

Skyscanner increases travel bookings by 77% with impact.com



Situation

Partners spread across multiple affiliate networks

Skyscanner, a metasearch engine, lets travelers compare and book flights, hotels, and cars from hundreds of providers. The team needed a refreshed partnerships strategy and updated technology. So, they migrated its partnerships program to impact.com to **increase efficiency, improve partner management and drive growth.**

The team needed to **move 12,000 affiliate partners onto a unified partnership management platform,** meeting unique program needs and turning complexities into growth opportunities. Skyscanner works with a diverse partner mix and requires a payment model that rewards across multiple criteria, including traffic, redirect, bookings, and revenue.

About

Skyscanner

In 2003, Skyscanner launched as a simple alternative to the confusing travel booking experience. Skyscanner offers travelers all flight options on one platform with simple navigation for a seamless user experience. Since then, the brand transformed from a flight search engine to a global leader in travel. Over 100 million travelers worldwide rely on Skyscanner's app and website to plan trips.

Additionally, the brand strives to transform modern and sustainable travel globally, with a vision to help travelers explore the world for generations. Skyscanner provides the flexibility to choose the best prices, and travelers can make a "greener choice" by selecting flights that emit less CO2.



Working with impact.com on the migration allowed us to offer our partners greater transparency. The platform's dynamic reporting suite gave the team access to increased data. This directly aligns with our growth strategy and unlocks the potential to drive incremental revenue at a global scale across a diverse mix of partnerships.



Laura Paterson

Senior Marketing Manager
Skyscanner



Solution

A partnership management platform upgrade

The Skyscanner team leveraged impact.com's innovative automated technology to email each partner a bespoke sign-up link. The link connected the partner to a specific contract and commission rate on the new platform, reducing manual workload.

Those who didn't respond to the initial email received consistent follow-ups with time-sensitive and relevant messaging. The team's communication-led approach allowed partners to prioritize and manage migration while ensuring consistency across pre-existing contracts.

The management platform's API integration with other vendors helped build a tracker that showed partner-level progress. The team could view the migration status of each partner — fully or partially migrated or not yet started. The tracker also pinpointed the onboarded partners who started driving traffic and bookings.

Situation



Solution



Outcome

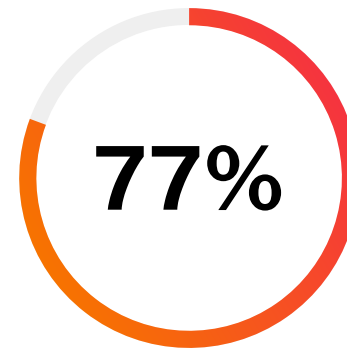
Outcome

Landing on schedule

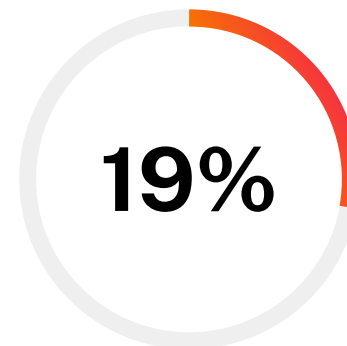
The migration team completed the project within the scheduled period (15 months) while navigating the uncertainties of the pandemic. The increased efficiency of the new platform allowed Skyscanner to deliver stunning results post-migration, including:

- 77 percent more bookings
- 19 percent increase in revenue
- 33 percent higher return on investment (ROI)

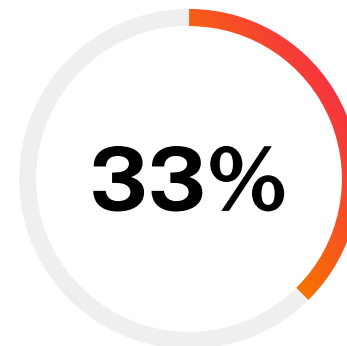
The team configured the platform's tracking and reporting system to collect 45 data points for each transaction. With access to actionable data and insightful reports, Skyscanner made quick decisions when optimizing its partnerships. The move to impact.com improved partner relationships while increasing the speed and efficiency of the affiliate channel.



more bookings



increase in revenue



higher return on investment (ROI)