



Client success story.

Partnerize enables Emirates to realize 118% affiliate revenue growth through partnership channel tracking and flexible commissioning.



Pain point.

Active in 87 markets, Emirates, the largest airline and flag carrier of the United Arab Emirates, affiliate program was spread across multiple networks, with over 10,000 publisher connections. Emirates sought a scalable solution to maximize the capabilities of their fragmented global affiliate programs. As travel is already a challenging industry with tight margins, Emirates needed a single partner program with the right flexible commissioning functionality to streamline their commissioning structure, and collectively optimize global partners in all regions and flight destinations.

Solution.

With Partnerize, Emirates was able to:

- Incorporated additional metadata parameters to improve commissioning and reporting on a global scale, per region.
- Centralized all global partners
- Implemented granular commission structures that aligned to their unique business goals such as flight route.
- Optimized meta search bookings to go directly to the Emirates site.



118%

growth in affiliate revenue YoY



270%

increase in transaction volume on a specific focus route



190%

more revenue driven from route-specific campaign



Emirates

It has been a great experience to see such outstanding results...
...we managed to optimise performance in the most challenging affiliate space for airlines:
metasearch website direct search results.

Peter Agardi, Digital Communications Manager

