

Affilired



Vallarta Adventures

CASE OF SUCCESS



Affilired

**Vallarta
Adventures**

CASE OF SUCCESS 1 / 4

The client

Like many companies in the travel industry, Grupo Adventures invests large amounts of money in brand positioning for national and international tourists in search of the best experiences at the best price. The company has branches in Los Cabos, Cancun and Punta Mita.

Under this brand we find a company specialising in offering a wide range of adventure tours and excursions that include activities for all types of public: from vertiginous zip lines to swimming with dolphins, hiking excursions or dinners with entertainment.

Always on the lookout for quality suppliers that can help them build their online brand and efficiently drive more sales, Affilired signed a contract with Affilired to explore the growth opportunities that performance marketing offers.





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The strategy

With a clear growth objective focused on the American continent, the different platforms integrated with Affilired were analysed and the launch was initiated on the AWIN USA affiliate platform.

Affilired was in charge of the global set-up, accompanying Grupo Adventures during the tracking implementation process and the necessary tests for the correct attribution of the sales generated on this client's website.

A recruitment campaign was launched in two areas:

- On the one hand, an ad-hoc recruitment action was carried out for affiliates in the Mexican market and the USA.
- On the other hand, international recruitment was activated, giving visibility to the campaign through the different communication channels with international partners.
- The Account Manager held weekly meetings with the Adventures team to ensure the correct implementation of the terms of the campaign and to advise the client on creative and actions focused on generating more sales through the affiliate channel.

STAGE 1



STAGE 2



STAGE 3





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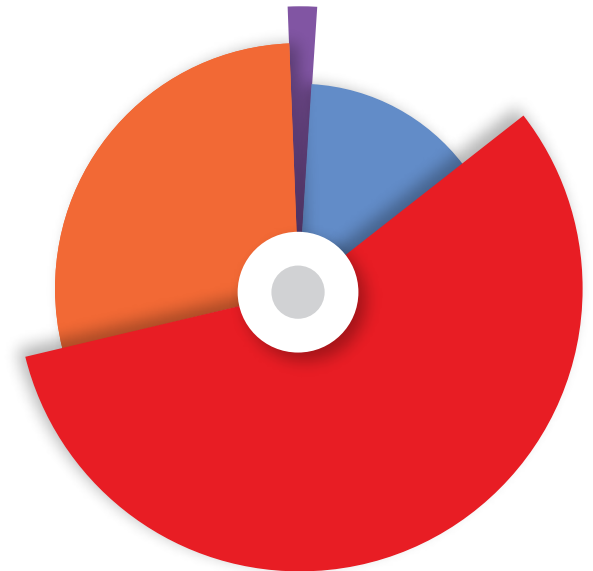
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The results

The campaign was launched in January 2023, and the results have been increasing month by month, managing not only to increase sales in Mexico and the USA, but also to introduce their brand in other markets such as Canada.

SALES:

MEXICO	28%
UNITED STATES	56%
CANADA	14%
COLOMBIA, NICARAGUA AND ITALY	2%



Just in the first 3 months of having launched the affiliate campaign, the number of sales managed by affiliates has increased by more than 200% and +300% in revenue generated.

INCREASE IN
NUMBER OF
SALES GENERATED: **+ 200%**

REVENUE
INCREASE: **+ 300%**



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The success

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“The success of this campaign has been driven by customised campaign management through our account management department and via effective partnerships with quality partners that can drive significant growth for companies focused on experiences such as Grupo Adventures”.

RODRIGO SUÁREZ

Sales Manager for America
Affilired

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