



Client success story.



Partnerize helps airasia reach new heights with introduction of innovative new product offerings.

Pivoting during the pandemic.

While the pandemic posed serious challenges for businesses around the world, airlines were undoubtedly one of the worst-hit groups as travel universally came to a screeching halt. Faced with this very challenge, airasia decided to significantly pivot its offerings to the market, engaging its audience with exciting new retail products and services. With innovation at its center, airasia transitioned from an airline to an ecommerce brand, launching three exciting new offerings: an online retail store **airasia Shop**, a fresh product and grocery online store **airasia Fresh**, and food delivery service **airasia Food**. However, these innovative expansion plans were matched with the challenge of avoiding large customer acquisition costs from traditional digital advertising and the need to resourcefully utilize their extensive employee database. Enter partnership marketing.



"When the COVID-19 pandemic hit, AirAsia had to quickly adapt and look at new partner types, aside from our regular key travel partners. By diversifying our partner mix and actively managing partner relationships we were able to keep going. We were able to scale our approach and quickly adapt the way we work with partners, thanks to a combination of the Partnerize technology and their SEA Customer Success team."



Bharat Sannareddy | Senior Manager, Digital Marketing & Growth

Supported by partnerships.

airasia wanted to utilize multiple types of partnerships - from their traditional affiliate partners, to their own employees - so turned to Partnerize for support. Using the Partnerize technology, airasia was able to:



Identify new affiliate partners with the Partnerize Discovery Tool, enabling them to expand into new verticals by promoting their renewed offerings.



Launch its employee referral program, under the guidance of an affiliate model, allowing airasia to onboard over 1k of its employees as partners and then incentivize and reward them to promote new products under a CPA model.



Work directly with existing partners to pivot their messaging from travel to ecommerce. This in turn has allowed for continuous optimization of their program to deliver the best possible outcomes.



Strategically utilize the full capabilities of the platform and make informed decisions, thanks to Partnerize's local Southeast Asian support team.

Key achievements.



Established a sophisticated tracked referral program utilizing an existing database of 1,000+ employees.



Pivoted during the pandemic to expand new business lines, without large acquisition costs.