

2021



Affiliated

WE GENERATE INCREMENTAL SALES ON A PERFORMANCE BASIS

About Affilired

- We are a Digital Marketing Agency specializing in generating direct sales for travel and hospitality companies.
- Our business model is based on a commission basis on validated sales.
- We have preferential agreements with leading digital partners with international outreach.
- We are a team of senior professionals, focused on ROI and driving results to all our clients.

Figures



20 years of experience



+1200 clients



1,8M generated sales



+100.000 international affiliates



1,6M monthly visits



Affilired's approach

- **Investment-free business model**

We work on a Performance-Based model. Only pay a commission on confirmed sales (at check-out).

- **Incremental Sales**

We provide an additional sales channel, not a replacement of your existing distribution channels or volumes.

- **Inbound traffic**

This non-intrusive model reinforces your brand by providing valuable content contributing to generate more sales.

- **Risk-free advertising**

We cover all the investment risks in the launch and implementation of the campaign. We ensure maximum visibility of your brand.



Our solutions

We offer you different digital solutions designed to increase the visibility of your brand to generate direct bookings on your website.



AFFILIATE
MARKETING



COMMISSION BASED
SEM CAMPAIGNS



PROGRAMMATIC
ADVERTISING



ONSITE
SOLUTIONS



Affiliate Marketing

Affiliate marketing is an advertising model in which our partners (affiliates or publishers) get a commission paid for every sale they generate through their campaigns on your site.

1

Improves the visibility of your brand internationally

2

Increases qualified traffic to your website

3

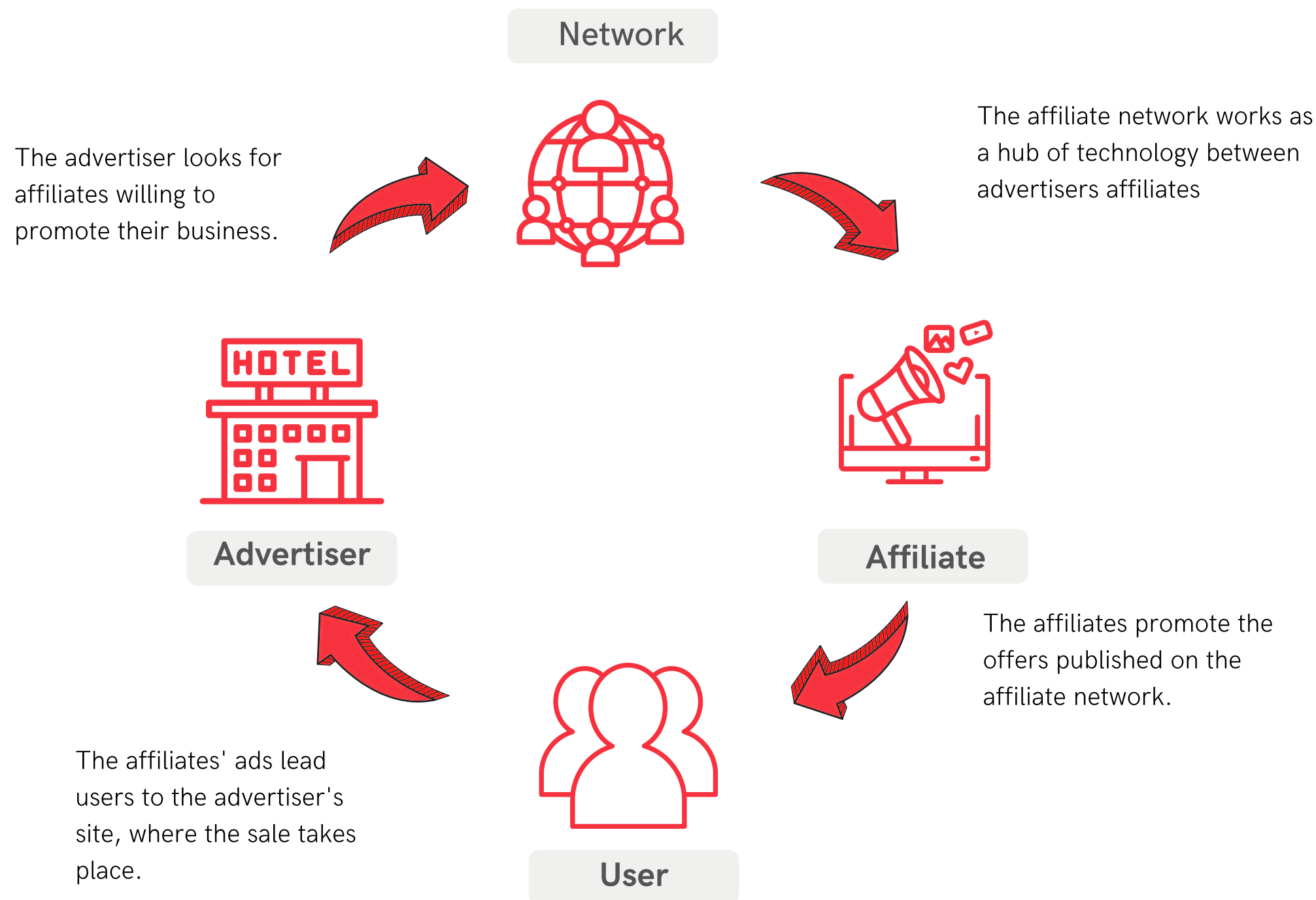
Incremental direct sales generated on your website

4

No initial cost or monthly fees.



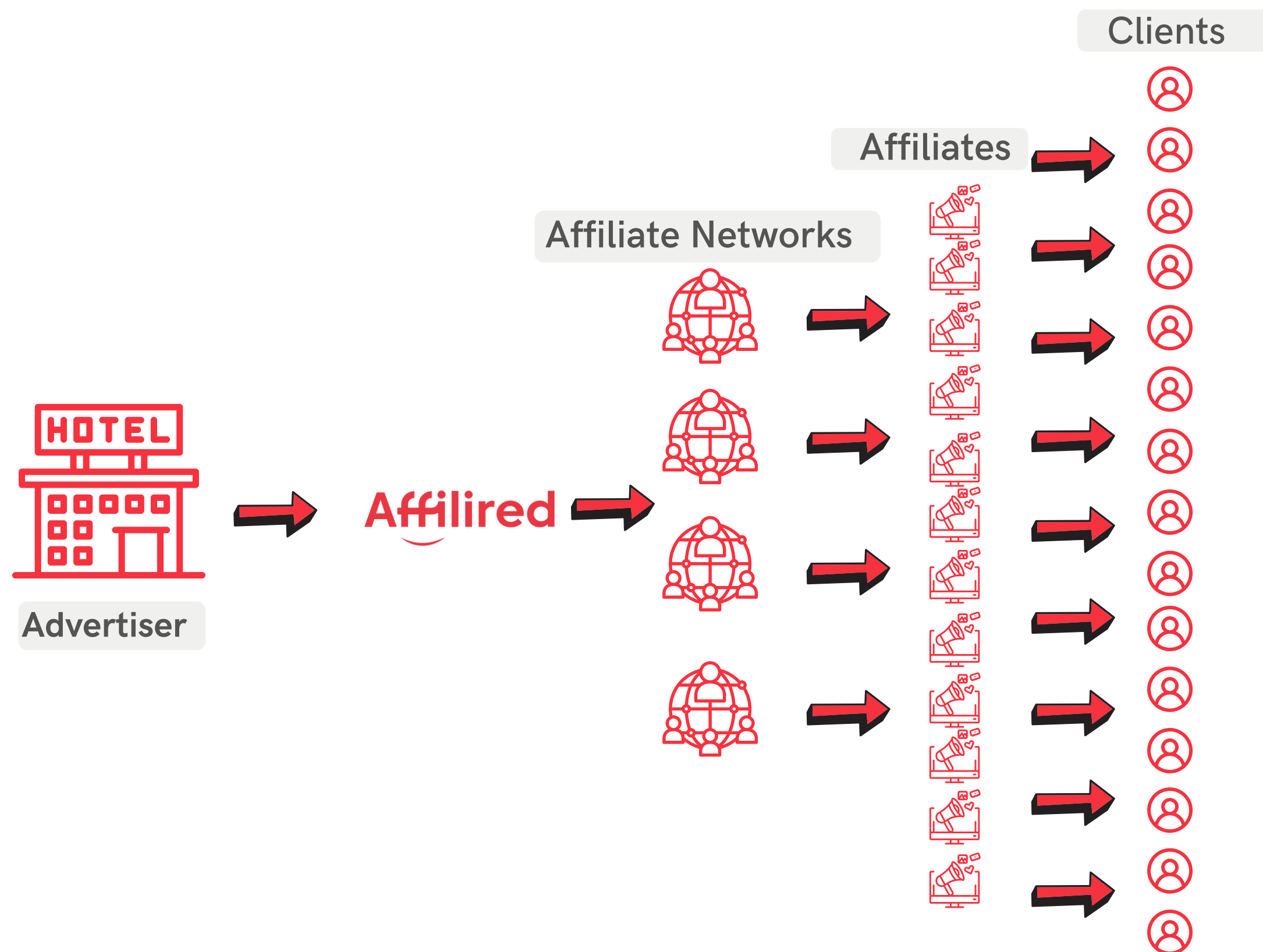
Traditional Affiliate Network Model



- Investment required**
Launching and maintenance fees involved.
- Professional Team**
Qualified staff needed.
Investment in personnel time to set up and follow up the campaign.
- Monitoring**
Recruitment follow-up, fraud control, payment to affiliates...
- Lower outreach**
Covering of 1 / 2 markets.



Affilired's Multi-network approach



- FREE-INVESTMENT**
No set-up or maintenance fees.
- Holistic Management**
The Affilired team will be in charge of the launch of the campaign from beginning to end.
- Monitoring**
We will take care of the tracking control, recruitment, sales verification...
- Greater exposure**
Launching of your campaign in different international networks, thereby growing number of affiliates joining to generate sales.



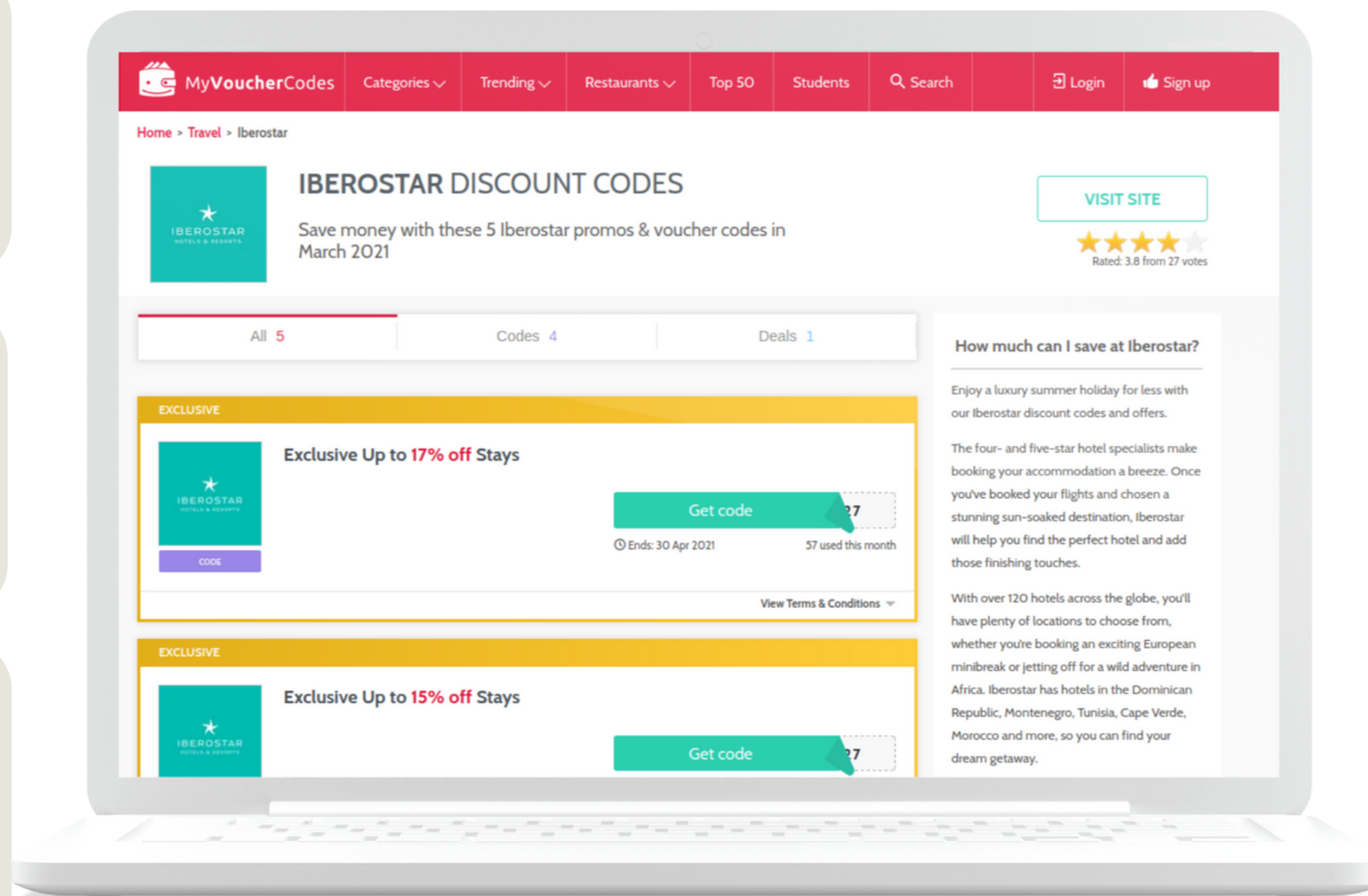


Affiliates Categories - Voucher- Codes

- Incentivize customers to buy by using promotional codes to be redeemed on the advertiser's website.

- Voucher code sites are very popular in European and US markets and provide great brand visibility.

- They have great data bases of users with high intention to buy.

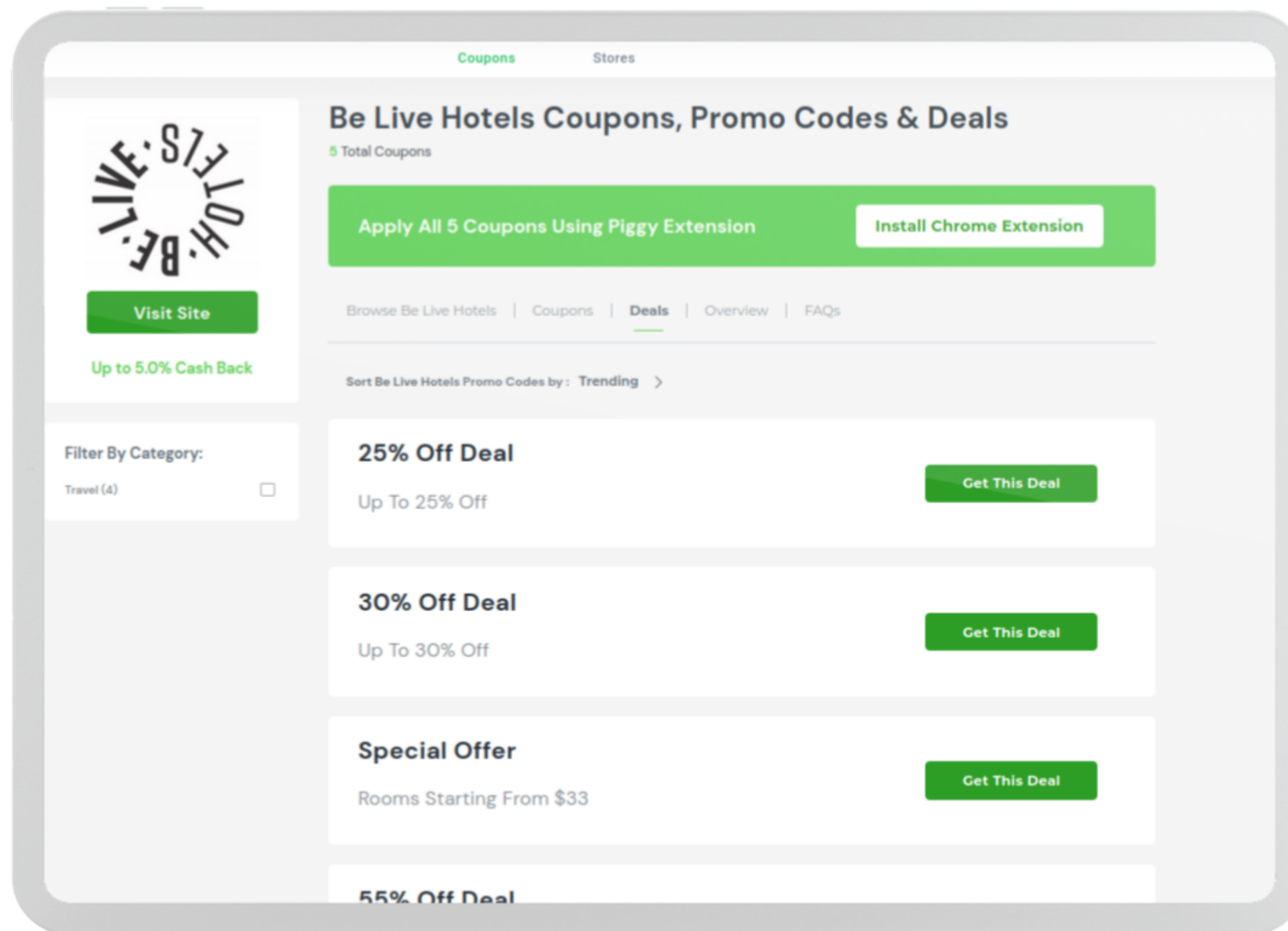




Affiliates Categories - Offers

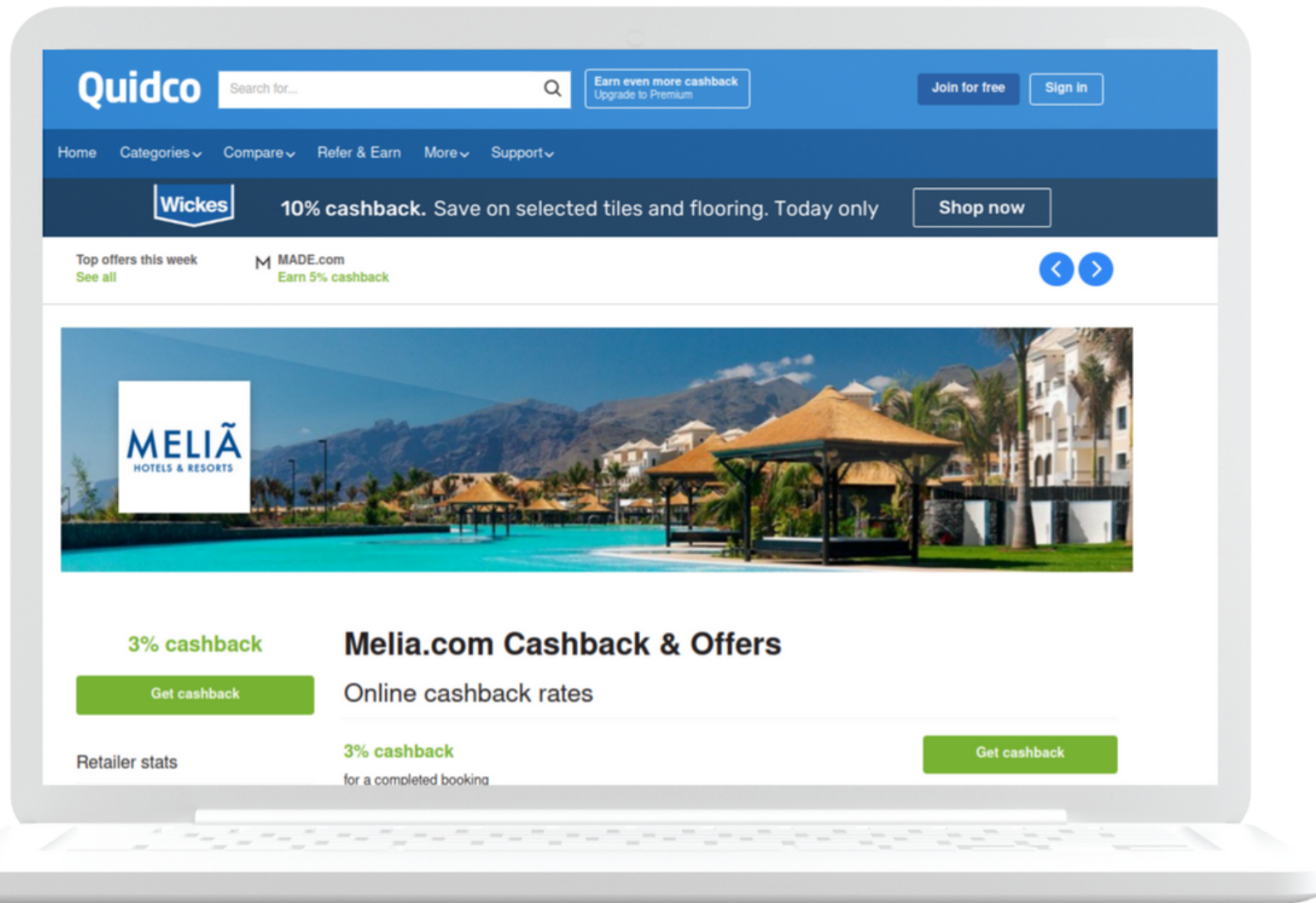
■ Advertising of the best offers according to categories.

■ They increase brand visibility exponentially.





Affiliates Categories - Cashback



— Cashbacks incentivize purchasing by refunding a portion of the total amount to registered users.

— Greater sales volume is guaranteed.

— It is considered a customer loyalty tool.





Affiliates Categories - Content

■ Websites/blogs of non-invasive content specialized in different categories.

■ 60% investment rate increase.

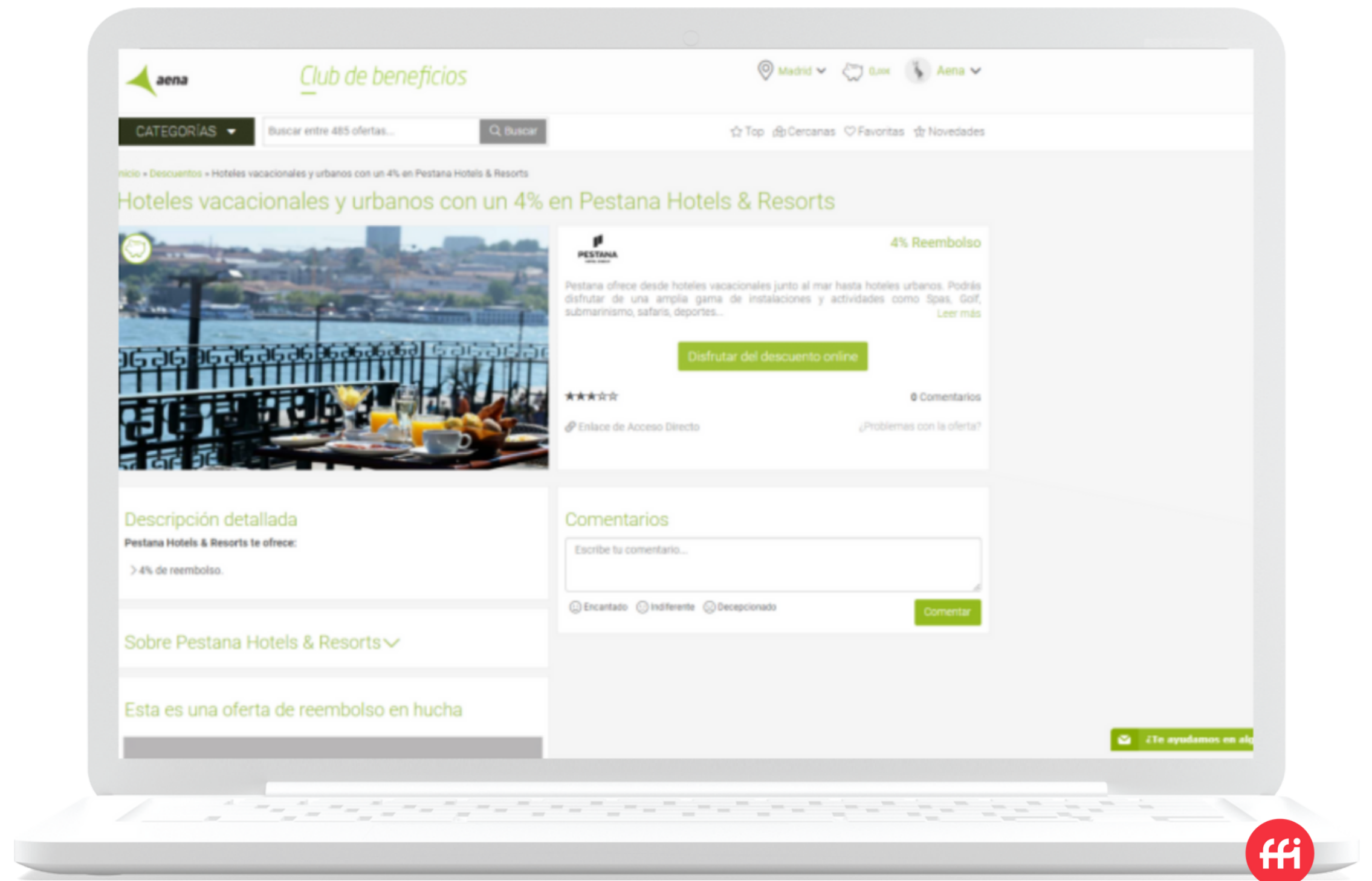
■ Content partners increases engagement with potential customers.





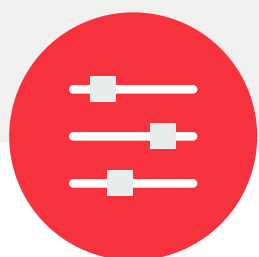
Affiliates Categories - Loyalties

- Incentives to registered customers only.
- Improves customer loyalty.
- Generates brand ambassadors.
- Prevents price competition.





Holistic management of the affiliate program



- Set-up of the program in multiple networks and in different languages.
- Product and Offer Feed support and management.
- Holistic Management.
- Affiliate Performance.
- Conversion Rate improvement.



- Dedicated Account Manager.
- Affiliate screening and quality check.
- Active recruitment, verification and loyalty.
- Extra-exposure and other promotional opportunities negotiation.
- Brand Protection.
- Fraud control.



- Advanced Tech Support.
- Ongoing Tracking testing.
- Unified Control Panel.
- Unified Invoicing.
- Invoicing by hotel available.
- Automated Cancellation API
- Monthly Reporting.
- Credit card payment available.

Cost- free management





CPA SEM Campaigns

Get top rankings in the leading search engines of the world with an unlimited budget.

1

Increase qualified
traffic to your website

2

Improve your brand
positioning worldwide

3

Increase international
direct sales



Affilired's SEM camapins approach



Unlimited Budget

Affilired covers the investment in SEM campaigns. You only pay a commission on sales generated.



International Reach

Campaigns in primary and secondary markets, ensuring worldwide exposure.



Local Keywords

Campaign management in the language and with keywords in accordance with the market.



Search Engines

Launch of campaigns in the most popular search engines by market.: Bing, Yahoo, Pesquisa, Yandex, Baidu...





Programmatic Advertising

Boost your direct sales by connecting your audience with the right message at the perfect time to convert them into customers.

1

Gain new clients

2

Increase your web
conversion

3

Maximize return on
investment



Programmatic Advertising - Formats



Display

Increase the opportunities for conversion through direct banners that will lead your potential customers to your website.



Dynamic Ads

Show ads to your target audience on multiple websites related to their preferences.



Native Ads

Increase leads at the top of the conversion funnel with campaigns that integrate ads naturally into websites, increasing the chances of generating sales.



Video Ads

Convey the personality of your brand and positively influence your ideal customer to encourage conversion





Onsite solutions

Turn your web visitors into customers with highly effective solutions. Choose the solution you are most interested in or sign up for the complete package.

1

Engage with your
potential customers

2

Reduce the
abandonment rate

3

Increase
conversions



Onsite solutions - Formats



Email Remarketing

Reconnect with your customers with attractive offers and redirect them to your website to complete the purchase.



Overlays

Display a perfect customized offer before your visitor leaves your website and influence on their purchase decision.



Price Comparisons

Show your users that you offer the best price online over your competitors on your own website.

Price & Conditions

Our services are totally free, so we work with the goal of generating maximum sales and making the campaign as profitable as possible.

INVESTMENT-FREE

The launch of the campaign has no initial cost or maintenance fee.

COMMISSION

Kick of commission is of 10% on validated sales at check out.

CREATIVES

Free set of banners for the launch of the campaign in affiliate marketing (optional)

Do you want us to help you boost your direct sales?

Contact us today

Europe, Africa, CIS Region

cedric.vildosola@affilired.com
carlos.benito@affilired.com

America Region

rodrigo.suarez@affilired.com

APAC Region

salesapac@affilired.com