REVINATE

Updating Links on Referring/Affiliate Websites

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Introduction

Any link that sends visitors to your website can be updated to set a driving campaign that will activate the Revinate Reservation Sales Suite campaign tracking code in place there. These include any links to your property that are on referring or affiliate websites such as Facebook, Twitter and YouTube, PPC ads run through Google AdWords and/or Bing Ads, and links on emails sent through 3rd party products.

Updating Links to Set a Driving Reservation Sales Campaign

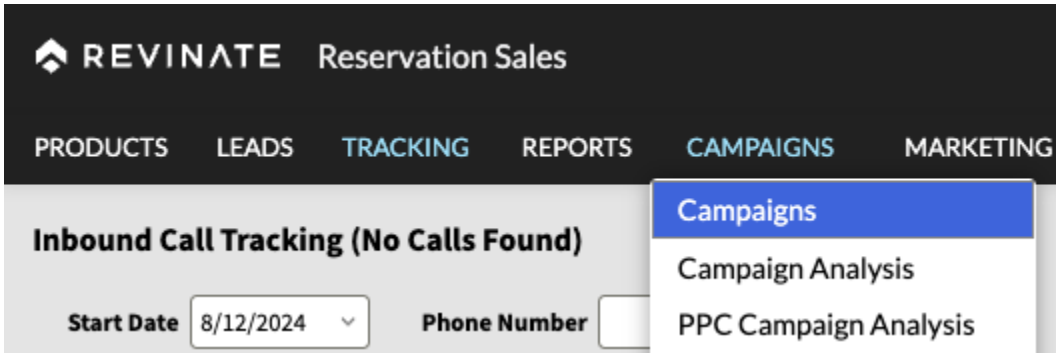
The driving campaign is set by including the campaign keyword in the link. The keyword will tell the Revinate coding which campaign phone number to display and associate to the website visitor. The keyword is also called the NCK value and in general, the links can be updated by appending "nck=<< campaign keyword>>" to the URL the link is sending the visitor to.

Updating the links is a 2 step process:

1) In the Revinate Reservation Sales Suite create a campaign and find the campaign keyword
2) Add NCK value to link

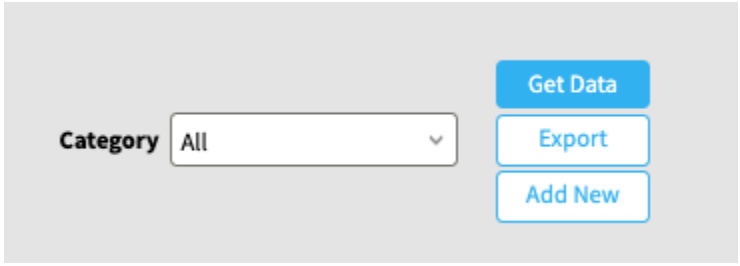
Creating a Reservation Sales Campaign

The Reservation Sales Suite campaigns can be found in the Campaigns option under the Campaigns menu:

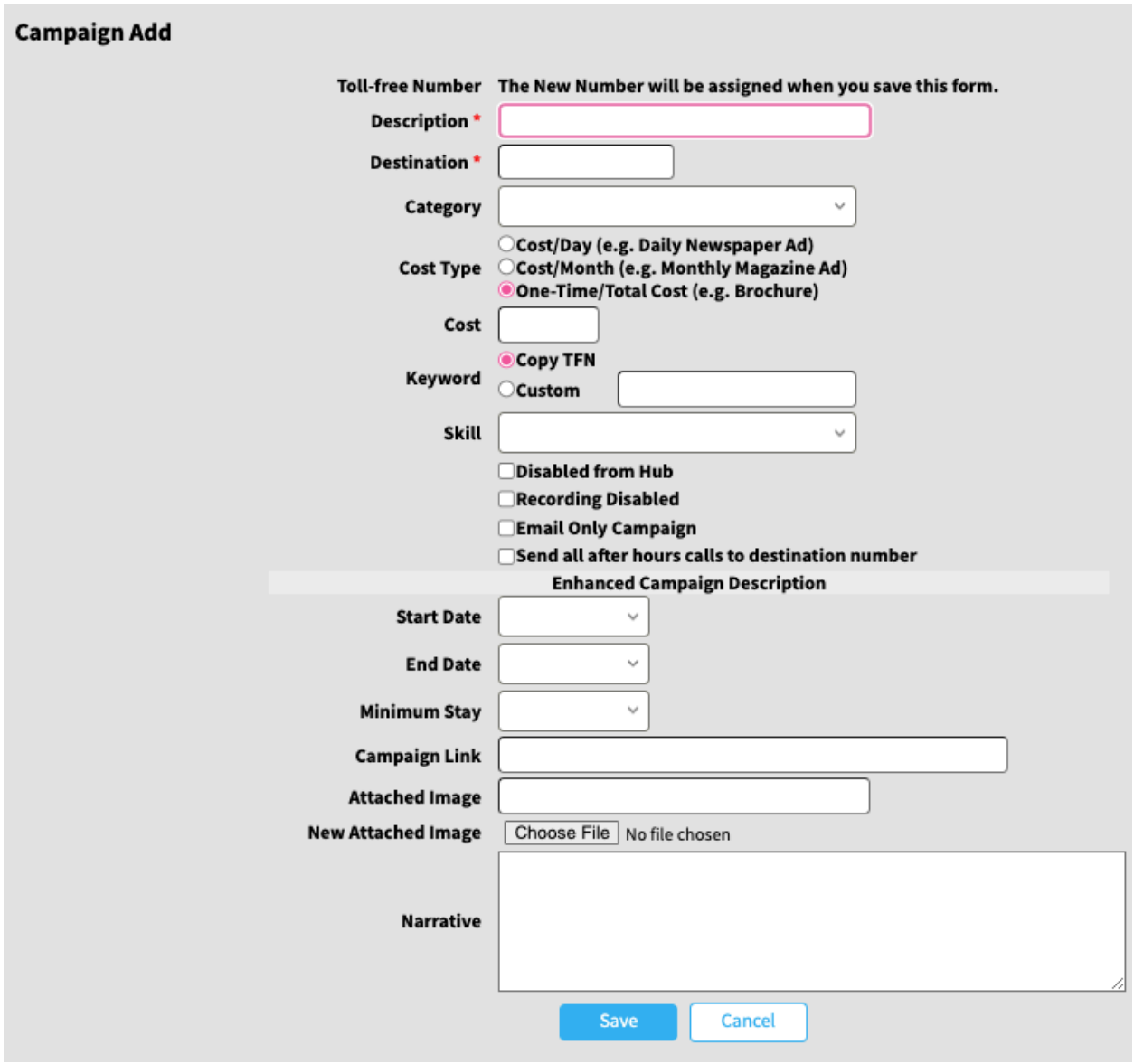


For assistance with accessing the Revinate Reservation Sales Suite please contact support@revinate.com.

New campaigns can be created by pressing the Add New button:



Campaigns are set up in this screen:



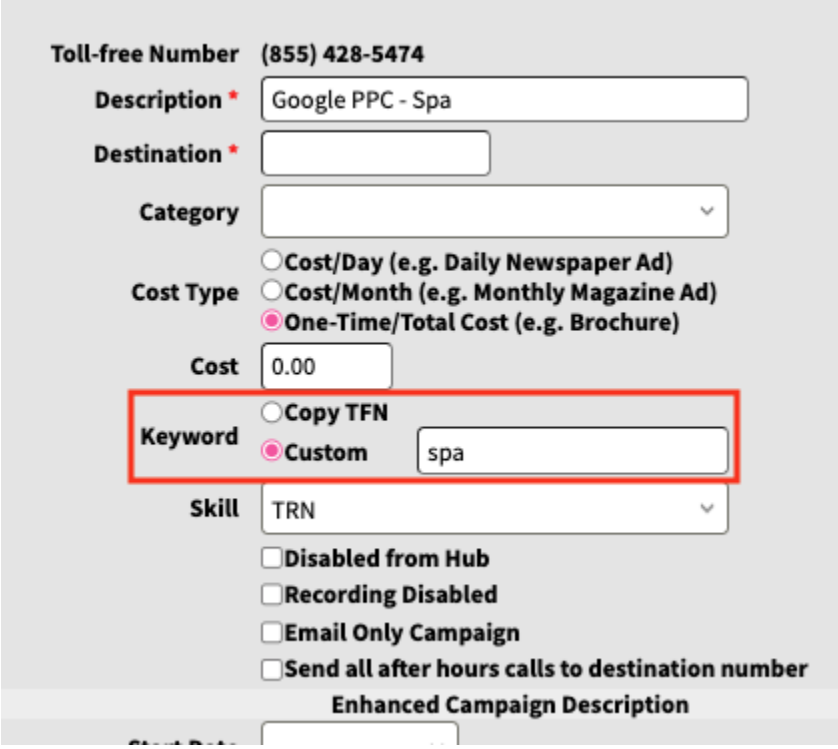
Field Descriptions:

Description: Input a value similar to the name that you intend to name your AdWords campaign.
Destination: Input the number that you would like these calls to be forwarded to from the TFN that will be generated.
Category: This is the category that this campaign resides under, all campaigns for PPC should be set to “Web – PPC”. If you are unsure which Category to pick "Web – Organic"
Cost: Can either be left blank or set to “0.00”
Keyword: This is the most important values to set, if left blank the keyword will be set once the campaign is saved to the value of the TFN that is assigned to the Campaign. Sometimes these numbers can be long however so it is recommended that you specify a short keyword related to the type of Campaign, in this example “Golf”.

Finding the Campaign Keyword

The campaign keyword can be found in the Revinate Reservation Sales Suite's Campaign Analysis report in the keyword column of the intended driving campaign:

The keyword will default to the raw toll free number assigned to the campaign but this can be updated to a custom value if you edit the Campaign. In the example below the campaign has been given a custom keyword of "golf":



Add NCK Value to Link

You will first need to determine the intended landing page the link sends visitors to. This could be your homepage or a page on the website that is specific to a promotion such as:

- www.myproperty.com
- www.myproperty.com/promotions/
- www.myproperty.com/promotions/welcome.aspx

Additionally, this landing page may include non-Revinate parameters such as:

- www.myproperty.com?utm_content=banner
- www.myproperty.com/promotions/welcome.aspx?utm_content=banner
- www.myproperty.com/promotions/?utm_content=banner&affiliateid=1234321

Once you've identified the intended landing page you can add the NCK value in the format of "nck=<<campaign keyword>>". Depending if the landing page already has parameters in it you will want to update as follows:

1) If the landing page does not contain any other parameters, the NCK value can be appended after a question mark (?).
2) If the landing page contains other parameters, the NCK value can be appended after an ampersand (&).

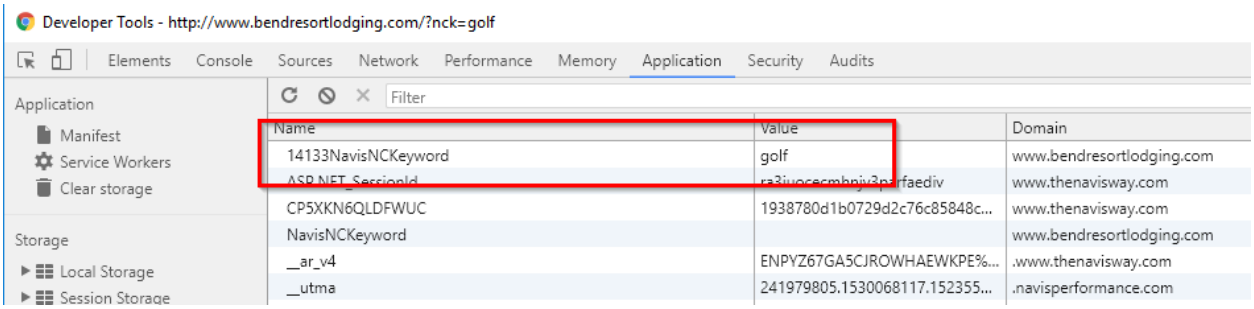
Adding the NCK value to the example landing pages to use a driving campaign that had a keyword of "golf" would result in the following:

- www.myproperty.com?nck=golf
- www.myproperty.com/promotions/?nck=golf
- www.myproperty.com/promotions/welcome.aspx?nck=golf
- www.myproperty.com?utm_content=banner&nck=golf
- www.myproperty.com/promotions/welcome.aspx?utm_content=banner&nck=golf
- www.myproperty.com/promotions/?utm_content=banner&affiliateid=1234321&nck=golf

Testing your updating link

You can test that your link is set up correctly if you have implemented the Revinate JavaScript library and Process Campaign Keyword code on your landing page. If you go to your updated link you should see that a cookie has been created with a value of your campaign keyword.

For example, if I visit my updating landing page link at http://www.bendresortlodging.com/?nck=golf I'd expect to see a cookie with a value of "golf" in place on the site:



Examples of Links Updated with NCK Value

The following links are valid as the 1st parameter follows a ? and the 2nd parameter follows an &:

- www.myproperty.com?nck=golf
- www.myproperty.com/?nck=golf
- www.myproperty.com/promotions/?nck=golf
- www.myproperty.com/promotions/welcome.aspx?nck=golf
- www.myproperty.com?mobileview=yes&nck=golf
- www.myproperty.com?nck=golf&mobileview=yes
- www.myproperty.com/promotions/?mobileview=yes&nck=golf
- www.myproperty.com?mobileview=yes&viewid=1234321&nck=golf

The following links are invalid:

- www.myproperty.com&nck=golf
  The first parameter should follow a ? and not an &

- www.myproperty.com/&nck=golf
  The first parameter should follow a ? and not an &

- www.myproperty.com/promotions/&nck=golf
  The first parameter should follow a ? and not an &

- www.myproperty.com?mobileview=yes?nck=golf
  The second parameter should follow an & and not a ?