

LUFTHANSA X OCTAADS MEDIA

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LUFTHANSA AIRLINES



Lufthansa is a major German airline and one of the largest and oldest in the world. The full name of the airline is Deutsche Lufthansa AG. It was founded in 1953 and is headquartered in Cologne, Germany. Lufthansa operates a vast network of domestic and international flights, connecting passengers to numerous destinations around the globe.

Lufthansa is a member of the Star Alliance, one of the world's largest airline alliances, which allows for cooperation and code-sharing with other member airlines. The airline has a significant presence at its main hub, Frankfurt Airport, and operates a modern fleet of aircraft.

Lufthansa provides services for both passengers and cargo, and it offers various travel classes, including Economy, Premium Economy, Business, and First Class. The airline is known for its commitment to safety, quality service, and innovation in the aviation industry.



OCTAADS MEDIA

OctaAds Media is an Digital Marketing company that helps advertisers boost online Sales, Marketing, Business Intelligence, Increase Engagement and Conversions, Build Your Happy Audiance & 24/7 Support Availability. At Octaads Media, we specialize in creating and managing high-impact digital advertising campaigns that maximize brand visibility, engagement, and, most importantly, return on investment. Our proven track record includes successful collaborations with various renowned brands and a network of affiliates that spans across diverse industries.



Problem Statement

Lufthansa Airlines encountered a critical challenge in its affiliate marketing strategy, characterized by a lower-than-desired conversion rate and suboptimal Return on Ad Spend (ROAS). Despite a strong brand presence, the airline struggled to translate online traffic into actual bookings through affiliates. The identified issues indicated a need for a comprehensive analysis and strategic interventions to enhance the effectiveness of the affiliate program and achieve a more favorable conversion rate and ROAS for Lufthansa.



Solution:

1. Market and Demographic Analysis:

- OctaAds Media conducted a thorough analysis of the market to identify trends and benchmarks in the airline affiliate sector.
- Demographic analysis was performed based on age groups, city-wise distribution, and income groups to understand the target audience better.

2. Adjustment of Payouts:

- OctaAds Media recommended a strategic adjustment in the payout structure, aligning it more closely with industry standards.
- The revised payout model took into account the market analysis findings and aimed to offer competitive commissions to affiliates.

3. Incentive Programs:

- To incentivize affiliates further, OctaAds Media suggested introducing bonus structures tied to promotional activities.
- Affiliates were encouraged to promote Lufthansa through various channels, and bonuses were provided based on the performance of these promotional efforts.



Outcome:

Market Hold and Growth:

- The revised payout structure, backed by market and demographic insights, enabled Lufthansa to attract a more diverse range of affiliates.
- OctaAds Media successfully assisted Lufthansa in establishing a stronger foothold in the competitive affiliate marketing landscape.

Increased ROI and Customer Base:

- The adjusted payout model resulted in a noticeable increase in Return on Investment (ROI) for both Lufthansa and its affiliates.
- The expanded affiliate network contributed to a broader customer base, allowing Lufthansa to reach new audiences effectively.

Enhanced Return on Ad Spend (ROAS):

- The introduction of bonus structures for promotions led to a surge in promotional activities by affiliates.
- This, in turn, contributed to an improved Return on Ad Spend (ROAS), showcasing the effectiveness of the incentive programs.



OUTCOMES

Through strategic adjustments and data-driven insights, the collaboration between OctaAds Media and Lufthansa successfully addressed the challenge of low conversion rates. Which resulted in increase of Revenue and ROI.

149.13%

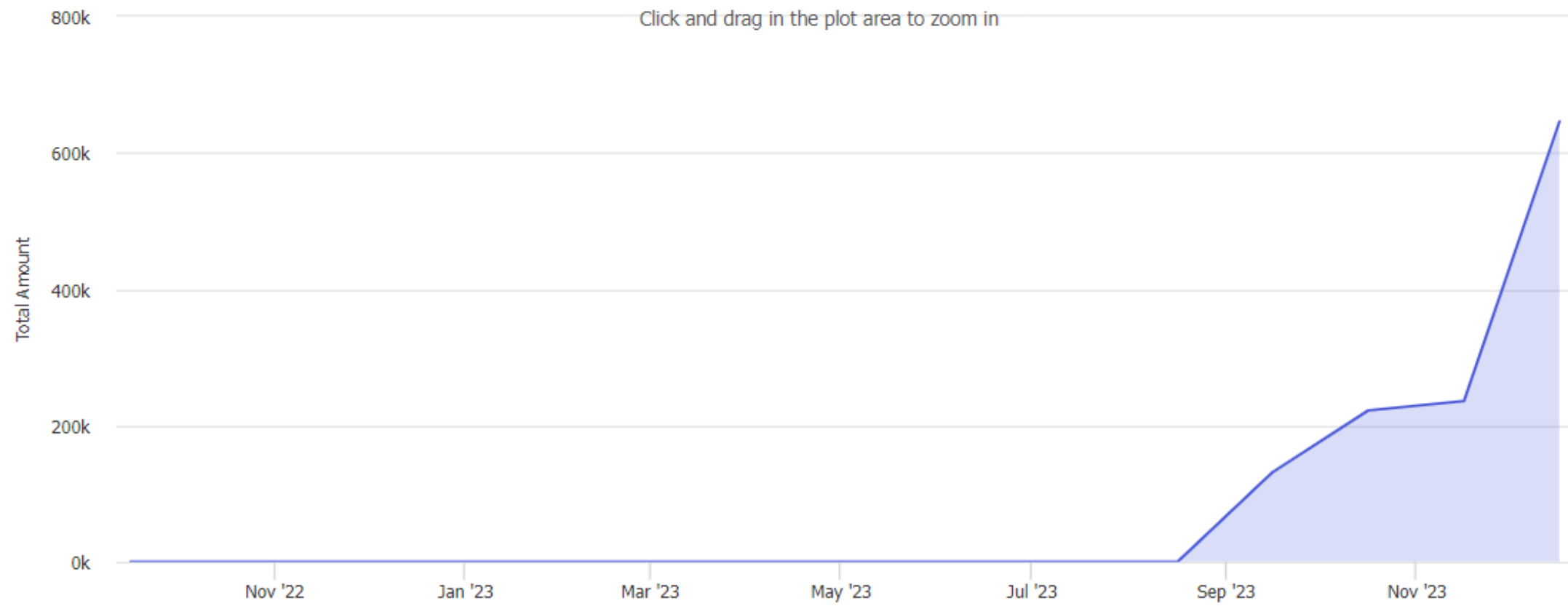
Boost in Revenue

125.11%

INCREASE IN ROI



Total Amount from 01/09/2022 through 31/12/2023



Period

From

To

Graph Showing

Group Results

Region

Advertiser

Transaction Type

[Generate Report](#)



> August 2023	0	0	0.00	0%	0	0.00	0.00
> September 2023	0	8,525	0.23	2.79%	238	131,809.51	1,977.53
> October 2023	0	10,089	0.33	4.13%	417	222,088.03	3,332.02
> November 2023	0	12,606	0.28	3.78%	477	235,713.10	3,536.53
> December 2023	0	25,795	0.38	3.86%	996	645,661.64	9,686.71

1

Grand Totals

	No. Sales	Amount	Commission	Impressions	Clicks	Earnings per Click
Pending	0	0.00	0.00			
Approved	2,128	1,235,272.28	18,532.79			
Bonus	0	0.00	0.00	0	57,015	0.33
Total	2,128	1,235,272.28	18,532.79			
Declined	0	0.00	0.00			



Conclusion:

OctaAds Media's strategic collaboration with Lufthansa, marked by a comprehensive analysis of market dynamics and a tailored approach to affiliate incentives, played a pivotal role in overcoming the initial challenges. The adjustments made to the payout structure and the introduction of bonus programs not only attracted and retained affiliates but also resulted in significant growth for Lufthansa in terms of market share, ROI, and ROAS. The case highlights the importance of adaptability and data-driven decision-making in the dynamic landscape of affiliate marketing.



Thank
you!

