

How impact.com helped TrainPal expand into Europe and **achieve 350% user growth**



Situation

Navigating limited resources and high operational demands

[TrainPal](#), part of the Trip.com Group, is a platform dedicated to making train travel affordable and hassle-free. As a newcomer to the European market, the company's goal was clear: **expand rapidly**, build **local trust**, and acquire **new users** — all while working with limited resources.

Traditional paid advertising fell short

In its early days, the company relied on traditional paid advertising to grow its user base. However, this approach faced significant challenges:

- **High upfront costs:** Paid advertising required a substantial investment, which was challenging to sustain.
- **Slow results:** The long lead times didn't align with the need for quick market validation and agile growth.

Affiliate marketing offered a better path

Recognizing these limitations, the brand turned to affiliate marketing — a more **cost-effective and scalable solution**. It allowed the TrainPal team to acquire customers with lower upfront costs and build local trust and brand awareness faster.

Managing affiliate operations became complex

As the brand's affiliate marketing efforts grew, so did the challenges of managing the program:

- **Customizing contracts:** The team needed a platform to customize contracts and implement dynamic incentives for various partners.

Situation

Navigating limited resources and high operational demands

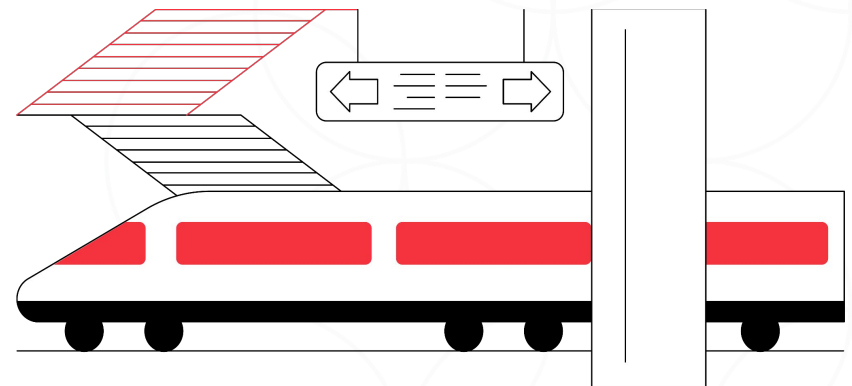
- **Expanding into new markets:** With plans to grow in Italy and Spain, the team required access to a well-established affiliate network to build local partnerships quickly.
- **Resource constraints:** Managing these intricate operations with limited resources became increasingly difficult.

After evaluating multiple platforms, TrainPal partnered with impact.com in December 2024. With its advanced tools, extensive partner network, and local support, impact.com became the ideal partner to power business growth.

About

TrainPal

TrainPal, part of the Trip.com Group, is changing European train travel. This fast-growing platform simplifies ticket booking with split-ticketing technology and real-time price tracking. Travelers are guaranteed the best deals. With a user-friendly interface, TrainPal makes cost-effective, stress-free journeys accessible to millions across Europe.





*“As we expand deeper into European markets, **impact.com** has played a vital role in both efficiently connecting us with high-quality channels and providing us with replicable growth strategies, making it an indispensable partner in developing our affiliate marketing efforts.”*



Evelyn Yu

Partnership Marketing Manager

TrainPal, Trip.com Group

Solution

Automated tools streamline affiliate operations and efficiency

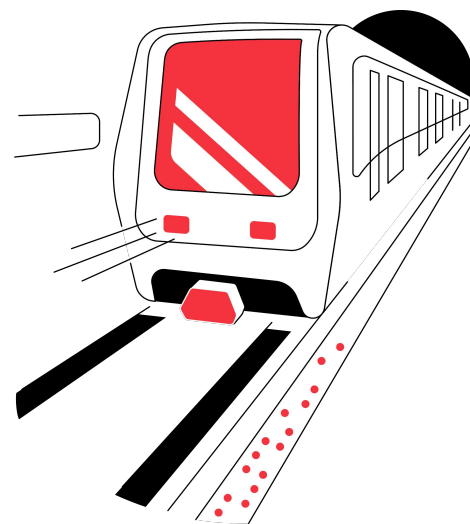
With impact.com's advanced tools and local expertise, TrainPal implemented a comprehensive strategy that streamlined operations, optimized partnerships, and drove measurable growth.

Expanding partnerships in key markets

The team used impact.com's extensive partner [Marketplace](#) and [Extended Search](#) feature to establish a strong presence in Italy and Spain. This change enabled them to onboard over 20 high-quality partners, including:

- [Student Beans](#) and [UNiDAYS](#) to target students and office workers.
- Traditional affiliates such as [iGraal](#) offer discounts, promotions, and cashback opportunities.

- **B2B traffic exchange partnerships** with non-travel brands to boost visibility and awareness.
- **Affiliate-driven influencer marketing models** to diversify channels and reach new audiences.



Solution (cont.)

Automated tools streamline affiliate operations and efficiency

Customizing incentives for better performance

The brand moved away from a one-size-fits-all approach by adopting a **flexible commission structure** using impact.com's extensive [Contract Templates](#). This update let the team implement differentiated incentive policies, including:

- Tailoring [commission strategies](#) to specific goals, such as acquiring new customers or increasing repeat purchases.
- Initiating cashback programs to engage audiences unfamiliar with promo codes.

These customized payment models and schedules adhered to financial regulations, effectively addressing the practical needs of both the business and finance teams.

Solution (cont.)

Automated tools streamline affiliate operations and efficiency

Enhancing tracking and data accuracy

Comprehensive [tracking capabilities](#) improved attribution accuracy and data reliability:

- **Unique promo codes** provided clear conversion pathways, improving the efficiency of commission settlements and performance evaluations.
- [Cross-device tracking](#) minimized attribution losses, providing a complete view of user behavior.
- **Accurate click data** proved essential for assessing brand exposure and understanding user behavior in non-commission-based B2B partnerships.



Solution (cont.)

Automated tools streamline affiliate operations and efficiency

Automating workflows for efficiency

The platform's **one-click asset sharing** feature streamlined collaboration across affiliate channels. It significantly reduced manual effort during promotions like email campaigns and targeted offers.

Protecting brand safety

The team relied on impact.com's [Promo Code Monitoring](#) and [Paid Search Monitoring](#). The tool mitigated risks, reduced investigation cycles, and enhanced brand safety. The platform's tracking and attribution systems also helped the team avoid numerous fraudulent conversion orders from DSP advertisers.

Accessing multi-dimensional data insights

[Multidimensional reporting capabilities](#) accurately identified the contributions and value of various channels and the conversion data crucial to the business. These rich data insights optimized resource allocation, enhanced collaboration effectiveness, and maximized return on investment.

Tapping into local expertise

The impact.com team of **local experts** provided strategic recommendations, technical support, and customized solutions, ensuring smooth program operations and sustainable growth.

Outcome

100+ high-quality partnerships fuel business expansion

By partnering with impact.com, the online train ticketing brand achieved remarkable results within just six months of launching its affiliate program:

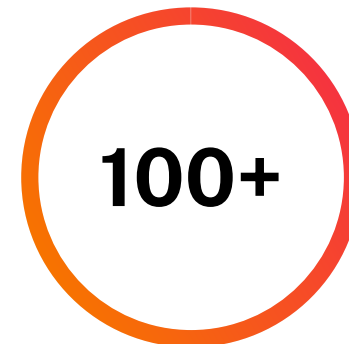
- 30%+ increase in conversion rates across key channels.
- Successful collaboration with 100+ partners, including 30+ high-potential channels.
- 350%+ year-over-year user growth in new markets like Italy and Spain.

The impact.com platform enabled the team to automate workflows, enhance data accuracy, and optimize resources.

Looking ahead, TrainPal plans to expand into the Asia-Pacific market, leveraging impact.com's tools to build strong partnerships, implement flexible incentives, and scale its global presence.



conversion rate
increase



successful
partnerships



user growth
increase