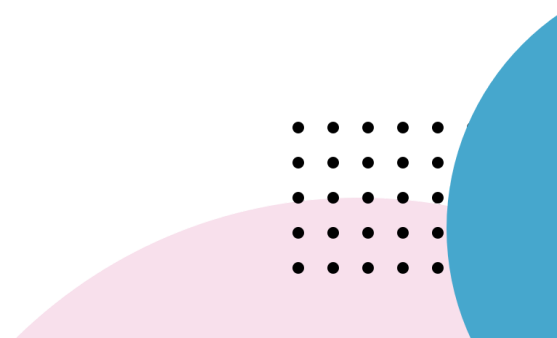
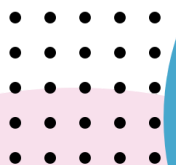




# Advertiser Success Story





## Advertiser background & challenge

EstateGuru is a leading European marketplace for property-backed loans. The platform was built by Estonian fintech and real estate experts in 2013. They wanted to help entrepreneurs and visionaries in the property development business who struggle with the 'one-size-fits-all' solutions offered by banks and major financial institutions. A few years later, EstateGuru facilitated more than 1320 loans worth in excess of € 190 000 000. Over 44000 investors, from all walks of life and hailing from 109 countries, have earned returns on the platform.

They were visible on the market for a while but were still open and looking for good tools which can be used for performance marketing and scale the business. EstateGuru platform wanted to:

1. Set an in-house affiliate program for their product
2. Consolidate existing traffic sources and find more
3. Find easy-going and compact tools to motivate partners
4. Manage payments for all affiliate partners





## Circlewise's impact:

# Successful solution for affiliate program

EstateGuru teamed up with Circlewise in July 2017. The affiliate program was launched the same month. Publishers started to generate traffic right away. EstateGuru's team started to explore our software from the first day and the result of that was visible quickly. Besides maintaining the program, EstateGuru was testing different pricings and motivating publishers by organizing competitions for them. That kind of proactive approach paid off quickly and helped the platform to get constant monthly growth in a matter of incoming traffic. Using our product they are able to proceed with all needed actions:

1. Set an up-to-date tracking for their program
2. Compare all traffic sources (publishers) and their performance
3. Get all needed insights and KPI's about the program
4. Optimize the performance for publishers with the biggest potential
5. Make payments as simple as possible by using our payment module





## By the numbers

Please see below what we have achieved together during 2 years of cooperation with EstateGuru and managing a private program for the platform.

**250** Active traffic sources

**5,600** New investor registrations

**6.5M** Investments generated in EUR on Circlewise\*

*\*Investments calculated for the first 90 days after registration of each new investor*

As stated above, EstateGuru got and still gets a huge injection of traffic channels, new users and investments.



# Circlewise's value

## To EstateGuru's Marketing Team

EstateGuru is using Circlewise technology to consolidate all performance traffic sources almost from the beginning. The platform is doing it in the best possible way by testing and trying all types of features available on Circlewise and many different marketing techniques to generate traffic. This strategy pays off and helps them to have a stream of new traffic sources all the time.

"Using Circlewise has enabled us to reach a wide audience of publishers, who in turn bring us in quality leads on a monthly basis. Circlewise is the go-to affiliate platform for everyone in the financial industry."



**BERT REILA**

Affiliate Marketing Manager at EstateGuru

"Over the past two years, our partnership with Circlewise has helped us to supercharge our affiliate marketing efforts and has proven to be one of our most successful and efficient channels."



**KRISTJAN TOOP**

Product Marketing Manager at EstateGuru

Contact us today to learn how you can use our technology to launch, run, and scale your in-house affiliate program.

Let's talk: [calendly.com/circlewise](https://calendly.com/circlewise) or send us an email to [sales@circlewise.io](mailto:sales@circlewise.io).

