



# Affiliated

**Castle Leslie Estate**

CASE OF SUCCESS





## Affilired Performance Marketing Campaign: Driving Explosive Growth for Castle Leslie Estate

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This case study examines the remarkable success of Affilired's performance marketing campaign for Castle Leslie Estate. The campaign's key strategy was the **implementation of an exit pop-up onsite solution**, which significantly increased sales. This case study analyzes the growth metrics, **SEM campaigns, display campaigns and affiliate campaigns**, showcasing how the partnership with Affilired transformed the hotel's revenue stream.

### The Property

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Castle Leslie Estate, a prestigious luxury hotel, sought to enhance its digital marketing efforts and revenue generation. In collaboration with Affilired, a renowned performance marketing agency, the hotel initiated a performance-based campaign to **optimize its online presence and onsite bookings**.

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Leslie Estate

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CASTLE  
*Leslie*  
ESTATE



## Key objectives

The primary objectives of the Affilired performance marketing campaign were as follows:

### OBJECTIVE 1

Increase the volume of sales through the hotel's affiliate campaigns.



### OBJECTIVE 2

Optimize display campaigns to attract a wider audience and drive conversions.



### OBJECTIVE 3

Improve SEM (Search Engine Marketing) campaigns to enhance visibility and click-through rates.



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## Methodology

Affilired employed a comprehensive approach to achieve the campaign's goals:

### SEM CAMPAIGNS

By optimizing search engine advertising, Affilired ensured that Castle Leslie Estate was prominently featured in relevant search results, thereby increasing website traffic. Affilired's SEM campaigns are based on a performance basis, to assure that Castle Leslie Estate only paid for effective bookings.



### DISPLAY CAMPAIGNS

Display Campaigns: Affilired curated visually captivating display campaigns, strategically placed on popular websites to enhance brand awareness and attract potential customers to Castle Leslie Estate unique property.



### AFFILIATE CAMPAIGNS

Affiliate Campaigns: The campaign leveraged affiliate partnerships with relevant industry influencers and websites in the UK to drive targeted traffic and increase bookings.



### EXIT POP-UP ONSITE TOOLS

Exit Pop-up onsite tools: A commissioned- based exit-intent technology was integrated into the hotel's website, targeting visitors about to leave and enticing them with appealing offers or discounts, thus reducing cart abandonment.





## Results

The results of the Affilired performance marketing campaign were astounding:

The performance marketing campaign led to a remarkable **600.83% increase** in revenue for Castle Leslie Estate in 2023 compared to the previous year. This astounding growth can be attributed to the successful implementation of the exit pop-up onsite tool, and the adoption of an demonstrating the effectiveness of Affilired's strategies.

INCREASE  
IN REVENUE:

**+ 600.83%**

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## Conclusion

Affilired's performance marketing campaign, highlighted by the implementation of an exit pop-up onsite solution, brought remarkable success to Castle Leslie Estate. The hotel witnessed **exponential growth in bookings and online presence**, transforming its digital marketing efforts.

This campaign is an excellent example of how Affilired and its well-executed performance marketing strategy can elevate individual hotel direct sales to new heights.

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Working with Affilired to implement their pop-up solution has had a very positive effect on our online performance. The team at Affilired understood our needs and managed the entire process seamlessly. They are extremely professional and accommodating, and worked with us on perfecting the timing, location, and style of the pop up so that it worked just right for us to achieve optimum results.”

**OLIVIA CANNON**

Chief Marketing Officer  
*Castle Leslie Estate*

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