



## SMOOTH REPORTING & REAL TIME REPORTING OPEN A NEW REVENUE STREAM FOR

### **VIRGIN AUSTRALIA**

Virgin Australia, Australia's second-largest airline, provides travellers with a seamless experience across international and domestic markets. Virgin Australia currently operates an expansive domestic network covering 47 destinations and a global network of 450 destinations internationally. In order to expand beyond SEM, Virgin Australia sought a platform that would allow them to grow their channels, improve operational efficiencies and manage their partnerships in one place.



### **NEW REVENUE CHANNEL**

Working with Marketing Partners

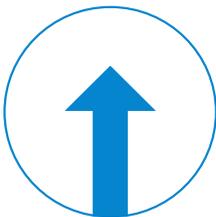
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### **REAL-TIME REPORTING**

Generating Actionable Insights

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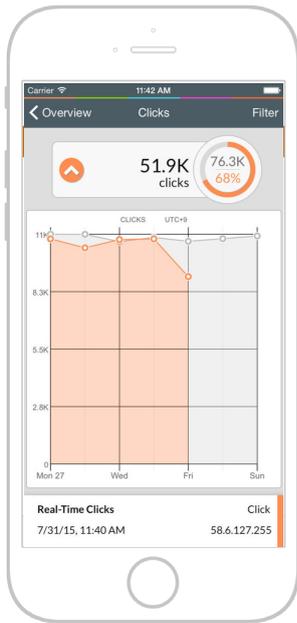
### **SIGNIFICANT PRODUCTIVITY GAINS**

Managing Partners from One Platform

### **MAXIMISING REVENUE**



Implementing Performance Horizon allowed Virgin Australia to develop a completely new revenue channel, working with marketing partners including cashback, and loyalty partners. Virgin Australia now focus on maximising their revenue and increasing the profitability of their current partners in the marketing partner channel as well as any additional partners added to their portfolio.



## REAL-TIME INSIGHTS

Implementing Performance Horizon’s technology allowed Virgin Australia to track their partner activity in detail and generate actionable insights.

### The solution offers Virgin Australia the following benefits:

- Data capture and reporting in real-time eliminates end-of-month matching and reconciliation of performance and spend.
- Meta search visibility provides daily views of CPC spend and meta search performance, which previously was not available.
- Compare and contrast the performance of different partner categories, individual partners as well as performance reviews for specific routes and classes of service.

“Overall, Performance Horizon has been superb and unproblematic. It has gone beyond what we’ve needed and we’ve received excellent support on all levels. I am excited at the opportunity of what more we can do moving forward to develop our insights and campaign development.”

Drew Ascough, Leader - Performance Media & Analytics, Virgin Australia



## PRODUCTIVITY GAINS

Managing partners from one easy-to-use platform drive significant productivity gains and improved partner relationships for Virgin Australia.



## SMOOTH PARTNER ON-BOARDING

After the initial integration, Virgin Australia underwent a painless and smooth partner onboarding process that had key partners up and running in two weeks.

## ABOUT PERFORMANCE HORIZON

Performance Horizon is the leader in partner marketing technology, enabling large enterprises to drive sales through their marketing partners. Top retail, travel and financial services companies rely on Performance Horizon’s highly scalable platform to generate over \$3 billion in sales across 200,000 marketing partners in 183 countries.