

Case Study: How Owning Keywords Can Drive More Customers

Case Study 1: Café

Imagine you own a small café in Siam and you hold the keyword “Cafe Siam Bangkok.”

- When someone asks AI: “Where is the best cafe in Siam Bangkok?”
- AI will recommend your café first, because you are the owner of that keyword.
- Tourists visiting Bangkok will see your café before others → increasing the chance they will visit.

Result: You gain new walk-in customers every day, without spending extra money on ads competing with other cafés.

Case Study 2: Spa

You run a spa and hold the keyword “Head Spa Bangkok.”

- A local or tourist asks AI: “Where can I find a head spa in Bangkok?”
- The system highlights your spa as a main option because you hold the matching keyword.
- Customers who never knew about your spa before → now have a direct path to book an appointment.

Result: Your spa becomes the first choice automatically in the eyes of potential clients.

Case Study 3: Hotel

You manage a small hotel in Sukhumvit and own the keyword “Hotel Sukhumvit Bangkok.”

- A tourist asks AI: “What is the best hotel in Sukhumvit Bangkok?”

- AI suggests your hotel first, even if it's not part of a large chain.
- Travelers see your property before competitors → increasing chances of full bookings.

Result: A small hotel can compete with bigger brands because the keyword gives visibility first.



Overall Summary

- Café → People searching for the keyword find your shop first → more daily customers.
- Spa → AI suggests your business first → steady booking growth.
- Hotel → Tourists see your hotel before larger competitors → higher chance of full occupancy.

👉 Simply put: Owning a keyword = securing prime digital real estate.

Whoever owns the rights first → gains the advantage in a future where AI decides what customers see.