

Client success story:

Destination ROAS: How Inspiring Vacations tripled their affiliate returns with Partnerize



[Inspiring Vacations](#), a leading and trusted travel brand in Australia, aims to "Inspire people everywhere to experience the world." Since its launch in 2018, the Melbourne-based tour operator has earned several prestigious awards, including being named Australia's Leading Tour Operator at the 2023 World Travel Awards.

The setup.

Joining Partnerize in June 2024, Inspiring Vacations was new to affiliate marketing and initially enlisted Partnerize's services team to get their program started. Once up and running, they onboarded an in-house expert dedicated to their program.

Inspiring Vacation's affiliate program is now available in AU, NZ, US, and CA, with the biggest markets being AU and US. Inspiring Vacation's main goal was to drive awareness locally and abroad as a trusted travel brand while achieving significant and measurable revenue growth. Partnerize was an easy choice to support their new program given our reputation in efficacy, client tenure, and capability within the travel industry.

The treatment.

Upon launch, Partnerize provided support across the four markets with a local Account Strategist and Partner Manager in both the US and AU. Maintaining a profitable return on investment (ROAS) was paramount to Inspiring Vacation's foray into affiliate. Despite the "new to channel" challenge of higher initial fees to onboard new partners, Inspiring Vacations carefully curated a strategy that would protect and maintain ROAS.

Thanks to the use of attribution features such as suppressed code, and dynamic commissioning, Inspiring Vacations has been able to strategically reward partners on the value they bring, as a result, they were not only able to reach their ROAS target, but exceed it.

Their dedicated in-house affiliate manager has made tremendous headway in building successful relationships with partners and maintaining consistent communication with top partners and the wider portfolio. Leveraging Partnerize's communication tool, they can ensure all partners are updated with their latest content and deals on offers.

Finally, to build their brand awareness in new markets, Inspiring Vacations recognized the importance of having a diversified partner portfolio to reach their goals. They now work with a variety of partner types that align with their brand, including but not limited to cashback & loyalty, coupon, content, subaffiliate and comparison/review. This diverse portfolio allows them to tap into different audiences, at all stages of the customer journey.



"Partnerize provided the expertise and tools we needed to launch and scale our affiliate program with confidence. Their strategic support and dynamic commissioning capabilities enabled us to exceed our ROAS targets, drive significant revenue growth, and build a strong, diversified partner portfolio—all within just six months."

Rosa Nugraheni

Performance Marketing Manager, Inspiring Vacations



The results.

This multi-layered strategy that leverages Partnerize's toolkit of dynamic commissioning, suppressed code, and partner communication allows their specialist to maintain key relationships with partners and grow a diverse partner portfolio. As a result, within six months, Inspiring Vacations:



3x

Tripled the expected ROAS in 2024.



Maintained a positive ROAS month on month, exceeding their monthly objective every month.



5%

Drove exponential revenue growth culminating in affiliate contributing 5% to their overall revenue.



+140

Onboarded 140 partners across all markets.

For more information on how you can get more from your partnerships, contact our team at partnerize.com/contact.