

# LikeCube Ltd

Innovative recommendation, personalisation  
and data intelligence solutions for the travel industry




## Datasheet

**You know the need for User Generated Content (UGC).** You want to turn those passive visitors into active users. You know the more engaged the users are, then the more you deliver them value and the more they convert on your site. So why isn't it working? UGC is either too scarce to be of any use or overwhelms your users' choice - creating high bounce rate, low conversion and return, and a risky over-reliance on search engine optimisation (SEO) for most of your traffic.

The need to make your site - and your offer – personalised, positive, targeted and relevant, with engaged and active users, is the opportunity that LikeCube provides. We turn UGC to your advantage and reduce how much you rely on SEO – delivering solutions that become even more crucial as you take your site to the mobile.

### LikeCube Benefits

Personalisation of products and consumer reviews are now a must have. LikeCube gives the opportunity to turn search into personalised recommendations, enabling leisure sites to experience the uplift felt in other verticals, such as Amazon in retail and Last.fm in music. We offer the chance to increase conversion by up to 30%, also increasing site loyalty, trust and value.




**Miller Residence Hotel** ★★ ★  
111A Westbourne Grove  
W24UW LONDON, United Kingdom  
Metro : Notting Hill Gate  
[Location](#) [Hotel's official's website](#)

Your estimated rating **7.8 / 10**  
Average rating 7.3 / 10


[Search for availability and best rates](#) →

**MILLER'S RESIDENCE** is a small luxury 18th century style hotel in central London. It is the essence of a welcoming private residence. Miller's offers individual Rooms or exclusive Suites set in an atmosphere of a bygone era. Antique furnishings and exquisite decoration make each Room or Suite a romantic home from home.


▼ You should like Miller Residence Hotel because you liked these




Searcys - £98



St Honore - £78



Amsterdam - £98




Powered by LikeCube®

▼ Reviews from people with similar taste to you


John S. See places you have in common  
Service: 7 | Room: 8 | Breakfast:6 | Value:7 | Size: 9  
Great place to stay in London, in Notting Hill area. I've been there based on a friend's recommendation. Would certainly recommend business travellers to go there.

Steve E. See places you have in common  
Service: 8 | Room: 9 | Breakfast:7 | Value:7 | Size: 8  
Good hotel for business, would recommend the breakfast. Pay attention to ...


Similar hotels for you



Umi Hotel - £63 - 7.5



Lord Jim - £72 - 6.7



Hotel Soho - £79 - 7.7

Personalised hotel page

### Customer Reference

**Qype.com**, the European leader for local business reviews with 16.5M monthly visitors, uses LikeCube to deliver recommendations on its site. Qypers highlighted the LikeCube powered features as being accurate, useful, fun, an incentive to join, to write reviews, a stimulus for the community and a market differentiator. Below are some sample comments from them:

**simonparley** *I like this new functionality very much, it adds to the enjoyment and usefulness of the site. I'm trying to get friends and family more interested in Qype but struggle to convince them sometimes. This feature will help.*

**Rhys** *I really like the thinking behind this, and tested the results for my home city, and I'd say 7 out of 10 places were bang on the money.*

**hembra** *The concept of the feature works great, I haven't submitted many reviews, but even then the recommended places were quite accurately hitting my taste :)*

**Gingerper** *Great idea almost quite spooky as a couple of the recommendations in London are places that I have heard of and would like to give a try! What next Derek Acorah giving us messages from beyond the grave? Love it great stuff!!!*

# LikeCube Ltd

Innovative recommendation, personalisation  
and data intelligence solutions for the travel industry



## Datasheet

Our solutions can:

- personalise and filter content – frontlining positive user reviews, delivering relevance
- display similar items – guaranteeing better access to your full catalogue
- provide explanations for recommendations – building trust and user retention
- display similar users – increasing loyalty and building social networking
- provide UGC data intelligence – offering more to business customers
- deliver highly targeted advertisement and brand related opportunities

All this allows a reduced reliance on SEO to generate traffic.

### LikeCube Technical Solutions

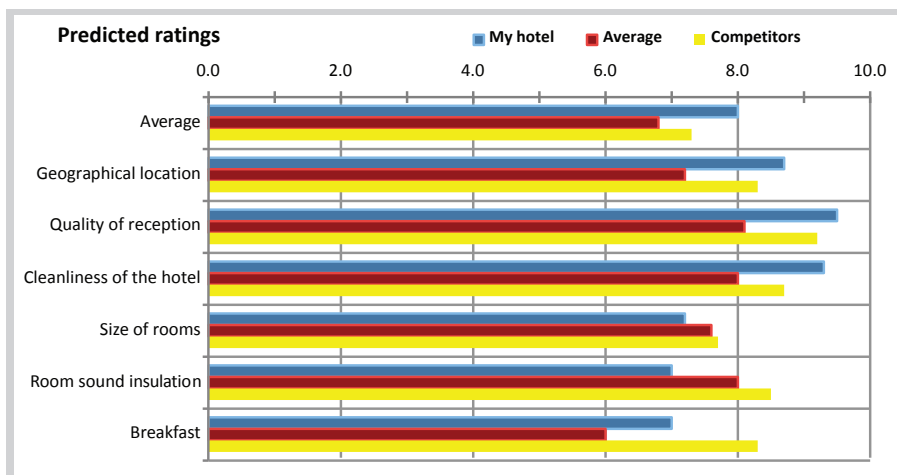
We understand the best personalisation solutions are the ones tuned to specific needs. Our semantic recommender solutions are the result of 4 years of R&D focussed specifically on the leisure and travel industry. Our team is made of experts in semantics including a world leader in computer science.

Our solutions are hosted and easily integrated into your site using a simple REST API. We take care of scalability, performance and availability – using a highly scalable architecture deployed on the cloud (leveraging the same open source data store as the professional site linkedin.com).

We provide solutions for:

- passive users – to get similar items and personalised search
- turning passive users into active – via immediate recommendations
- active users' reward – highly personalised recommendations
- sites with no UGC - a unique cold-start offer based on semantic similarity
- newsletters – personalised via our API
- business customers – via highly profiled data intelligence

The effect of good recommendations is even stronger on mobile phones as the form factor requires that the data presented is as relevant and as targeted as possible.



Data intelligence

### LikeCube is...

- A truly personalised filter that really understands user taste (combining browsing history, user ratings and reviews, locations to determine what user terms really mean. eg, 'authentic', 'cosy', 'cool')
- A solution which frontlines positive user reviews, without hiding negative comment, fully leveraging UGC value and maintaining the delicate balance between customers' and providers' interests
- An innovative cold start offering that doesn't rely on lengthy questionnaires or invasive profiling and helps capture new or early users immediately
- A solution of continuous rather than discrete search features that increases the rate of search success and prevents zero return
- A way to increase user contribution, loyalty and engagement through reviews and ratings making a passive community active

### About LikeCube

LikeCube is an award-winning team founded in 2006, including a world leader in computer science and experts in semantics and scalability, delivering innovative personalisation and recommendations solutions for the travel and leisure industry