



# Advertiser Success Story



## Background & Challenge

Bulkestate OÜ ([www.bulkestate.com](http://www.bulkestate.com)) is a real estate crowdfunding platform with a focus on funding new development or re-development projects as well as structuring group-buying deals to acquire real estate at wholesale prices. It is a unique concept that was just recently introduced to the market by Bulkestate and has already attracted a lot of interest from buyers and investors.

The platform offers an efficient solution if initial loan arrangements fail and one might have to foreclose and sell the real estate mortgage. This way the security of our investment project increases, providing more guarantees for our investors. A significant part of Bulkestate's team are experts in the field of real estate development and organization of the sales process, which is another strong differentiator as they have hands-on experience with the due diligence and approval process.

In order to drive their growth, Bulkestate was looking for a partner to:

1. Provide a proper tool for their performance-based marketing campaigns
2. Acquire new high-quality leads/investors for their platform
3. Provide precise tracking of affiliate partner results in real-time
4. Provide accurate commission payouts to affiliate partners





## Circlewise's impact:

# Benefit for Bulkestate

Bulkestate was established at the end of 2016. Not long after their launch, the company was approached by Circlewise (former Target Circle) and offered a solution to speed up the growth at an affordable price. The whole concept was in line with Bulkestate values. Additionally, performance-based marketing is one of the most cost-effective solutions today making this an easy decision. After two years of successful cooperation, Bulkestate is excited to grow together especially since this partnership has opened doors to many others that Bulkestate was only able to easily find on Target Circle's platform and their events.

Bulkestate benefited from the partnership specifically because of Circlewise:

1. Managed all performance-based campaigns,
2. Helped in acquiring new partners in the finance and connecting with best possible traffic sources,
3. Removed the need for manual tracking which is incredibly time-consuming,
4. Ensured that their partners were paid punctually and correctly every month.





## By the numbers

The following success metrics were achieved for Bulkestate during the period of 24 months:

**55** Investment Opportunities co-financed

**78%** Increase in leads comparing 2018 and 2019



# Circlewise's value

## To Bulkestate

These days it is easy to get lost in the industry noise. Just because one does too many things simultaneously, doesn't mean that they are effective. If used correctly, Circlewise can be considered to be 20% of the 80/20 Pareto rule. Use it wisely and it will scale your performance cost-effectively. In summary, the Circlewise marketplace allowed Bulkestate to significantly grow its business during a short period and rise to prominence in the major European markets.

"I believe that those who are doing the work should be compensated accordingly. Target Circle's platform is completely performance-based. It allows us to automatically reward our partners based on their contributions. That allows us to focus on what we do best - provide profitable and secure deals to our investors. Affiliate marketing has its own nuances and working with a trusted third-party partner is important not only from an advertiser side but also from the publisher's side. Knowing that the technology will take care of our results tracking 24/7 gives both parties great peace of mind."



**TOMS BIRZULIS**

Project Manager, Bulkestate



“Bulkestate aspires to become better every day. Thus, we value partners that help us in reaching this goal. Circlewise has surely become one of our key partners, as we have collaborated since the very early days of our platform. Thanks to their services we have gained numerous wonderful customers. We also appreciate partners that share visions similar to ours, that is, to grow and become better.”



**IGORS PUNTUSS**

Chief Executive Officer, Bulkestate

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

Learn more: [sales@circlewise.io](mailto:sales@circlewise.io)

