

Syndacast & Wego Take Travel Intent Data to New Heights

Syndacast & Wego enters a business collaboration whereby Syndacast rolls out Wego's Travel Intent data across its client portfolio.

BANGKOK, THAILAND, August 19, 2015 /EINPresswire.com/ -- [Syndacast](#), one of Southeast Asia's fastest growing performance-driven digital agencies, and [Wego](#), the leading travel metasearch site in Asia Pacific and the Middle East, have entered a closer business collaboration whereby Syndacast will roll out Wego's Travel Intent data across its client portfolio.

Both Syndacast and Wego have built their businesses around a strong focus for performance in the Travel space, and the combined optimization capabilities will focus on driving increased ROI and incremental volumes to clients in the Travel, Real Estate, Finance and Health industries.

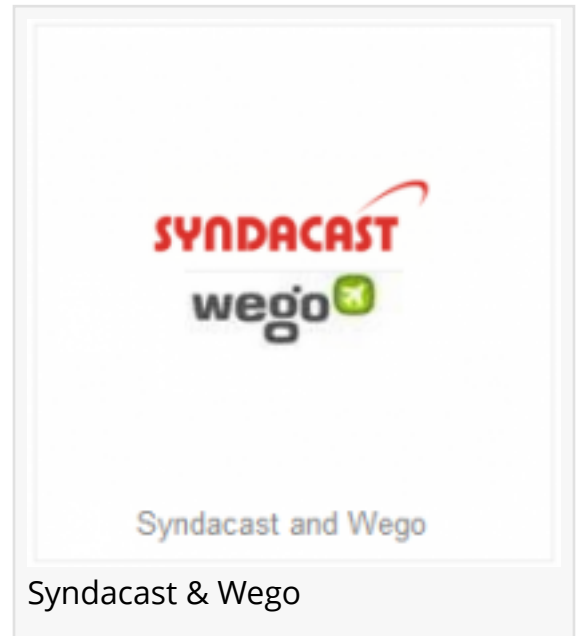
Wego's Private Marketplace for advertisers delivers programmatic advertising offerings, providing access to Wego's big data assets, extensive inventory and global travel audience. Wego is one of the largest premium travel publishers in multiple markets worldwide.

"We are extremely happy to launch this collaboration with Syndacast and deliver more of Wego's valuable data to help a variety of businesses reach a relevant and more targeted online audience," said Rick Mulia, Chief Advertising and Media Officer, Wego.

"Syndacast is constantly striving to offer our clients the most advanced technologies, techniques, and data to reduce impression wastage and improve conversion performance. Wego has been a business partner of Syndacast for many years now, and having shared a common vision of Intent Data, we look forward to a stronger strategic collaboration in years to come," said Doy Moreau, Chief Marketing Officer, Syndacast.

Syndacast is a performance-driven digital agency based in Thailand and Singapore, and expanding soon into India. Since it was founded in 2008 by [Wolfgang Jaegel](#), Syndacast has gained considerable recognition of delivering ROI beyond clients' expectations.

Wego.com is the leading travel search site in the Asia Pacific and Middle East, headquartered in Singapore, with regional offices in Jakarta, Bangalore and Dubai. Available in more than 50 localised country sites and 30 languages, Wego searches hundreds of global travel websites including airlines, hotel chains and online travel agents, using powerful yet simple to use technology. Wego presents an unbiased and channel neutral view of travel prices, providing users with the choice of booking direct with a hotel or airline.



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