

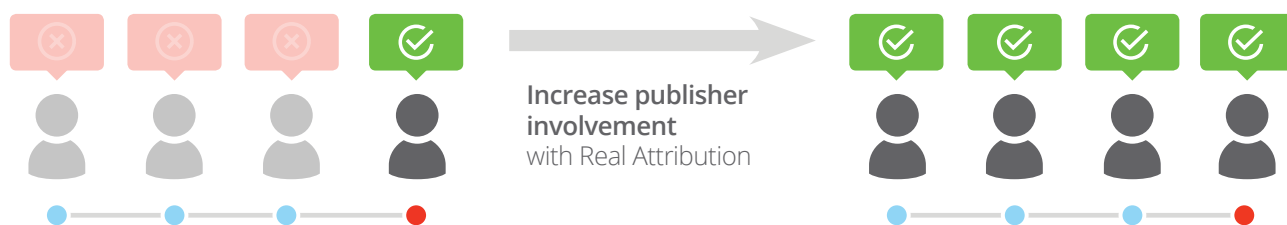
TUI Netherlands – Performance shift with Real Attribution



TUI, as the world's number one multinational travel and tourism business, is continuously looking to innovate, optimize and improve their digital challenge with one goal: To put a smile on it's customer from the first contact moment until the customer arrives back home. To reach this goal it is important that during this whole journey value is added where it is needed. For this reason TUI is analyzing the complete customer journey and adapting models and strategies for all online channels, including the affiliate channel.

The affiliate channel

Since the first of September 2017 TUI Netherlands decided to move from a last-click remuneration model towards a model which splits up the commission over all involved publishers with a booking via the affiliate channel. By using TradeTracker's Real Attribution, TUI picked a Time-decay based model which emphasizes a bit more on the publishers closer to the conversion. By using this model, publishers which focus on consumers in the early stages of the customer journey when booking a holiday, now had more chance of being rewarded via CPA models instead of being overwritten by publishers which have visitors in the later stages of the customer journey. The goals of the Attribution setup were clear, more value from all publishers through the whole customer journey, and more turnover from the performance based channel.



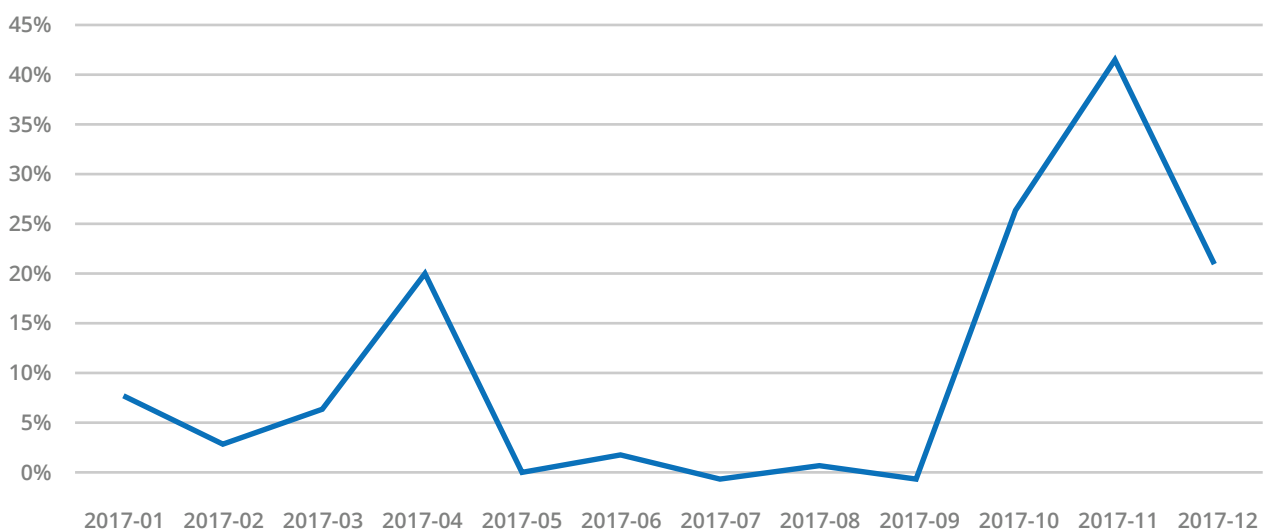
The results

Since the launch of the renewed commission model, the TUI campaign has seen some great changes. eCPC rates, which varied greatly between publisher types, have increased but also the difference of eCPC rates for upper funnel publishers and the more converting publishers became smaller, leading to an increased result from all publishers. Also, converting publishers adjusted promotions to grab consumers in the earlier stages of their customer journey. Arjen de Mik, Manager Digital Marketing at TUI Nederland comments, "With Real Attribution we are able to reward our publishers fairly for all their marketing efforts during the whole customer journey. This results in happy publishers which want to promote the TUI.nl campaign now more than ever, bringing us more traffic and turnover."

Turnover

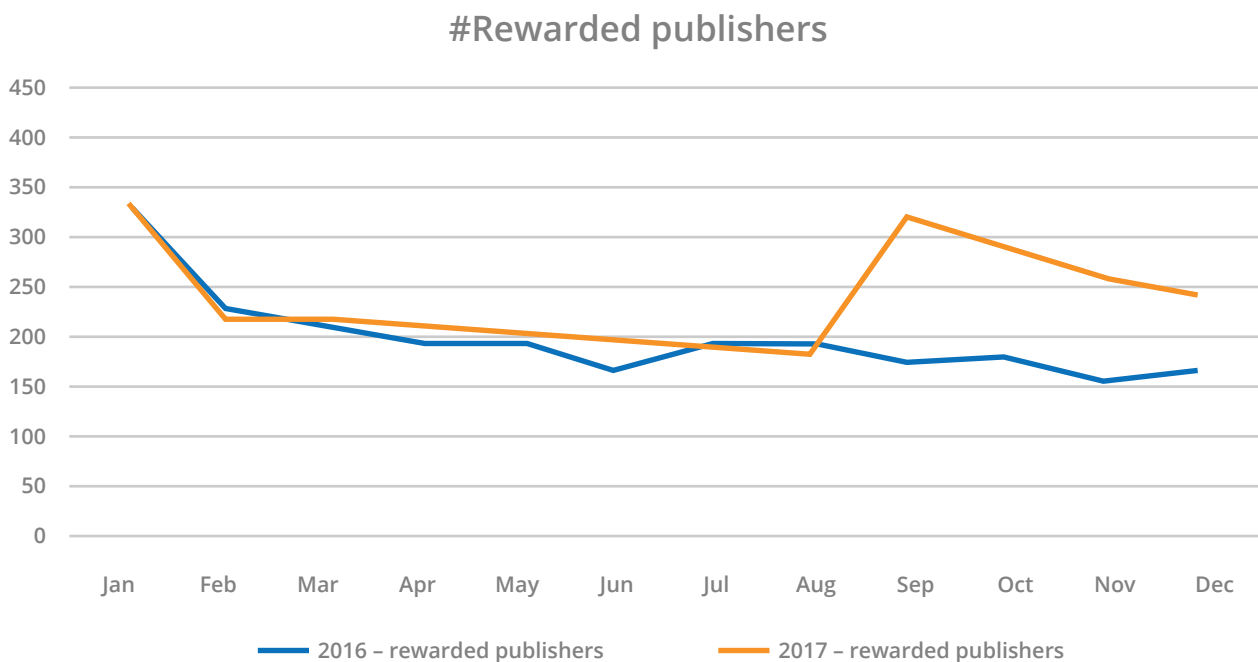
As the TUI campaign was running for more than 10 years, almost all suitable publishers were already active on the campaign, or neglected the campaign as last-click models were not very suitable for their target audience. Due to the new model additional publishers were attracted, but the already active publishers gained a boost in earnings and increased promotions immediately. Due to this the revenue generated by TUI's publisher base reached monthly growth rates (compared to the same month the previous year) between 20 to 40%, while without Attribution the campaign grew (on average) 10% per year.

Revenue Growth compared to 2016



Role of upper funnel publishers

Within the new setup, new chances of earning income were created for upper funnel publishers. The results are very impressive, while the number of rewarded publishers stayed similar under the last-click model. The Attribution setup created an uplift of an additional 30 to 50% of affiliates being rewarded which in its turn increased promotions, placements and eventually revenue for TUI.



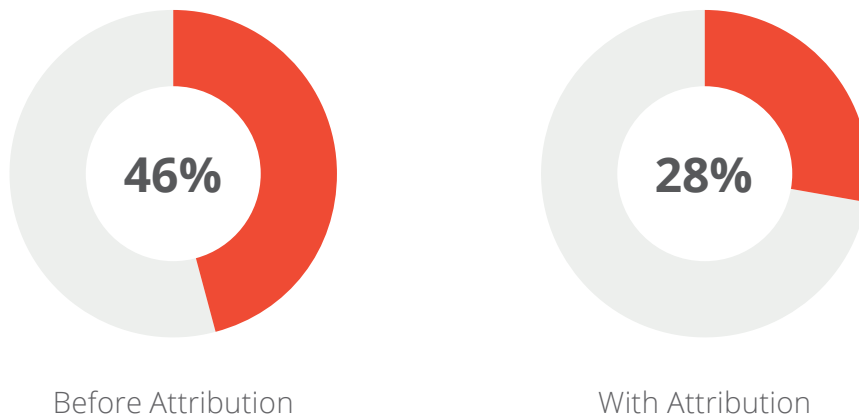
The growing influence by publishers in the earlier stages of the customer journey also became visible by a huge uplift in touchpoints in a non-converting role. While during the last-click model 46% of all touchpoints was in a converting role, under Real Attribution the number of touchpoints generated by initiating or assisting publishers was increased to 72%, concluding that publishers invested in being more involved with the TUI brand than before by sending more traffic to TUI.nl.

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– Arjen de Mik, Manager Digital Marketing at TUI Nederland

The new Attribution setup had a positive influence on publishers in the content and blog segments. Due to their increasing eCPC uplift in promotions, traffic and transactions by these publishers was enormous.

Big influence initiators/assists
% of all touchpoints being converted



As can be seen from the above charts, the relative share of the converting touchpoints became less, while the total number of transactions via affiliates increased. This means that there were more touchpoints from publishers in initiating and assisting roles, which was one of the reasons for moving to the new model. The overall number of touchpoints increased with 36%.

Conclusion

With the new Attribution setup, TUI Netherlands is able to match the goals of the affiliate channel better with their complete online marketing strategy. By using Real Attribution they were able to grow both in turnover and in results from publishers in all phases of the customer journey.