



# Case Study

## momondo

### Introduction

momondo had its beginning in Denmark in 2006 where a small group of skilled and dedicated developers united to create a free, independent online flight search offering full price transparency across the market. Since then, they have expanded from offering flight price comparison to hotel, car rental and packages. Today, momondo is globally accessible in a wide range of languages.

### Cooperation TradeTracker

momondo started the cooperation with TradeTracker in 2015 in DK, and since then expanded to NO, UK, BE, FI, SE, NL, ES, IT, EST, FR, PL, DE and the latest addition is RU.

momondo is not a traditional campaign because they are not a web shop and don't have a basket which makes a regular CPS commission impossible. Instead, we have set up a click-out-model for them. This means that their affiliates get a commission when a user clicks from momondo to a flight provider's site.

As we continuously review and optimize the campaign together with the client, the model was further advanced in 2016. Instead of rewarding affiliates for every click a user performs, the CPS element was added. This means that commission will only be given if the users make a purchase. momondo will then share their commission with the affiliate. This has resulted in an increased eCPA and campaign efficiency.

As we already have a solid network of travel publishers in each country, momondo didn't have to worry about the recruitment of local affiliates. This is done by the TradeTracker account managers that already have a good relationship with the market's most influential travel publishers, making it an ease for momondo to penetrate new markets.



### Industry

Travel

### Segment

Travel and Holidays

### Unique features

Customized click-out-commission model

### Results

By combining a click-out with a CPS model, momondo has successfully achieved their desired way of rewarding their affiliates.

*"From 2016 to 2017 we have increased the revenue by 177% coming from our 14 programs. We have been very satisfied with the account management which has been ready to solve challenges or requests we have had in each of the markets we operate in."*

– Maj Sara Kofoed,  
Global Affiliate Marketing  
Manager, momondo group Ltd

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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