



# Affiliated



**Theme Park**

CASE OF SUCCESS



## Background

This advertiser offers interactive experiences of meeting, swimming and understanding the life of dolphins in a natural environment. The theme park has 6 different spots in *Cancún and Mayan Riviera*.

Affilired designed a **CPA (Cost Per Action)** marketing plan which was deployed in different phases with the firm commitment to achieving **3 main goals**

Affilired

# Theme Park

CASE OF SUCCESS 1 / 2



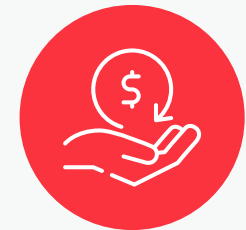
### BRANDING

Increase the client's online brand presence worldwide, through digital media ads, search engines and content sites.



### WEB TRAFFIC

Generate qualified traffic to the advertiser's website and increase the volume of direct bookings.



### CONVERSION RATES

Improve conversion rates and minimize the abandonment rate during the web booking process by potential customers.



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Theme Park

CASE OF SUCCESS 2 / 2

## Action plan



### CPA SEM CAMPAIGNS LAUNCH

Setup of sponsored adds in different Search engines: **Google, Bing Yahoo**



### PROGRAMMATIC ADVERTISING

Display Campaigns: Analysis and buying of the appropriate audience to serve the client's ads to the interested leads.

**Retargeting:** Banners served to users who previously visited the theme park site but did not book.



### AFFILIATE MARKETING

Setup, launch and promotion of the client's campaign in affiliate campaigns to advertise the client in content websites, with a special interest in related topics to the travel sector.



### ON-SITE SOLUTIONS

Implementation of online tools to avoid users web abandonment and/ or to encourage these potential leads the return to the web to finalize the purchase.

## Results

After one year of performance marketing campaigns



SALES INCREASE  
**180%**



REVENUE INCREASE  
**138%**

### Initial main markets



### Main markets after 12 months of campaign



The background is a solid red color with a repeating pattern of white line-art icons. These icons represent various travel and hospitality concepts, including airplanes, suitcases, hotels, cars, keys, Wi-Fi symbols, thumbs up, maps, and people. The icons are scattered across the entire page, creating a textured, thematic background.

# Affilired

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