



Case Study

TUI

TUI Employ Good Vibe
Affiliates to Mirror their
Company Message

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.



Industry

Travel

Features Used

Custom Quality Network

Unique Hybrid Commission
Structures

Results

Exclusive partnership in Dutch
and Belgian Markets.

2000 travel focused affiliates.

"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

We are a team of result driven 'affiliate junkies', devoted to performance marketing and always looking to optimize campaigns. Experience it yourself, sign up to TradeTracker, and let's start monetizing!

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