

# Syndacast and Sojern Enter Close Business Collaboration

*Syndacast and Sojern join forces in a business partnership to maximize online advertising revenue in the travel industry.*

BANGKOK, THAILAND, February 23, 2016 /EINPresswire.com/ -- [Syndacast](#) and [Sojern](#), known leaders in data and ad inventory for the travel industry, shake hands. The business partnership involves the use of Sojern's data and inventory across Syndacast's hotel client portfolio, taking the outcome of travel advertising campaigns to new heights.

A familiar face in digital marketing for the travel industry, Syndacast is known as one of Asia's leading online marketing agencies for hotel and travel brands with offices in Thailand, Singapore and India. The company offers a range of digital advertising products, with full attribution modeling and real-time granular reporting of campaigns through a live dashboard.

"Syndacast has always strived to be at the forefront of innovative data and technologies to offer our clients, especially in the hotel industry. With the rise of travel intent data providers in Asia Pacific in the last year, we are proud to have selected a strong leader such as Sojern as one of our main partners in this space," said Doy Moreau, Chief Marketing Officer, Syndacast.

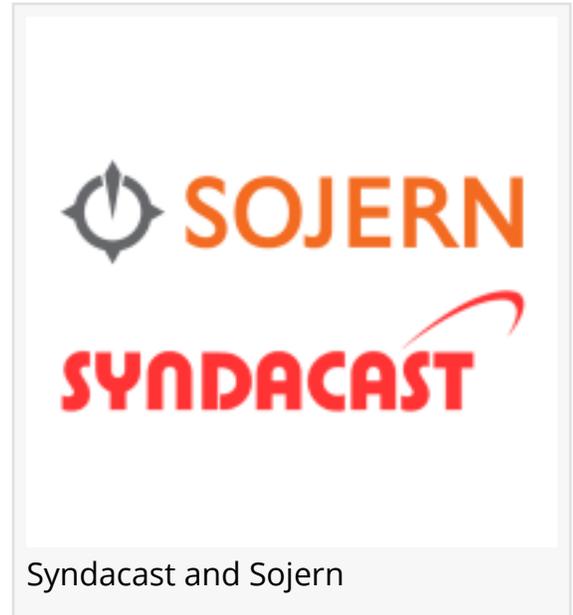
Sojern is a provider of data-driven insights, utilizing programmatic buying and machine learning technology. The company partners with travel companies including airlines, online travel agents, hotels, and rental car companies to collect anonymized traveler profiles. The company analyzes and identifies travel intent to target travelers and deliver marketing messages across media channels.

"Sojern views Syndacast as a valuable strategic partner in the APAC region, with an equally strong digital focus in the travel sector. We are very pleased to partner alongside a forward thinking agency that places a premium in driving performance for their clients through the intelligent use of data & technology," says Russell Young, Managing Director of Sojern APAC.

Both companies have built businesses around a deeper understanding of consumer behavior in the travel industry. The partnership between the two companies is expected to further drive ROI and incremental volume for Syndacast's hotel clients.

PR courtesy of Online PR Media.

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