

A man and a woman are looking at a map together. The man is wearing a hat and glasses, and the woman has sunglasses on her head. The entire image is overlaid with a red tint. The word "Affiliated" is written in large white letters across the top, with a white Amazon smile logo underneath it.

# Affiliated

**Hoteles City Express**

CASE OF SUCCESS



## Hoteles City Express leverages affiliate channel with Affilired

Hoteles City Express is a Mexican hotel chain founded in 2002. This chain has a fresh and dynamic digital marketing department that manages its SEM and Display campaigns internally.

Being aware of the great growth potential of the online channel and a rising need to boost direct sales, they decided to opt for new online sales channels as a way of expanding their national and international direct sales without incurring major investments.



Affilired

Hoteles  
City Express

CASE OF SUCCESS 1 / 3

### The solution

Affilired steps in as their direct partner to implement and manage the affiliate channel to boost their direct sales with an optimal profit margin. The cost-per-action model (only a commission is paid per confirmed booking) provides City Express Hotels with a new direct booking channel based on a low budget, thus securing their ROI.

Specializing in the affiliate channel for the travel industry, Affilired provides end-to-end campaign management, including national and international campaign launch planning aimed at increasing brand recognition in countries such as the United States and Spain, leveraging direct sales through hundreds of Spanish- and English-speaking affiliate's websites.



## The Strategy

City Express Hotels has a department that directly manages its SEM campaigns in the Google search engine. On July 20, 2022, Affilired agreed to manage the investment and management of PPC campaigns in alternative search engines such as Yahoo and Bing.

Affilired is responsible for handling the setting-up of the campaigns, investment, and keyword optimization for each search engine, while City Express Hotels only pays a commission on bookings generated and validated at check-out. City Express Hotels thus ensures an increase in qualified traffic and an international online presence with no additional investment in the SEM channel.

The SEM campaigns allow for an analysis of the City Express Hotel's qualified traffic, which will help to design a phased launch strategy on affiliate networks.

Affilired started the affiliate marketing launch with **IMPACT**, an affiliate platform with international coverage and a powerful database of affiliates of diverse typologies in **LATAM**.

Simultaneously, and being aware of the great potential that Spaon has as a tourist outbound market towards Mexico, Affilired launched the campaign on **TradeTracker Spain**, to give recognition to this Mexican brand in Spanish territory.

Finally, the campaign was launched on the **AWIN USA** network, to boost sales in one of the key markets for City Express Hotels.

The recruitment of affiliates related to the target audience of this chain, along with the active promotion of both the brand and the online deals, were essential for the success of the project.

**Affilired**

**Hoteles  
City Express**

CASE OF SUCCESS 2 / 3

### PHASE 1



impact



TradeTracker.com

### PHASE 2



AWIN



## The Results

Only **three months** after the start of these campaigns, affiliation has already become the second-best direct booking channel for City Express, with a **cancellation rate below 20%**.

INCREASE IN  
REVENUE:

**+ 230%**

BOOKINGS  
GENERATED  
INCREASE:

**+ 120%**

## Testimonial



Working with Affilired allowed us to reach new markets and attract new customers. They quickly became one of our most cost-effective partners with the greatest growth potential.

**JORGE ESTRELLA**

Marketing Performance Coordinator  
*Hoteles City Express*



**Affilired**

**Hoteles  
City Express**

CASE OF SUCCESS 3/3

The background is a solid red color with a repeating pattern of white line-art icons. These icons represent various travel and hospitality concepts, including airplanes, hotels, cars, keys, Wi-Fi symbols, thumbs up, maps, and people. The icons are scattered across the entire page, creating a textured, thematic background.

# Affilired

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