



City Express Hotels boosts direct bookings with Affilired's performance-based solutions.

To expand international direct sales without increasing marketing spend.

THE SOLUTION

End-to-end campaign management through Affilired's Mojo platform:



Affiliate campaigns on Global Affiliate Networks



CPA SEM campaign on Yahoo & Bing search engines

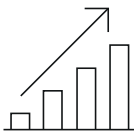


100% performance model: only pay per validated booking

RENEVUE

DIRECT BOOKING

STRONGEST DIRECT CHANNEL in just 3 months



Affilired quickly became one of our most cost-effective partners with the greatest growth potential.

Marketing Performance Coordinator
City Express Hotels