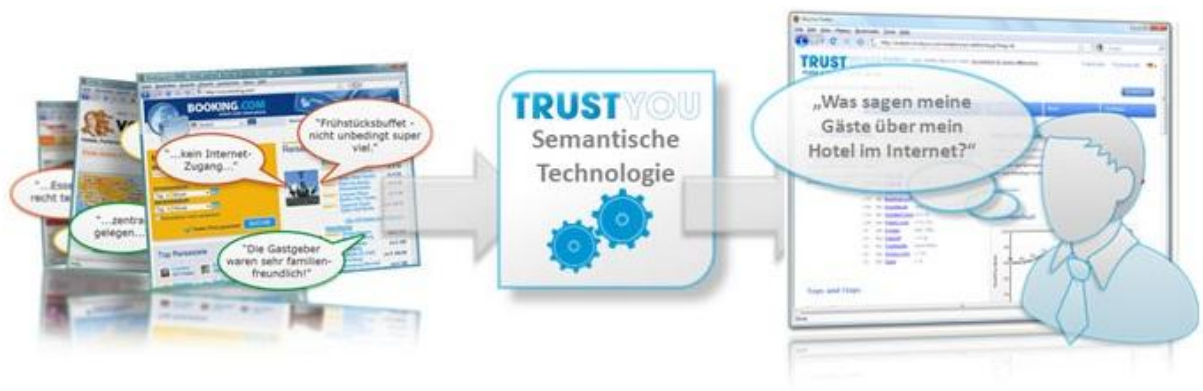


## Frontrunner in Social Media Management – Derag Hotel and Living chooses TrustYou-Analytics

„When new developments happen in the hotel industry, Derag Hotel and Living monitors closely so to implement the innovations and remain a frontrunner. In TrustYou we have found a competent partner with whom to manage social media and hotel reviews efficiently. TrustYou Analytics helps us not only to monitor our online reputation, but also to actively work on areas where our competitors have the advantage,“ explained Lars Dünker, Operations Manager Derag Hotel and Living.

With over 2,500 rooms and apartments, the Munich firm counts as one of the leading providers of furnished apartments in the German-speaking world. As one of the first tourism firms, Derag Hotel and Living uses TrustYou Analytics in all branches and at headquarters in order to improve its online monitoring. TrustYou analyzes guest opinions from over 60 internet sources statistically and semantically. „In this era of internet and social media more and more guests exchange their experiences and opinions on forums, blogs, and review portals. TrustYou Analytics makes it possible to save time and gather this information quickly into an overview. In this way, we can enter quickly into contact with guests and continually optimize our service,“ continued Dünker.



TrustYou Analytics statistically analyzes opinions and online reviews and combines the results. Furthermore, a so-called semantic analysis of the guest reviews in online portals follows. This differentiates between positive, neutral, and negative commentary and prepares this data for analysis.

„Our analysis tool is simple and intuitive for users and offers a complete overview of around 30 million web reviews,“ said Benjamin Jost, the CEO of TrustYou GmbH. Millions of people publish praise and criticism about a hotel on hundreds of review portals. The analysis of these reviews serves both guests, who want to obtain information on a hotel sorted according to personal relevance and preference, as well as hotel managers, who want to measure their online reputation.“

#### ABOUT TRUSTYOU ANALYTICS

TrustYou-Analytics makes online reputation management possible, based on the technology developed by TrustYou ([www.trustyou.com](http://www.trustyou.com)), the world's first meta search engine for internet reviews designed for hoteliers and travel agencies. Simple to use, TrustYou Analytics makes it possible to track the quality of a facility based on all reviews written about a business online. The online analysis tool looks through over 15 million opinions on review and booking sites, blogs, forums, and communities and prepares them into an easily viewable summary. Clients therefore receive an „essence“ of all reviews, photos, and videos about their product and can recognize strengths and weaknesses.

TrustYou was founded in March 2008 by Jakob Riegger, Benjamin Jost, and Costin Cozan with the vision of obtaining a complete overview of all internet reviews worldwide. The Internet Travel Service (Verband Internet Reisebetrieb (VIR)) honored TrustYou with the distinction of being the most innovative and best start-up company of the online travel industry.

International hotel chains like Mövenpick Hotels & Resorts, Best Western, the Derag Hotel and Living AG or Worldhotels, alongside countless private hotels, rely on the service TrustYou Analytics provides.

#### ABOUT DERAG HOTEL AND LIVING

The Derag Hotel and Living concept of „flexible longterm living“ provides the optimal room for business or private use for short, medium, and longterm stays. Today, at 12 single homes and over 2,500 rooms, the group has established itself as one of the leading providers of furnished apartments in the German-speaking world. The Munich firm also provides classic hotel accommodations. Guests enjoy exceptional comfort, and livable atmosphere and countless services in accordance to their needs.

#### TRUSTYOU ANALYTICS – SOCIAL MEDIA MANAGEMENT FOR HOTELS

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