

NOW ARRIVING:

TUI'S NEW DATA-DRIVEN STRATEGY TO MEASURE INCREMENTALITY



OVERVIEW

The overall goal for TUI was to measure and reward incremental voucher partner performance.

Through this project, TUI set a new industry standard, introducing an exciting new way to work with voucher partners that incentivizes them to earn more while generating mutually beneficial outcomes.

THE DATA-DRIVEN INCREMENTALITY STRATEGY FOCUSED ON THREE PHASES:

1

DEFINE.

Establish what incrementality means to TUI to enable consistent benchmarking and measurement of partner performance.

2

BUILD.

Create a bespoke dynamic-commission model with three partner payout tiers that mirror incrementality levels.

3

ACTIVATE.

Launch, align partners on incremental impact, enable smart placement decisions, and optimize continuously.

STRATEGY

1 DEFINE

AP shared a questionnaire with the TUI team to determine which sales paths demonstrated incrementality, taking a data-driven approach to ensure both sides were aligned on what they believed was incremental. We developed three incrementality tiers to commission on:

- **Top Tier**
- **Middle Tier**
- **Bottom Tier**

We used impact.com's Optimize suite of reports to analyze the customer path to purchase and calculate the value each affiliate partner contributed. We validated the data across quarters to check trends and control bias.

2 BUILD

We created commission structure tiers that aligned with the incrementality level. impact.com created a bespoke dynamic-commission structure and tested it before rollout.

3 ACTIVATE

This new approach was a major shift for partners. We utilized forecast data to support partners, proactively address concerns, and identify growth opportunities.

Once the campaign went live, results were checked weekly. We informed partners of results, requesting pivots toward more incremental placements, and increasing rewards based on performance.

RESULTS

This collaboration fundamentally shifted the perception of voucher partners at both a business and industry level, proving their influence across the entire sales funnel. TUI set a new industry standard, establishing an innovative approach to defining and measuring incrementality and rewarding voucher partners.

THIS CAMPAIGN'S IMPACT IS CLEAR:

TOTAL BOOKING CONVERSIONS FROM INCREMENTAL VOUCHER PARTNER TIERS INCREASED FROM 37% TO 60%.

THE BOOKINGS DURING THE CAMPAIGN INCREASED FROM THE TOP PAYOUT TIER BY 141%.

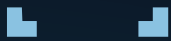
The first incrementality project successfully drove more incremental bookings and highlighted previously unknown variables that impacted bookings. TUI and Acceleration Partners are now starting a second test to explore the impact on the wider digital ecosystem.

CLIENT TESTIMONIAL



“Dynamic commissioning has been an ambition for years, and this test was the first time we were able to put the right foundations in place to make it work end-to-end. Acceleration Partners drove the initiative forward, and impact.com played a crucial role in helping us navigate the technical complexity. Together, they enabled the depth of analysis, testing and partner alignment needed to genuinely transform how we drive and reward incremental performance. This test didn’t just deliver results, it gave us clarity we’d never had before, helping us see incremental value in a way we could trust, act on, and scale. Seeing this shift come to life across the program has been truly impactful.”

**AMY JOHNSON,
DIGITAL MARKETING MANAGER,
TUI**



UNLOCK GROWTH THROUGH PARTNERSHIPS

Contact us:

ACCELERATIONPARTNERS.COM