

Affiliate Marketing - An effective leverage for Travel and Tourism Industry

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Let's take a deeper look into how this miracle functions. The business houses are always on the lookout to expand their consumer base and do active brand building that would carve a niche for their brands in the minds of the consumers.

According to a research by e-consultancy, the tourism industry is yielding maximum benefits from affiliate marketing, as this form of marketing is apt for a business where customers are always in search for new destinations in order to satisfy their traveling desires.

Travel marketers spend an average of 16 per cent of their on-line budget in the affiliate marketing channel and drive 18 per cent of their on-line sales.

The survey also shows that 84 per cent of traders in the travel sector claim that affiliate marketing drives a high or medium volume of return. 56 per cent [report it is as cost effective for customer acquisition with 35 per cent in support of paid search and just 8 per cent voting for display advertising.

Neither of the surveyed brands consider affiliate marketing to be not 'cost-effective' but over half of them thought that online display advertising is not cost-effective and over two thirds voted against the cost-efficiency of mobile advertising.

Considering the statistics, it's not hard to believe that affiliate marketing has dug out gold for the industries that dared to look beyond the conventional methods of advertising. The industries are on the threshold of a massive marketing revolution with the emergence of substantial providers for affiliate marketing, such as Rupiz Affiliates, a flagship brand of Rupiz Infotech, which is constantly serving business portals involved in Travel and tourism sector.

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Rupiz Affiliates is an affiliate marketing network that provides performance driven affiliate solutions in UK, US, Europe and Indian markets. With a more realistic approach, they bring together the merchants and affiliates belonging to different verticals on the same platform and establish long lasting partnership for mutual benefits.

For more information visit: www.rupizaffiliates.com/

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