

TUI Employ Good Vibe Affiliates to Mirror their Company Message

Partnering with quality affiliates that foster their positive approach to customers.

The Company

Since 1867, TUI has been a leader in the Dutch and Belgian travel market, always embracing the opportunity to leave a positive effect on their customers. They try their best to ensure a good vibe is present from the beginning of a customer's interaction, through to when they arrive home from their getaway. TUI has gathered a number of accolades as the best travel agency, with an influential presence both on and offline.

The Case

The online marketing strategy of TUI encompasses their philosophy in fostering positivity and fun, a consistent feel they attribute to all their social and affiliate marketing. TUI approached us with the aim of expanding upon their success, to approach new networks of affiliates and implement fresh and exciting opportunities.

The Answer

We helped formulate an affiliate strategy for TUI that ensured they only work with partners who positively help customers make decisions towards their next escape.

Presenting them with a diverse network of content, blogging and travel-oriented publishers has led to the affiliate program becoming the success it is now, with more than 2000 active publishers providing traffic on a daily basis. Investing in good quality promotional materials, fast and effective campaign management, while also working with tailor-made commissions on a CPA basis have made the program one of the most appealing travel campaigns on the market.



"We have been running an affiliate program with TradeTracker since 2007, and exclusively since 2014"

"We are really satisfied with the cooperation and are looking forward to extend our cooperation to the Belgian market and grow together."

Jeroen Maaijen, Online Marketing, TUI Benelux



Industry:

Travel

Features Used:

Custom Quality Network

Unique Hybrid Commission Structures

Results:

Exclusive partnership in Dutch and Belgian Markets.

2000 travel focused affiliates.