



Strategic Campaign Helps Global Hotel Brand Activate 17.5% of APAC Partners

THE CHALLENGE

Acceleration Partners had worked with our client, a global hotel brand, to prioritise APAC partner recruitment from the beginning of Q4 2020 through Q1 2021. However, as pandemic restrictions loosened, the brand found that more than two-thirds of their newly onboarded partners were inactive. If the brand was to capture the uptick in travel demand, they would need to find a strategic way to reengage the targeted APAC affiliate programme partners.

OUR APPROACH

Leveraging their own in-region expertise and existing publisher relationships, the dedicated Acceleration Partners team set a goal of activating at least 10% of these newly onboarded partners to help raise brand awareness and drive sales.

To meet this goal, the Acceleration Partners team:

1. Identified inactive content partners
2. Executed an outreach campaign to incentivise these content partners during Q2 and Q3 that involved:
 - a. Creating content promoting the hotel brand to receive a one-time bonus
 - b. Receiving a CPA increase for 2 months once content was published

RESULTS

17.5%

Published New
Content

7

Articles Published

17.5%

Now Click-Active
and/or Booking-
Active

\$3,835+

Revenue Driven from 2-
Month Campaign

LET'S CONNECT