

# Research always comes before retail. We help travellers make smart brand choices. Price and booking is the last step

> People don't just buy the cheapest laptop. They look for professional advice and reviews, narrow the choices and then pick the best product.

> Travel is no different. There are far too many options online, all equally enticing. This is why consumers look for credible reviews on trusted editorial sites.



> SEO builds visibility but not demand. However pretty a brand site, interest and demand is almost always driven by positive exposure in quality third party space.

> Our review-based editorial written by seasoned journalists helps visitors make smart brand choices. They view an average 3.5 pages per visit with 3.8 minutes of reading time.

## Third party tracking tells us who is on and why. This helps us orient our editorial more closely to match reader needs

visitor's profile		
Australia city: Sydney region: New South Wales isp / org: Deutsche Bank referrer: Google.com.au search term: best business hotels singapore	online status: offline number of visits: 1 pages viewed most recent visit: 1 last visit duration: single event [s.e.] first measurement: April 9, 2009 1:12:30 PM	operating system: Windows XP browser: IE 6.0 resolution: 1280 x 1024 pixels IP address:
<a href="#">start/refresh</a>   <a href="#">previous</a>		
dates	time viewed	page title / url (hover for more info)
Thu Apr 09 1:12:30 PM	s.e.	end of visit, 1 pageview(s), referred by <a href="#">Google.com.au</a>
Thu Apr 09 1:12:30 PM	n.a.	The Fullerton Hotel Singapore, ... representing the best hot
	referrer	→ <a href="#">Google.com.au</a> search term: [ <a href="#">best business hotels singapore</a> ]

> Tracking profile of corporate readers who found Smart Travel Asia pages through search

United States city: New York region: New York company / org: Morgan Stanley Group isp : Verizon Business area code (tel): 212 referrer: Google.com search term: best golf resort in asia	online status: offline number of visits: 1 pages viewed most recent visit: 1 last visit duration: 04m 51s first measurement: June 19, 2009 7:58:19 PM last measurement: June 19, 2009 8:03:10 PM	operating system: Windows XP browser: IE ENV21 resolution: 1024 x 768 pixels IP address:
<a href="#">start/refresh</a>   <a href="#">previous</a>		
dates	time viewed	page title / url (hover for more info)
Fri Jun 19 8:03:10 PM	04m 51s	end of visit, 1 pageview(s), referred by <a href="#">Google.com</a>
Fri Jun 19 8:03:10 PM	exit link	→ <a href="#">www.amanresorts.com</a>
Fri Jun 19 7:58:19 PM	04m 51s	A detailed guide to ... Ooty golf, G
	referrer	→ <a href="#">Google.com</a> search term: [ <a href="#">best golf resort in asia</a> ]