TravelX × Awin Integration Proposal

Overview

TravelX is a travel intelligence platform developed by **ScaleNow Technosolutions Pvt Ltd**. It enables users to explore and book personalized travel experiences curated through verified travel partners. To further enhance the platform's value and revenue potential, <mark>we aim to integrate Awin's affiliate network into our recommendation engine. This integration will allow us to display highly relevant travel products and services while ensuring a seamless user experience.</mark>

Purpose of Integration

The primary goal of this collaboration is to monetize user interactions by recommending affiliate products that align with the user's travel preferences and browsing history. These affiliate suggestions will be embedded organically within our platform's product recommendations, allowing us to generate performance-based revenue through Awin's affiliate system.

Key Benefits

➢ TravelX users will receive highly personalized affiliate suggestions based on their actual interests and destinations.

➢ Awin's affiliate links will be integrated without disrupting the user experience or existing design flows.

➢ All conversions resulting from user actions will be tracked and reported accurately, allowing clear performance attribution.

➢ This setup allows for automated monetization with minimal manual effort, ensuring scalable revenue growth.

Next Steps

We are keen to schedule a discovery call with the Awin team to walk through our approach and better understand the onboarding process, tracking requirements, and approval timelines. We believe this partnership will be mutually beneficial and are excited to explore it further.