

Meritus Renews Contract with Syndacast After ROI of 13.94 Was Revealed

*Syndacast delivers an astonishing ROI of 13.94 in 2013.
Meritus renews contract for 2014.*

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/EINPresswire.com/ -- [Meritus](#) Hotels and Resorts signs-off on a performance-based marketing contract with [Syndacast](#) for 2014 after an astounding ROI (Return on Investment) of 13.94 was delivered in 2013.

In May 2013, Meritus engaged Syndacast for a digital marketing campaign in the form of SEM (Search Engine Marketing) and Banner Display Advertising with the objective to cost-effectively increase online bookings for all hotels under its care. The need for a performance marketing solution that gives a clear indication of ROI for every dollar spent was communicated by Meritus. Syndacast puts forth a custom marketing strategy designed to not only be highly measurable but would guarantee to deliver a minimum of ROI 8 as part of the working contract.

The strategy which involved tie-in retargeting between SEM and Display Advertising, delivered an ROI far beyond what was initially forecasted. Advertising retargeting was managed by Syndacast's proprietary DSP (Demand Side Platform) solution: [AdBoost](#), which gave Syndacast full control to optimize Meritus campaigns on the go, resulting in ROI beyond industry standards.

Meritus Hotels and Resorts is a long established group of 5 star international hotels and continues to be the icon of world-class Asian hospitality. The hotel group was recently conferred Global Winner at the 2013 World Luxury Hotel Awards. Meritus envisions bringing to the world, a true Asian hospitality experience and commits to exceeding guest expectations with their signature Asian grace, warmth and care.

Syndacast is one of Asia's leading digital marketing agencies with learned expertise in online marketing for the travel and tourism industry. The young but fast growing company has, since it was founded in 2008 by Wolfgang Jaegel established a strong presence in Singapore, Thailand

The logo for SYNDACAST, featuring the word "SYNDACAST" in red, bold, sans-serif capital letters, with a red swoosh graphic above the "T".

and Indonesia. Having been more recently recognized by other industry giants, the company feels privileged to have been entrusted with projects from brands such as Citibank, Bank of Ayudhya, Amway, Telkomsel and Garuda Indonesia.

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