



Affilired



SUCCESS CASE

**Affiliate Channel Management
for LATAM Airlines in the USA**

THE CLIENT

LATAM Airlines is the largest airline in Latin America, born from the merger of LAN Airlines and Brazil's TAM Linhas Aéreas. With an extensive route network that spans South America, North America, Europe, and Oceania, LATAM Airlines is renowned for its commitment to excellence in customer service and innovation within the airline industry.



THE CHALLENGE

LATAM Airlines had been managing its digital campaigns in-house but was seeking an innovative solution to boost direct sales and strengthen its presence in the highly competitive US market.

THE SOLUTION

Affilired proposed a performance-based business model designed to generate incremental sales on a commission basis. After thorough negotiations, LATAM Airlines entrusted Affilired with the management of their affiliate campaigns, focusing on growth and brand recognition in the Americas.

To assess the effectiveness of the partnership, LATAM Airlines agreed to an initial trial period during which Affilired would manage the campaigns. This approach allowed LATAM to evaluate the performance and make an informed decision about extending the partnership indefinitely.



1

Comprehensive campaign **setup and planning**



2

Active promotion of the **campaign among top US affiliates**



3

Strategic recruitment of **high-performing affiliates**



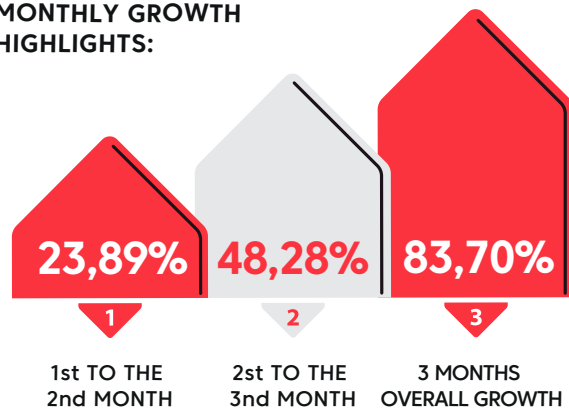
4

Continuous optimization of **creatives and offers**

RESULTS

The close collaboration between Affilired and LATAM Airlines was instrumental in driving substantial growth in the affiliate channel within the US market, with immediate and impressive results. Through an effective launch strategy, the recruitment of top-tier partners, and continuous campaign optimization, LATAM Airlines achieved an extraordinary **83.7%** increase in sales within the first three months of the affiliate channel's activation.

MONTHLY GROWTH HIGHLIGHTS:



IMPACT

As a result of these outstanding outcomes, LATAM Airlines has chosen to extend its partnership with Affilired. The collaboration has expanded into a broader international network, including activation on a robust platform like Impact, with continued expectations of delivering significant sales growth.



CONCLUSION

The strategic partnership between LATAM Airlines and Affilired has proven to be highly effective in increasing sales and enhancing brand recognition in critical markets such as the US. With ongoing collaboration and expert guidance from Affilired's affiliate and

account management teams, this partnership is poised to continue yielding substantial benefits for both parties.

Affilired +



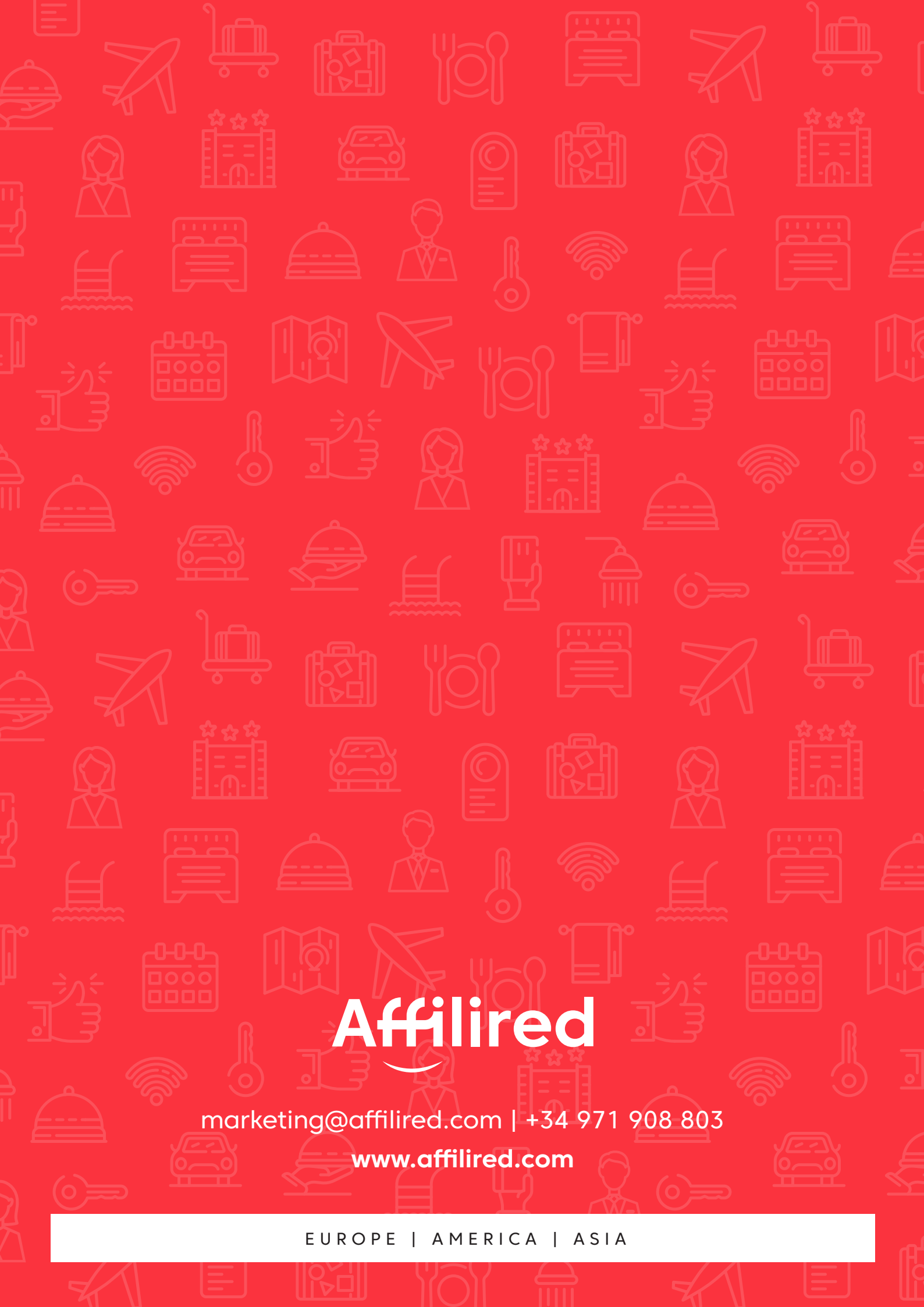
TESTIMONIAL

ANDREA BUSTOS

Marketing Specialist in USA
Latam Airlines

Affilired is more than just a partner; they are a true extension of our team. From day one, Affilired's management of our affiliate campaigns in the US market has been exceptional. Their professionalism and adaptability to our evolving needs have been remarkable. We are extremely pleased with the results and confident that this partnership will continue to bring significant advantages in the future.



The background is a solid red color with a repeating pattern of white line-art icons. These icons represent various travel and service concepts, including airplanes, suitcases, hotels, cars, keys, Wi-Fi symbols, thumbs up, maps, and people. The icons are arranged in a grid-like fashion, creating a dense and thematic visual texture.

Affilired

marketing@affilired.com | +34 971 908 803

www.affilired.com

EUROPE | AMERICA | ASIA