

Six Senses Hotels, Resorts Spas Seals Cost-per-Acquisition Deal with Syndacast

Written by Australian Business

BANGKOK, Jan. 24, 2014 /PRNewswire/ -- [Syndacast](#) and [Six Senses](#) Hotels Resorts Spas signs off on a joint contract that grants Syndacast principal rights to manage Six Senses online marketing efforts, primarily in the areas of Search Engine Marketing (SEM) and Display Banner Advertising. The agreement which runs well into the last quarter of 2014 allows Syndacast to fully manage the said campaigns and implement strategies such as retargeting as well as use Syndacast's optimization technology, [AdBoost](#), to increase online bookings for Six Senses properties.

Syndacast's robust performance marketing methodology which focuses heavily on optimization around-the-clock and the use of ROI as a key measurement, gives Six Senses strong confidence to grant Syndacast full authority to deliver SEM and Display Advertising strategies on the go. The two companies have thus mutually agreed on a cost-per-acquisition project whereby Syndacast would be responsible for generating online bookings and earn commissions on confirmed bookings.

Six Senses Hotels Resorts Spas, which runs all Six Senses and Evason properties located at exotic and luxurious locations, offers guests a unique experience at each of their properties. The mission of the company is, "To help people reconnect with themselves, others and the world around them". Since it was first founded in 1995, Six Senses quickly gained recognition as the hospitality industry's pioneer of sustainable practices that also offers uncompromised high-end facilities.

Syndacast, an independent online marketing agency with strong presence in Singapore, Thailand and India

Indonesia

has, since it was first founded in 2008 by

[Wolfgang Jaegel](#)

, gained considerable recognition, delivering ROI beyond clients' expectations time and again. When asked how Syndacast has managed to deliver results beyond industry standards Wolfgang explains, "When you work with Syndacast, you are not merely working with a brand but with some of the best experts, specialists and professionals in the digital travel marketing trade". The company has more recently been recognized by brands from other industries and has gained the privilege to handle large client portfolios such as Citibank, Bank of Ayudhya,

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Amway, Telkomsel and Garuda Indonesia.

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