwide, year-round.

The new strategy meant that we needed to change our business model so that we can be more flexible and lean in the way we work.

- Increase the total order value for partners of the Performance Marketing program by 50% in 2019;
- Give partners 50% more sales by increasing the conversion rate in 2019;
- Increase the average order value for partners by 5% by increasing the quality of traffic and using more targeted offers from the partners in 2019.

**NORWAY**

Industry

Travel

Segment

Tourism

Cooperation

Since 2017

Result

- 88% increase in sales
- 108% increase in total order value
- IPMA 2019 Winning case, Best Native Advertising Campaign

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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The answer

Partners can now be added to the content, see in-depth results and pay their distribution through TradeTracker.

Visit Norway uses TradeTracker's analytical numbers on performance and combines it with the site statistics to identify which pages have the best chance of generating sales and revenue for partners. Dashboards have been set in Google Analytics to give an in-depth overview of which type of placement works best for which market. This makes it easier to differentiate between partners. For example, partners in Germany will be presented differently through content on the German website than on the Spanish website.

Visit Norway has also created a management page within their CMS where they can control all the partner sections from one place. This makes it possible for them to roll out new partners swiftly and get an overview of the partners that are included in the global distribution by having this setup. There is one management page for each market to provide Visit Norway with the flexibility to differentiate by market if needed.

By working with this setup, Visit Norway has made sure to remove uncertainty and overhead on management of links and copywriting as it only needs to be applied once per market, rather than per story or per article.

Results

By focusing on quality instead of volume Visit Norway have managed to increase the number of sales from 2544 to 4783 giving an **88% increase in sales**. With a slight increase in number of clicks to their partners 10% going from 228151 to 251961 clicks, Visit Norway managed to create a massive **increase on the Click to Sales Ratio (CSR) by 70%** going from 1.12% to 1.90% in CSR.

An important result is the higher revenue per click, as Visit Norway has **increased the total order value for partners by 108%** going from NOK 5,3 million to NOK 11 million in total order value. This resulted in an **increased value per click on 88%** from NOK 23 per click to NOK 43 per click in returned order value for their partners.

The average value per order in 2018 was NOK 2083. It is currently NOK 2299 which gives an **10% increase in average value per order**, meaning an increase of revenue per order for partners.

"It's fun to see that our efforts are creating these great results. It shows that Visit Norway adds great value to the Norwegian travel industry"

– Kjetil Røed, Technical Manager at Visit Norway