



BRITISH AIRWAYS

CASE STUDY – DIGITAL PARTNER MARKETING

FOR BRITISH AIRWAYS, AFFILIATE OPTIMISATION HAD PLENTY OF RUNWAY FOR IMPROVEMENT

British Airways is one of the leading and most recognised global airline brands. Their online marketing strategy and execution is pivotal to their growth, and their affiliate and Meta search partners represent an important part of their online acquisition spend.

Working with 5 affiliate networks across 4 regions and 20+ countries, BA had developed an affiliate programme that sustained strong yearly growth.

However, the program had become complex and fragmented with no way to manage and understand performance across each region/network. BA was also unable to manipulate the wide level of granular data they were capturing through the affiliate channel, and incorporate this into their overall channel strategy.

THE CHALLENGE FOR BA WAS IN AGGREGATING 5 AFFILIATE NETWORKS IN OVER 20 COUNTRIES

Aggregating and analysing the data across a global infrastructure of 5 different affiliate networks to develop and execute best practice was nearly impossible.

Each different network provided BA with different reporting capabilities and, the limited amount of performance data that affiliate networks could expose back to BA meant optimisation and differentiation in the market was not possible. This also hindered long-term growth prospects for the program.

As BA looked to all acquisition channels to support commercial needs, the ability to harness the affiliate channel to support specific routes, as well as other initiatives, became an integral part of their strategy.

The main challenges BA were presented with were:

- Having the ability to view both spot performance and global performance and identifying global and local trends in real time
- Gaining data and insights from each transaction and developing tailored commission strategies for digital marketing partners to differentiate their program, protecting margin and incentivising traffic
- Viewing Meta Partner performance alongside their affiliate base and sharing performance data and insight, back to their publisher base

“Working with Performance Horizon has given us the flexibility to effectively monitor our global performance and the opportunity to expand the level at which we can market our products. The platform is now becoming

an important lever in ensuring the affiliate channel can be used to support overall business and commercial requirements for British Airways."

George Gray, Global Head of Online Partnerships BA - Acquisition

A 5 POINT PLAN WAS EXECUTED TO FUTURE PROOF BA'S GLOBAL AFFILIATE & META SEARCH PARTNER ACTIVITY

Working with BA and their media agency, Ogilvy, Performance Horizon developed a five-stage approach to future proof BA's global affiliate and Meta search partner activity:

1. A global affiliate network tag to track and report on BA's global network base by partner in one single view, with the ability to compare network performance and partner contribution in one single view
2. Provide BA and their partners the ability to view or consume meta data via the Performance Horizon API
3. Create a private BA network to work directly with top performing affiliates globally
4. Group, track and report on Meta search partners into a single reporting dashboard;
5. Establishing a global payment infrastructure to pay partners in any currency and country worldwide.

A 71% Increase in Bookings on Chosen Routes was just the Beginning of the Journey

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Partnering with Performance Horizon has given BA and Ogilvy the flexibility to execute a strategy that focussed and delivered efficiencies and growth targets globally:

- Provide a commission structure by route, allowing BA to support business commercial needs by introducing route level marketing based on what needed support. This resulted in a 71% increase in bookings on the chosen routes
- Transformed reporting and insight, moved from network reporting of on average, 4 parameters, to being able to view 20 variables and using a number of these to base their commission structure on
- Able to view global performance, spot, identify and react to real time trends
- Real time understanding of specific campaign performance via Meta Search partners

SUMMARY

- 71% Increase in Bookings
- Route based commission
- Single global performance dashboard
- Increased Meta data reporting and commission parameters from 4 to 20 variables
- Spot & Identify real time trends
- Grouped Meta Partner & Affiliate analysis