



CASE STUDY



ACCELERATION +



Best Western
Hotels & Resorts



Best Western GB Leverages Expertise from AP and Awin to Boost ROAS 1804%

THE CHALLENGE

Best Western Hotels GB faced budget cuts across digital and traditional marketing, including affiliates, following a post-pandemic rebrand. To generate incremental revenue and target new audiences, Best Western GB looked to Acceleration Partners (AP) for help increasing revenue via the affiliate channel compared to pre-pandemic performance, with a reduced affiliate budget and no tenancy budget.

Acceleration Partners (AP) and Awin, the global affiliate marketing platform and trusted AP partner, collaborated to help Best Western GB achieve the following goals:

- **Generate over £1.3 million in revenue via the affiliate channel**
- **Achieve an average CPA of less than 8%**
- **Attain an average ROAS increase of 1000%**

OUR APPROACH

As a mature affiliate programme, AP first focused on activating high-traffic, travel-relevant partners who could align with Best Western GB's two target audiences: 50+ affluent individuals and 18-24-year-old students/young people.

GAP Analysis

AP knew partner recruitment and activation would be essential to achieve the clients' goals. To support this goal, Awin provided a GAP Analysis identifying 24 partner opportunities based within the Awin platform. The report showcased opportunities in partner recruitment, activation, and optimisation. AP focused on the top 10 partners from this list that would likely generate the performance required to hit the programme goals.

Partner Activation and Optimisation

AP leveraged the rebrand to discuss CPAi only opportunities with existing partners who could reach Best Western GB's target audiences. To make these opportunities more compelling, AP increased the commission to a flat rate of 6% for all sales in exchange for increased exposure on-site. This offer was shown to be more profitable for partners than the previous tenancy agreements.

Partner Recruitment

To diversify Best Western GB's affiliate programme and target new audiences, AP recruited travel-specific content partners who could create evergreen content. The AP team used the Awin GAP analysis and Awin Partner Directory to carefully review each partner and ensure they could meet the client's goals. Once onboarded, the AP team regularly optimised performance with each partner.

Increased Brand Awareness

As an established affiliate programme, Best Western GB had an existing calendar of top-performing dates and events. AP proactively planned exposure through new and existing partners based on these opportunities to maximise growth and align with Best Western GB's wider marketing calendar.

Product Feed Creation

Best Western GB lacked a Product Feed at the onset of this project, hindering content partners from promoting the brand. AP recognised the need for a Product Feed to recruit and activate content partners and worked with Awin to launch one using Awin's Product Feed Upload Tool. Awin and AP worked closely to ensure the feed was functioning correctly before and after launch.

Communication Centre Launch

The Awin Communication Centre streamlines publisher communication, enabling direct, tailored, or mass email partner communications. During the partner activation campaign, AP used this to send mass communications to partners without direct relationships, raising awareness of Best Western GB's offerings with frequent, informative emails.

THE RESULT

The collaborative approach between AP and Awin helped drive exceptional outcomes for Best Western GB:

£1.7M

in revenue via the affiliate channel
(31% over goal)

4.63%

CPA (42% less than target)

1804%

ROAS (80% over goal)

80

new partners (20% more
than prior year)

466%

increase in traffic

57%

increase in new
customer sales

261%

increase in revenue from
18-24-year-old customers

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Combining Awin's powerful platform with the expertise of Acceleration Partners has allowed the Best Western GB affiliate programme to grow at a pace we have never seen. After a few tough years for our industry, being able to trust in these partners to deliver results consistently has been paramount to us.



Chris Bowling

Head of Digital Marketing & Ecommerce,
Best Western Hotels GB

LET'S CONNECT

www.accelerationpartners.com

ABOUT AWIN | 

With twenty years of experience, our platform offers a global community of people, technology and business intelligence insights. No matter what type of partner, level of service, or tools your business needs, Awin provides solutions to drive sustainable growth.

Part of the Axel Springer and United Internet Groups, with ShareASale and Commission Factory, Awin's global affiliate network is powered by 17 offices worldwide, over 1,300 employees, 270,000 contributing publishers and 25,000 advertisers.

Connecting businesses with customers around the world across the retail, telecommunications, travel and finance verticals, Awin generated £14 billion in revenue for its advertisers and £1.1 billion for its publishers in the last financial year.