



CASE STUDY

How Performance-Based SEM Drove Incremental Direct Revenue for Hertz Mexico



THE CHALLENGE

Hertz Mexico needed to increase direct bookings and strengthen its online presence without increasing media risk. In addition, SEM execution faced limitations in Google's primary markets, requiring a smarter market strategy.

THE SOLUTION

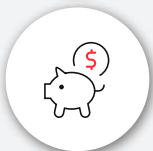
Affilired deployed a fully **managed, commission-based SEM strategy**:



Prioritized **Bing & Yahoo** for maximum volume and efficiency.



Focused **Google activity** on authorized secondary markets.



Optimized campaigns continuously with a **revenue-first approach**.

RISK-FREE MODEL:

Hertz only pays commissions on confirmed bookings (no wasted spend on clicks).



THE RESULTS

INCREASE IN BOOKINGS

+93,66%

increase in bookings
(1 year after campaign launch).

INCREMENTAL DIRECT SALES GROWTH

+11%

increase in direct sales
driven by CPA SEM.

SALES ORIGIN

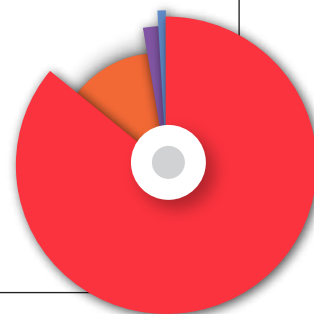
Incremental Revenue Mix

Mexico: **81,63%**

United States: **12,91%**

Colombia: **1,72%**

Others: **3,74%**



TESTIMONIAL

Thanks to Affilired's innovative strategies and their commission-based SEM approach, we've seen exponential growth in sales at Hertz Mexico.

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Trust Affilired to boost your direct sales and pay only for the results you achieve.

