

Virgin Australia boosts partner performance by 168% after migrating to impact.com



Situation

Accelerating growth opportunities

As a revenue-generating channel, partnerships played an essential role in Virgin Australia's growth. The brand needed to **tap into new revenue streams** to maximize the true potential of the partnerships channel.

Additionally, the team required **more reporting options** to understand each partner and channel's incremental value and optimize touch points along the funnel.

Virgin Australia turned to the Silverbean agency and impact.com platform to help propel their partnerships program to greater heights through diversification and tactical recruitment of new affiliates.



About

Virgin Australia

Virgin Australia's mission is to become the airline of choice for corporate and leisure travelers by creating uplifting experiences. Travelers enjoy award-winning service and great value fares to popular destinations across Australia.

Silverbean

Founded in 2002, Silverbean is one of the largest longstanding affiliate and partner marketing agencies globally, activating performance for clients worldwide using five key partner channels.





Solution

A management solution powering partner performance

Discovery tools improve partner recruitment

The impact.com Discovery tool offers comprehensive filtering features, allowing the agency to be more strategic in Virgin Australia's partner recruitment efforts. The team could search for partners based on location (Australia) and industry (travel).

They diversified its partner mix to include partner types with strong brand affinity, including publishers and social media influencers with a large travel audience.

For example, Virgin Australia collaborated with Point Hacks to tap into the niche points-savvy audience to promote its [Velocity Frequent Flyer \[VFF\] Program](#) and help travelers move through the four tiers of Velocity status. Partners with an audience interested in a specific destination also helped drive bookings to desired routes.

Solution (cont.)

A management solution powering partner performance

Dynamic Payouts drive performance

With impact.com's [Dynamic Payouts](#) capabilities, Virgin Australia could commission on various conditions, such as new or returning VFF members and specific routes.

The team set route-based commissions to boost flights in and out of priority destinations. Partners promoted these routes and received performance bonuses when customers booked flights to/from the focus destinations – improving bookings by 60 percent.

Flexible payment options opened more opportunities for creativity.



Solution (cont.)

A management solution powering partner performance

For instance, the team offered bonuses to affiliates to promote Virgin Australia's Happy Hour Flash Sale on Thursdays from 4-7 p.m. AEST. Affiliates were motivated to drive bookings during those hours.

Reporting boosts productivity

The Performance by Partner report analyzed partner performance across clicks, actions, and revenue to identify performance issues and engage with them to determine a path to improvement.

Customizable reporting templates on [impact.com](https://www.impact.com) provided personalized reports, viewable on the platform or downloadable. Setting up attribution paths to include other paid media channels helped with revenue deduplication.



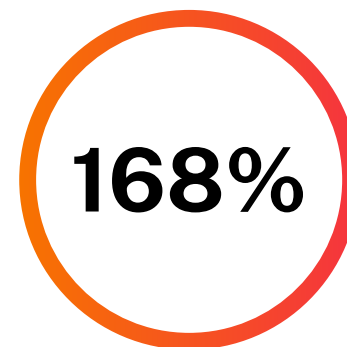
Outcome

Taking partners and revenue to new heights

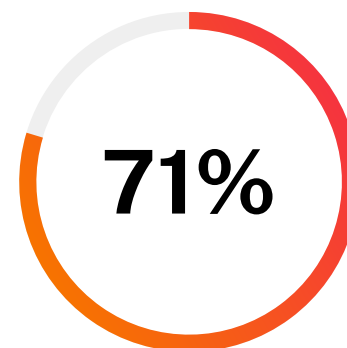
Virgin Australia started with a well-established and mature partnerships program, but moving to impact.com helped it hone the program into a high-performing powerhouse. Migrating to impact.com allowed the team to rapidly scale by ramping up activity with key partners and recruiting new, high-quality partners.

Between shedding inactive partners during the transition to actively recruiting new partners, Silverbean and Virgin Australia grew the program's active partners by 168 percent between January 2022 and April 2023.

With the help of impact.com's reporting, dynamic commissioning, and partner discovery tools, the team achieved a 71 percent increase in revenue half-year-over-half-year in 2022.



growth in active partners



boost in revenue quarter-over-quarter