



Client success story.

# Partnerize dynamic commissioning and optimized publisher mix boosts Parkdean Resorts' January sale results

Software and Services



## The set up.

For travel brands like Parkdean Resorts, strong trading during the critical January sales period is essential, but competition for customers is fierce. In 2024, this challenge was heightened by reduced disposable income due to rising inflation and the subsequent cost-of-living crisis. Over the past year, Parkdean Resorts optimized its partner channel on Partnerize, diversified its partner mix, and implemented new tools and tactics to boost campaign effectiveness. With Partnerize technology and the support of award-winning account strategists, Parkdean Resorts leveraged full-funnel partnerships and exceeded traffic and revenue goals for the January sales period.

## The treatment.

Parkdean Resorts and Partnerize strategists leveraged top-performing partners across sub-networks for content, vouchers, direct bookings, closed user groups (CUG), loyalty, and cashback, driving incremental revenue and improved funnel coverage. Anticipating post-holiday market conditions, the team partnered with buy-now-pay-later (BNPL) providers to assist families in spreading purchase costs. Voucher, CUG, and cashback providers were also engaged to enhance value and boost the brand's competitiveness. Partnerize's dynamic commissioning tools enabled refined compensation structures, including always-on CPA increases with selected content sites and organic content on local news sites. Applying commissions across locations, parks, arrival dates, and more, while targeting precise subdomains within subnetworks, unlocked +15% growth in revenue share from subnetworks into Q1.



"Partnerize's dual software and services support has enabled so much for Parkdean Resorts. We're able to discover and activate more right-fit partners easily, diversifying our portfolio of click-active partners. This has ultimately increased overall revenue from the channel, with the incrementality we sought. With the use of varying types of partners, we can now capture more conversions and reach additional new customers from partners with dedicated targeted audiences including closed user groups and buy-now-pay-later shoppers."

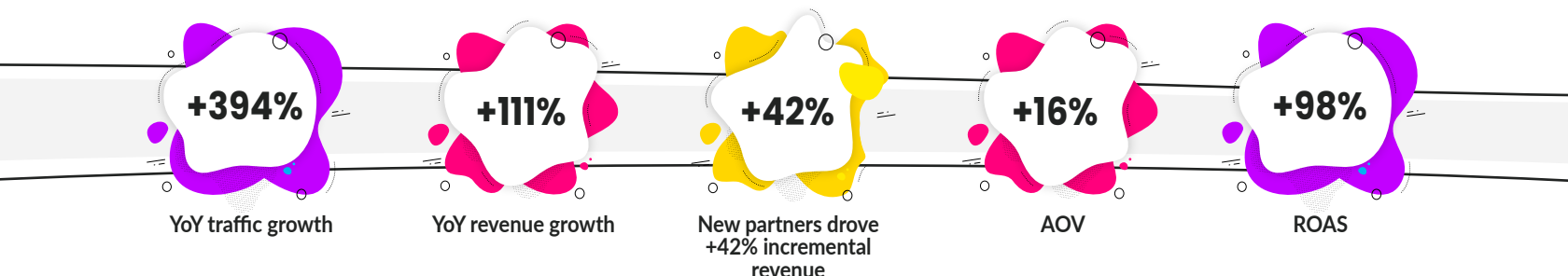
- Martina Jedlickova, Partnership Sales, Parkdean Resorts



## The results.

Parkdean Resorts, powered by Partnerize, enabled 5,000 families to enjoy a staycation in 2024 through the Partner channel's January Sale, achieving a +394% increase in traffic and a +185% increase in revenue. The campaign saw strong support and performance across most placements.

January sales highlights:



For more information, connect with us at [partnerize.com/contact](https://partnerize.com/contact).