



SamBoat

CASE STUDY

Internalise your affiliate program while diversifying your acquisition sources

N°1 in Boat Rental for individuals and professionals

Samboat's mission: to democratize boating, from the novice to the experienced skipper, anyone should be able to find the boat that suits them.

The leader in online boat rentals, SAMBOAT is committed to 4 things: democratizing boating, allowing as many people as possible to get away from it all, digitizing the world of boating and making captains aware of the ecological impact that a boat trip can have on the maritime ecosystem.



CHALLENGE : DIVERSIFYING ONLINE ACQUISITION CHANNELS

Create and develop a network of affinity partners, in complete autonomy for SamBoat, managed internally by the country teams, in order to offer the brand a real competitive advantage and a unique visibility



GOALS :

To significantly reduce the brand's dependence on SERPs (Search Engine Result Page), i.e. natural referencing (SEO) and paid referencing (SEA) and more particularly on Google Ads' SEA acquisition campaigns

DEPLOYED STRATEGY:



- ★ Creation of a program for each of the brand's European markets to build a network of partners, by market
- ★ Challenge the fixed cost remuneration of the major players in the travel market in order to lead them towards a much more profitable CPA remuneration for them
- ★ Provision of a feed listing the boats so that the advertisements are displayed automatically on all the partners sites (+ 500% CTR)
- ★ Negotiating long-term partnerships to create a win-win relationship
- ★ Implementation of double tracking acquisition levers to refine the understanding of the contribution of various levers and adapt the targeting of campaigns



RESULTS



More than **250 active affiliates** recruited in less than 2 years



Top of funnel actions represent **5 % of turnover** in less than 2 years



+20 % of traffic in 2021 via affiliates



+500 articles that referrers to Samboat

*Performances of the year 2021



Damien DELBREL
Head of Marketing
@SamBoat



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Very quickly, affiliate marketing became an obvious and even a successful example for the marketing team. There is no secret to running a program at its best: a commission model adapted to each person and a strong human relationship!

I highly recommend Affilae for :

- Its very competitive price positioning
- The technical quality of the platform - far ahead of its time, Affilae is today a trend setter and not a follower
- Simple to use, I have trained all my teams to manage their program for their country
- Its network of affiliates specialised in TRAVEL
- The beneficial commission sharing and weight management system for the deduplication of sales

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Alexandre DOS SANTOS
CEO
@Affilae



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We are delighted to have Samboat as a client, for several years now, Damien has managed to build a model affiliate program, homogeneous and naturally anchored towards the Content to Commerce. A force that pushes Samboat to the top of our travel programs.

The best advice we can recommend to everyone is of course to recruit dynamic partners throughout the life of the program and before the peak periods... But also and above all an active and animated affiliate network for sustained recurring performance. Recurring business, a grail within reach!

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ABOUT AFFILAE

Affilae is a new generation affiliate network that helps brands achieve their objectives in terms of acquisition, retention of new customers and, more broadly, multi-channel strategies. We build and develop your networks of influencers and affiliates, providing you with marketing and technological solutions adapted to your needs.