



REVINATE

TOTAL WEBSITE INTEGRATION

Contents

- Introduction.....3
- Section 1: Business Case for Total Website Integration.....4
 - The Offline Problem.....4
 - The Solution.....5
 - Example.....5
- Section 2: Implementing Total Website Integration..... 6
 - Step 1: Update the Phone Numbers On Your Website.....6
 - Step 2: Implement Dynamic Coding on Your Website..... 7
 - Step 3: Implement Push2Talk/Push2Chat and Integrate Contact Us form..... 7
 - Implementing Push2Talk and Push2Chat..... 7
 - Integrate Your Contact Us Form to Integrate with REVINATE..... 7
 - Step 4: Update Reservation Sales Suite Campaigns and Unique URLs.....8
 - Recommendations for Campaign Tracking in Google.....8
 - Other Campaign Tracking..... 9
 - Step 5: Utilize REVINATE Keyword Tracking for Your Online Bookings.....9
 - Step 6: Implementing PPC Data in the Reservation Sales Suite for Google, Yahoo, and Bing 9
- Section 3: Implementing Total Website Integration..... 10
 - Implementation Requirements..... 10
 - Dynamic Telephone Number Display by Reservation Sales campaign..... 10
 - Prerequisites for Implementing Dynamic Telephone Numbers..... 10
 - Online Revenue Reporting by Reservation Sales campaign.....10
 - Prerequisites for Implementing Online Revenue Reporting..... 12
 - Push2Talk/Push2Chat..... 12
 - Prerequisites for Implementing Push2Talk/Push2Chat..... 12
 - Website form - Electronic Lead Management (ELM) integration..... 12
 - Prerequisites for Integrating Forms with the ELM module..... 13
 - Website form - Marketing Suite Subscription integration..... 13
 - Prerequisites for Integrating Forms with the Marketing Suite..... 13
 - Pay Per Click Marketing - Reservation Sales Suite reporting integration..... 13
 - Prerequisites for Implementing Push2Talk/Push2Chat..... 13

Introduction

The Total Website Integration module (TWI) allows your website(s) to integrate with your Reservation Sales and Marketing Suites. Once implemented on your website(s) TWI can:

- Display unique phone numbers for your website visitors depending on how they arrived
- Allow your website visitors to interact directly with your reservation sales agents
- Turn website visitors into active leads
- Segment the revenue from your online bookings by source of business
- Collect information from your website visitors for future marketing through the Marketing Suite

This document was written for the following audiences: company stakeholders, marketing, and web developers. The first section, [Business Case for REVINATE Total Website Integration](#), is an overview for all readers.

The second section is recommended reading for your marketing department and web developer; it explains the recommended steps for setting up keyword tracking in the Reservation Sales Suite, your website, and links to your website. Please note that some steps can be finished simultaneously:

1. [Update the phone numbers on your website](#). We recommend that you have your web developer make some small changes to your website to optimize your telephone call tracking by campaign.
2. [Implement Dynamic Coding on your website](#). Have your web developer implement dynamic telephone number coding which enables telephone call tracking for your original source of business.
3. [Implement Push2Talk/Push2Chat and Contact Us Submissions on your website](#). Have your web developer:
 - Implement Push2Talk and Push2Chat on your website
 - Update your Contact Us or any other lead generating forms to integrate with the Reservation Sales Suite Electronic Lead Management module
4. [Update your Reservation Sales Campaigns and unique URLs](#). Have your marketing department:
 - Create campaigns in the Reservation Sales Suite with keywords to segment your incoming calls, lead generation and online revenue by the original source of business
 - Update your PPC accounts, partner sites and any other links to your website with unique URLs
5. [Utilize Keyword Tracking for Your Online Bookings](#). This feature will provide an "enhanced" interface with your reservations/booking software that pushes online bookings and campaign toll-free numbers to the Reservation Sales Suite.
6. [Implement Google and Bing Reporting Interfaces with the Reservation Sales Suite](#). Have your marketing department create a report in Google Ads and Bing Ads that will automatically update your Reservation Sales Suite reporting with PPC data from your active digital marketing campaigns

The third section, which contains instructions for the [technical implementation](#) of TWI is recommended for your web developer.

Section 1: Business Case for Total Website Integration

Total Website Integration allows you to track your marketing campaigns in the Reservation Sales Suite by implementing dynamic coding for tracking keywords that are associated with each campaign. By implementing all of these you will be able to:

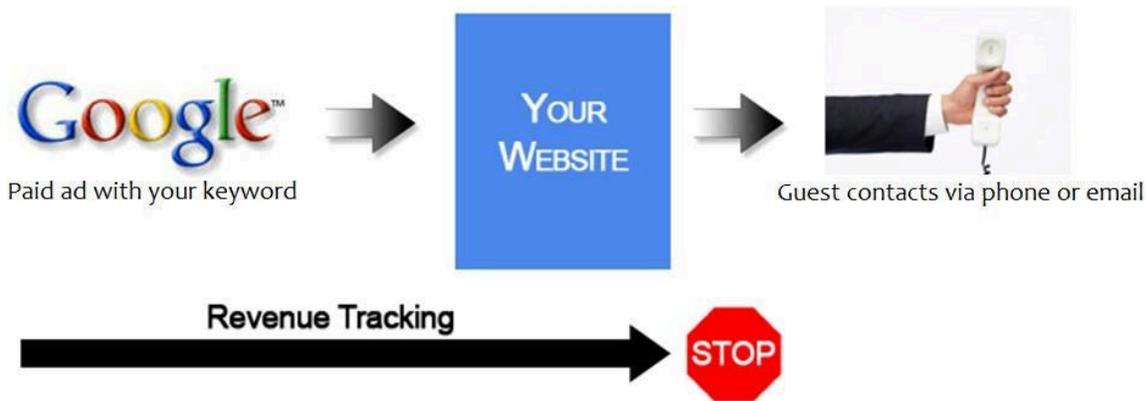
- Track your offline and online revenue to the original source of business
- Track offline revenue including inbound phone calls, RezForce® Reservation Sales Agent bookings, Push2Talk, Push2Chat, and Contact Us submissions.
- If someone visiting your website came from a Google or Bing Pay-Per-Click ad, then you can track the following for each Google PPC campaign:
 - o Total pay-per-click impressions
 - o Total clicks
 - o Total cost
 - o Click through %
 - o Cost per click
 - o Cost per answered call
 - o Cost per reservation or lead
 - o Return on investment (ROI)

For example, someone visiting your website from a Google PPC ad might book online, call your company's toll-free number, or connect with a RezForce Reservation Sales Agent after hours. Whatever method they choose, you will know the results and the PPC ad that got them there.

Now you can take action when a keyword campaign is generating a lot of impressions, but not a lot of revenue. You will see the ROI for each campaign, and how much revenue your online campaigns are bringing in over the phone - actionable information that will make your marketing more efficient, make you more successful, and save you money.

The Offline Problem

When a visitor comes to your website after clicking a keyword-based ad on Google or some other search engine, you can easily track how many people clicked that keyword. But if that same visitor moves to another page on your website, and then decides to contact you to book a property via a phone call, Push2Talk, Push2Chat, or contact us submission, you lose the ability to determine which keyword resulted in that offline booking.



The Solution

On the face of it, the concept is very simple. When you obtain a new PPC keyword, you are asked to specify the web page that a guest should be directed to when this keyword is clicked. Most of you will specify your main landing page; i.e. www.bendresortlodging.com. In order to implement keyword tracking, you must specify additional information on the end of that web address (URL) for the landing page. This additional information can then be read by code written by a web developer. Based on the keyword read, a unique toll free number will be displayed throughout the website experience so that if the web visitor picks up the phone to call, submits a contact us form, or contacts you via Push2Talk or Push2Chat, the manager can track which keyword generated the contact. Revenue is associated with each keyword when bookings are recorded in the Reservation Sales Suite Electronic Lead Management module.



Example

Bend Resort Lodging wants to start a Google campaign and is going to track this in the Reservation Sales Suite using the keyword “bendlodging” to measure campaign effectiveness.

- Step 1: Create a campaign in the Reservation Sales Suite that will be used for your website when it is searched organically or if a guest types in your URL. For example, the toll-free number for your default website will be 866-958-6398.
- Step 2: Create a campaign in the Reservation Sales Suite with the keyword “bendlodging”. For this campaign we will use 888-664-8754.

- Step 3: Implement dynamic coding on your website for keyword tracking.
- Step 4: In Google Ads create a campaign for all ad groups and their associated purchased keywords that will be associated with bend lodging. On the keyword level in Google, use www.bendresortlodging.com/?NCK=bendlodging for the destination URL.

When a guest comes to your website organically, they will see the 866-958-6398 toll-free number on the website:



When a guest searches using keywords associated with your bend lodging campaign and then selects one of your sponsored links, then he/she will see the 888-664-8754 toll-free number on the website:



When the guest calls you, he/she will call the number associated with your bend lodging campaign. If you are using a compatible booking engine, then the Reservation Sales Suite will also track your bend lodging campaign for online bookings.

In addition to complete visibility into your Google campaigns, Total Website Integration provides other powerful features that let you track revenue from Push2Talk and Push2Chat, your contact us form, social media links, and other online sources that drive traffic to your site. There are specific instructions in this document for implementing keyword tracking for Push2Talk, Push2Chat, and contact us submissions.

Section 2: Implementing Total Website Integration

Step 1: Update the Phone Numbers On Your Website

There are a few small changes that you will want to make to your website to improve Reservation Sales Suite campaign tracking:

- Make sure the toll-free number that is displayed is in text format rather than part of an image.
- The toll-free number should be in a location that is easy for your guest to locate. If you are a RezForce client, indicate that the toll-free number is available 24 hours a day, 7 days a week.
- Since your website is your main source of business relating to your inbound inquiries made to your reservation team, be sure that the toll-free number used is new.
- Remove local numbers from your website. If you must have a local number make sure it is clearly not for reservations. If you have a high amount of international callers that require a local number, label your local number for international callers.

Step 2: Implement Dynamic Coding on Your Website

Your web developer will need to implement dynamic coding on your website to read the keyword passed to the landing page that will dynamically set the toll-free number to be displayed throughout the user experience. This is done by adding JavaScript to your website. We recommend working with your web developer to fully implement and test this code prior to going live. Please exercise caution as any code changes to your website can present challenges for your users.

Note: REVINATE does not guarantee the accuracy of this code and is not responsible for any problems associated with its implementation.

The JavaScript keyword tracking feature uses cookies to record the campaign that the user came to your site from. Cookies have the following characteristics:

- This is the only way to remember the campaign from one page of your site to the next, (without a lot of custom programming).
- By default the cookie lasts on the user's machine for 90 days. So if they originally find out about you from an ad, and come back to your site a few days later, it remembers the campaign they found you from.
- There is the potential for 'false positives' from multi-user computers, but the chance is slim.
- Closing the browser and opening it again will not clear the cookie.
- Different browsers (Firefox and Internet Explorer) keep their cookies separate.
- Most people using modern browsers have cookies enabled. If someone doesn't have cookies enabled, they'll only get the custom phone number on the page that the keyword is supplied to.
- If you ever want to clear the cached keyword, you can put "NCK=" in the URL (NCK=<Nothing>).

Step 3: Implement Push2Talk/Push2Chat and Integrate Contact Us form

This step involves having your web developer:

- Implement Push2Talk/Push2Chat on your website
- Integrate your Contact Us Form with the Reservation Sales Suite Electronic Lead Management module

Implementing Push2Talk and Push2Chat

Push2Talk/Push2Chat allows your website's users to interact directly with your reservation sales agents through a website user initiated phone call (Push2Talk) or instant messaging session (Push2Chat). The color, verbiage and placement of the Push2Talk/Push2Chat window can be configured in the Reservation Sales Suite to match the look and feel of your website's current design. The Push2Talk/Push2Chat window can be configured to display in the bottom left or right of the screen or its exact placement can be specified with a custom tag placed in the website HTML.

Integrate Your Contact Us Form to Integrate with REVINATE

Integration of the Contact Us portion of your website with the Reservation Sales Suite Electronic Lead Management (ELM) module is important to your business and how you manage leads. This will allow you to centrally manage your leads from all sources as well as allow you to view the email conversations your agents are having with your prospective guests.

The screen below shows an example for your web developer to use in gathering the information that ELM is looking to track.

We would like the opportunity to provide you with more information. Please fill in the simple form below, select the **Submit** button, and we will get back to you shortly.

First Name:

Last Name:

Email:

Home Phone:

Work Phone:

Cell Phone:

Address 1:

Address 2:

City:

State: ▼

Zip:

Country: ▼

Contact Us submissions can be tracked by the campaign that drove the customer to your website. To implement this, you should pass the campaign's identifying keyword back to us along with the form submitted data.

Step 4: Update Reservation Sales Suite Campaigns and Unique URLs

In this step you will accomplish the following:

- Create and update campaigns with keywords and unique URLs.
- Update PPC, paid links, and other posted web links with unique URLs that reflect your keywords.

Recommendations for Campaign Tracking in Google

Your Reservation Sales Suite campaigns should mirror how you want to track your marketing dollars. When you are setting up your campaigns it is important to have your marketing goals in mind. To illustrate this we will look at an example in a Google Ads account for www.bendresortlodging.com. Within your Google Ads account, your ad group you may have one or multiple "keywords", depending on how you want to track your business. In general, you will want to create one Reservation Sales Suite campaign for one Google campaign.

In the example below, the same REVINATE keyword is used for multiple Google keywords within the same Google campaign.

Keyword	Ad group	Status	Max. CPC	Pos. Pref.	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Dest. URL
bend rentals	Rental	Eligible	\$1.00	3 to 6	0	32	0.00%	\$0.00	\$0.00	4.1	0	\$0.00	0.00%	0	http://WWW.BEND.NCK=RENTAL
bend resort rental	Rental	Eligible	\$1.00	3 to 6	6	92	6.52%	\$0.17	\$1.02	3.7	0	\$0.00	0.00%	0	http://WWW.BEND.NCK=RENTAL
bend rental house	Rental	Eligible	\$1.00	3 to 6	50	2,605	1.92%	\$0.31	\$15.44	4	1	\$15.44	2.00%	0	http://WWW.BEND.NCK=RENTAL
rentals in bend	Rental	Eligible	\$1.00	3 to 6	0	75	0.00%	\$0.00	\$0.00	3.9	0	\$0.00	0.00%	0	http://WWW.BEND.NCK=RENTAL

If you are paying a higher cost for one Google keyword you may want to track it separately in its own Google campaign. In that case there would be one REVINATE keyword associated with one Google keyword. To summarize, one Google campaign = one or more Google ad groups = one or more Google keywords = One REVINATE keyword.

Other Campaign Tracking

REVINATE Keyword tracking allows you to track your marketing dollars on each individual piece of marketing or as a group. To illustrate another example, we will use email blasts.

Bend Resort Lodging decides to do an email campaign that includes 4 separate email blasts to their email database. There are multiple ways to set this up. You could create a separate campaign for every single email blast that is sent out, or, you could create one campaign to track the overall effectiveness of the campaign. The Reservation Sales Suite Campaign Analysis Report will allow you to look at your campaign by date, so the latter option will show you when guests are contacting you from the email blast.

Step 5: Utilize REVINATE Keyword Tracking for Your Online Bookings

Campaign tracking for your online bookings requires a booking engine that allows for 3rd party campaign tracking using JavaScript. Once implemented this feature will segment your online booked revenue by the marketing campaign that sent the booking guest to your website in the Reservation Sales Suite Campaign Analysis Report.

Step 6: Implementing PPC Data in the Reservation Sales Suite for Google, Yahoo, and Bing

The Reservation Sales Suite is now able to track Google Ads and Bing Ads PPC metrics in the Reservation Sales Suite PPC Campaign Analysis Report to provide you with the following metrics for each campaign in Reservation Sales:

- ROAS = Return on Ad Spend = Total Revenue / Total Cost
- PPC Impressions
- Clicks
- Total Cost for PPC Campaigns
- Click Through % = Clicks / PPC Impressions
- Cost Per Click = Total Cost / Clicks
- Cost Per Answered = Total Cost / All Answered Calls
- Cost Per Res|Lead = Total Cost / Reservations/Lead Call

To take advantage of these metrics, you will want to set up your Google Ads account to send REVINATE data using the following instructions:

Section 3: Implementing Total Website Integration

Implementation Requirements

Total Website Integration is implemented through HTML, JavaScript and JQuery coding that is added to your website. Your website and booking engine will need to support the addition of 3rd party scripting onto the website as well as the use of parameters in query string or fragment areas of the URL.

Dynamic Telephone Number Display by Reservation Sales campaign

This functionality will display the phone number associated with the Reservation Sales campaign responsible for sending the user to your website. There are multiple options for displaying the phone number depending on the intended format and if you want the displayed phone number clickable to call.

The document that outlines these options and their coding requirements can be found [here](#).

In order to implement this functionality, you will need to be provided the following values from REVINATE that will be specific for your implementation. Placeholders for these values are referenced in the documentation and their description can be found below:

Placeholder in document	Description
ACCOUNT	The account number
JSPASS	The password for your accounts JavaScript library
DFLT	The website default phone number value
(NNN) NNN-NNNN	How the default phone number will display

Prerequisites for Implementing Dynamic Telephone Numbers

- 1) The webpage this functionality is on must load the REVINATE JavaScript library using the instructions [here](#)
- 2) To trigger this functionality the referral links to your website should be updated to include the driving campaign information following the instructions [here](#)

Online Revenue Reporting by Reservation Sales campaign

This functionality will report on the online booked revenue made through your booking engine by the driving Reservation Sales campaign that sent the guest to your website.

The document that outlines the code updates necessary for online revenue reporting can be found [here](#).

In order to implement this functionality, you will need to be provided the following values from REVINATE that will be specific for your implementation. Placeholders for these values are referenced in the documentation and their description can be found below:

Placeholder in document	Description
ACCOUNT	The account number
JSPASS	The password for your accounts JavaScript library
DFLT	The value for the website default campaign phone number
(NNN) NNN-NNNN	How the default phone number will display

KEYWORD	The keyword for your website default campaign
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Prerequisites for Implementing Online Revenue Reporting

- 1) Every page in the online booking process must load the REVINATE JavaScript library using the instructions [here](#)
- 2) To trigger this functionality the referral links to your website should be updated to include the driving campaign information following the instructions [here](#)
- 3) If the website and booking engine are on different domains the links and forms that send the guest to the booking engine will need to be updated using the instructions [here](#).

Push2Talk/Push2Chat

This functionality allows for your website visitors to interact with your reservations agents through a visitor initiated phone call from the agent (Push2Talk) or an instant messaging session done through the website (Push2Chat).

The document that outlines how to configure and implement Push2Talk/Push2Chat can be found [here](#).

In order to implement this functionality, you will need to be provided the following values from REVINATE that will be specific for your implementation. Placeholders for these values are referenced in the documentation and their description can be found below:

Placeholder in document	Description
ACCOUNT	The account number
DATASECRET	The password for your accounts JavaScript library

Prerequisites for Implementing Push2Talk/Push2Chat

- 1) You will need to determine which agents, if any, to skill in order to handle the incoming Push2Talk/Push2Chat requests.
- 2) The Push2Talk/Push2Chat configuration must be set up in Narrowcast > Account Settings > Talk & Chat Configuration

Website form - Electronic Lead Management (ELM) integration

This integration allows lead generating forms on your website (Contact Us, Unit Details Request, RFP style forms) to send data directly to the Electronic Lead Management module used by the reservation sales agents.

The document that outlines the requirements for sending data from a form to the ELM module can found [here](#).

In order to implement this functionality, you will need to be provided the following values from REVINATE that will be specific for your implementation. Placeholders for these values are referenced in the documentation and their description can be found below:

Placeholder in document	Description
ACCOUNT	The account number
PASSWORD	The web service password for your account
KEYWORD	The keyword for your website default campaign

Pre-Requisites for Integrating Forms with the ELM module

- 1) A default campaign for incoming ELM entries should be set up in the Reservation Sales Suite.

Website form - Marketing Suite Subscription integration

This integration allows email and interest collection forms on your website (such as Email newsletter sign-up forms) to send contact data directly to your CRM for future email sends through the Marketing Suite.

The document that outlines the requirements for sending data from a website form to the Marketing Suite Subscription module can be found [here](#).

In order to implement this functionality, you will need to be provided the following values from REVINATE that will be specific for your implementation. Placeholders for these values are referenced in the documentation and their description can be found below:

Placeholder in document	Description
ACCOUNT	The account number
PASSWORD	The web service password for your account

Prerequisites for Integrating Forms with the Marketing Suite

- 1) Interest specific Subscriptions should be created in the Marketing Suite that are based on the marketable interests the website form will be capturing (such as receiving information on Special Offers, Upcoming Activities, Season Specific Promotions, or other marketable facets of your property)

Pay Per Click Marketing - Reservation Sales Suite reporting integration

This reporting integration allows for the PPC data from your digital marketing campaigns (Impressions, Clicks, etc.) to be regularly sent to the Reservation Sales Suite for inclusion in reports.

Documentation for integrating the PPC data from your Google Ads campaigns with the Reservation Sales Suite can be found [here](#)

Documentation for integrating the PPC data from your Bing Ads campaigns with the Reservation Sales Suite can be found [here](#)

Prerequisites for Implementing Pay Per Click Marketing

- 1) A Google Ads/Bing Ads account will have to be set up with active campaigns running.