

# Affilired

## CASE STUDY

### LOPESAN HOTELS How a Promo Code Strategy accelerated the affiliate channel



Lopesan is a Canary Islands-born hotel group operating across the **Canary Islands, Germany, Austria and the Dominican Republic**. With a mature digital strategy, Lopesan has partnered with **Affilired** for years, building a strong affiliate programme with **multi-network presence** and a stable ecosystem of **active, high-performing affiliates**.

#### THE STRATEGY

A high-collaboration approach between Lopesan and Affilired's **Account Management and Operations** teams led to a structured plan: the launch of **12 monthly promo codes**, distributed in a controlled way across **active, top-performing affiliates**.

#### The approach is built on three pillars:



##### 1. Selective activation:

Codes allocated to affiliates with proven performance and real ability to drive incremental demand.



##### 2. Campaign-window alignment

Promo codes are mapped to key booking moments (early booking, mid-season push, last minute) to stimulate demand exactly when it's needed.



##### 3. Negotiated visibility & continuous optimisation

We prioritise partners that drive incremental value and dial back those harvesting existing demand. Through negotiated placements, newsletters and landing exposure, we maximise visibility — and keep performance moving in the right direction.

#### THE RESULTS (YoY)

##### SALES

**+51,09%**

##### REVENUE

**+37,43%**

##### CR

**+54,55%**

#### TOP 5 MARKETS

	SALES	REVENUE	CR
	+150,24%	+159,84%	+215,79%
	+70,78%	+83,44%	+437,50%
	+55,02%	+68,77%	+220,00%
	+38,98%	+26,37%	+113,04%
	+37,84%	+60,96%	+71,84%

#### TESTIMONIAL

We were looking for a lever to grow our affiliate channel without losing control over markets and commercial conditions. The Promo Code strategy developed with Affilired, combined with selective activation through top-performing affiliates, has helped us accelerate performance and lay the foundations for new initiatives across the group — including our evolution into new segments.

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