

Affilired

CASE STUDY

FERGUS Hotels Always-on Affiliate Strategy to Drive Direct Growth



FERGUS Hotels is a 4* and 5* leisure hotel group with a strong presence in Spain's top tourist destinations, focused on growing **direct sales** through its official website.

Given its profile—high seasonality, market-driven demand peaks, and the need to maximise direct revenue—FERGUS partnered with **Affilired** with a clear goal: turn the **affiliate channel** into a key lever to capture **incremental demand** and activate audiences across both **international and domestic** markets.

STRATEGY

Affilired accelerated affiliate growth through **proactive, continuous management**, coordinated between **Account Management** and **Operations**, combining programme optimisation with commercial activation across the affiliate ecosystem.

WHAT WE DID



1. Solid measurement & attribution:

Ongoing tracking and attribution reviews to ensure consistent reporting and reliable sales capture.



3. Commercial activation of affiliates:

Exclusive offers and promo codes for the FERGUS affiliate community across multiple networks, reinforced through direct communications.



2. Continuous programme optimisation:

Regular updates to campaigns, commercial terms and assets to maximise performance.



4. International scale-up:

Expansion via **Impact (global network)** supported by dedicated affiliate newsletters, plus activation of new affiliates in **France** and local partners (e.g., **Mallorcard**) to boost resident-focused offers.

RESULTS (YoY)

+145% BOOKINGS GENERATED
+192% REVENUE

TOP MARKETS:

 SPAIN: **+195%** bookings
 UK: **+107%** bookings
 FRANCE: **+135%** bookings



TESTIMONIAL

We've successfully scaled our affiliate channel with a stable, well-executed strategy—keeping the programme always active with relevant partners. Affilired has been a key partner in this growth: a proactive approach, strong affiliate activation, and results-driven management.

CHRISTIAN CALVO

eCommerce Specialist
FERGUS Hotels

