



Affilired



Middle East Airline

CASE OF SUCCESS



Affilired

Middle East Airline

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The Client and the challenge

A world renowned Middle East airline company, serving 160 international destinations in a stylish fleet of the latest jet aircraft.

The airline faced the challenge of needing to boost their affiliate campaign, build their international affiliate portfolio, and drive incremental sales globally. While they had an in-house affiliate program, they recognized the need for a partner who could provide additional support and expertise to help them achieve their goals.



The solution

To overcome these challenges, the Middle East airline partnered with Affilired, a leading global digital marketing agency specializing in generating commission-based sales and with extensive experience in managing affiliate campaigns for major travel brands. Affilired provided the necessary expertise and resources to help the airline company boost their affiliate campaign and expand their international affiliate portfolio.

Affilired's strategy focused on leveraging their extensive network of affiliate partners and preferred agreements with some of the world's largest affiliate platforms to drive incremental sales globa-

lly. By partnering with top publishers and affiliate networks, they were able to increase the visibility of the airlines offers and destinations among potential customers, which helped to drive traffic and to generate direct sales.

Additionally, Affilired provided ongoing support and management of the affiliate program, ensuring that the airline campaigns were optimized for maximum effectiveness and profitability. This included continuous monitoring of campaign performance, updating of creatives and offers, and the provision of regular performance reports to keep the airline informed of the program's progress.



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The strategy

The strategy adopted by Affilired to achieve this airline's goals was to focus on globalizing sales and increasing brand recognition, particularly in key markets like the USA and APAC countries. To achieve this, the campaign was launched on two of the most renowned affiliate networks in the USA, **Affiliate Window US** and **ShareASale**, with a focus on recruiting top publishers who could provide maximum exposure for this airlines' offers and destinations.

To expand their reach to APAC markets, the campaign was later launched on **Glopss**, an affiliate marketing platform with a strong presence in alternative APAC markets. This move helped the airline

company to target customers in markets such as Thailand and Australia.

Finally, to complete their worldwide coverage, Affilired integrated with **Webgains in Australia** and **Webgains US**, further expanding the companies reach and presence in these markets.

Overall, this strategy was effective in achieving the company's goal of globalizing their sales and increasing brand recognition in key markets. By leveraging the power of affiliate marketing and partnering with popular affiliate networks, Affilired was able to help their client achieve impressive results.

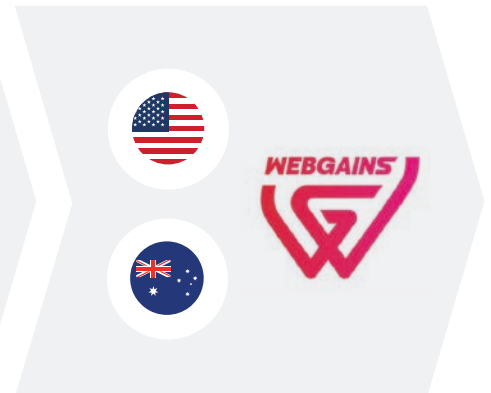
STAGE 1



STAGE 2



STAGE 3





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The results

The partnership between the Middle East airline and Affilired was a success. Through Affilired's expertise and strategic approach to affiliate marketing, this company was able to achieve a 430% increase in qualified traffic, a 705% increase in

the number of direct sales generated, and a 99% increase in revenue. These impressive results demonstrate the effectiveness of the partnership and Affilired's ability to deliver exceptional results for their clients.

INCREASE IN
QUALIFIED TRAFFIC:

+430%

INCREASE IN
NUMBER OF DIRECT SALES GENERATED:

+705%

REVENUE
INCREASE:

+99%

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.

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