

Rail Europe Affiliate Program

2020



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Our Mission:

To help travellers **find their own path**

by guiding and offering

inspiration & tools

to travel by train in Europe

Agenda

- ▶ Become an affiliate
 - ▶ What does it mean?
 - ▶ Worldwide program, Except the UK
 - ▶ UK program

Become an affiliate

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BECOME AN AFFILIATE

What does it means?

- ▶ Affiliate Marketing is an arrangement by which an **advertiser/merchant** (Rail Europe) pays commission to a **publisher/affiliate** (you) for sales generated from the referrals of its website.
- ▶ The advertiser and the publisher are bonded to an **affiliate platform** which manages **sales monitoring** and **payments** for a trustful relationship.

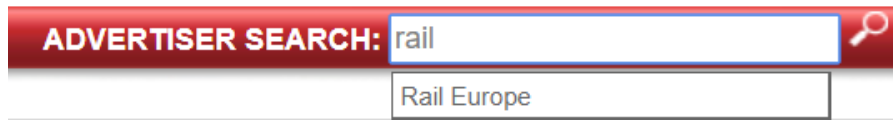
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BECOME AN AFFILIATE

How to? Worldwide except UK

- ▶ Register to the Rakuten Affiliate Network (RAN)
signup.linkshare.com/publishers/registration/landing?mid=42638
- ▶ Join the Rail Europe program through an advertiser search.
Our program ID is 42638,



- ▶ The approval process is manual and can take up to 1 week.
To speed up the process don't hesitate to contact us at affiliates@raileurope.com.
Mention your site URL and Rakuten Site id

BECOME AN AFFILIATE

How to?

- ▶ Once approved, you'll have access to our full inventory, including **banners**, **text links**, **product feed** and **search forms**.
- ▶ Implement our assets containing tracking links on your website.
- ▶ Start earning commissions on all sales you refer:
 - ▶ 1,5% for train tickets
 - ▶ 2% for passes and activities

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BOOK TRAIN TICKETS RAIL PASSES

WHERE

From ↔ To

WHEN

Depart Return (optional)

WHO

1 Adult



BECOME AN AFFILIATE

How to? For the UK

The UK affiliate program is managed through the Trade Doubler affiliate network

- ▶ You can register to Trade Doubler

<https://publisher.tradedoubler.com/public/aSignup.action?language=en>

- ▶ Once registered, you can find the Rail Europe (formerly Loco2) program through an advertiser search
- ▶ Find all relevant links and banners on the platform to start promoting us and earn your commission

The UK market being very competitive the commission is 3% for new clients and 1% for existing customers

Thank you

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