



REVINATE

Campaign Keyword to
Booking Engine

Contents

- Expected Result..... 3
- Requirements..... 3
- Where to Implement..... 3
- What to Implement..... 3
- Link Update..... 3
 - Asynchronous Execution Option.....4
- Form Update..... 4
 - Asynchronous Execution Option.....5
- Implementation Example of Link Update.....5
- Asynchronous Execution Implementation Example of Link Update..... 6
- Implementation Example of Form Update.....7
- Asynchronous Execution Implementation Example of Form Update..... 7

Expected Result

When a guest moves to a different domain during the online booking process through a link or a form submission the driving marketing campaign keyword will follow the guest to the new domain.

Requirements

This code is dependent on and requires that the **Load Revinate JavaScript Library and Process Campaign Keyword** code be implemented using the instructions [here](#).

Implementing this code will require the following values, which should be provided by Revinate:

BOOKINGDOMAIN – This is the website domain that your booking engine resides on

KEYWORD – This is the keyword for your default website campaign

Where to Implement

Every form or link that moves the guest off the website domain as part of the online booking process will need to be updated to send the campaign keyword forward.

What to Implement

Link Update

There are multiple options for updating links depending if you want to update all links to the booking engine or a specific one:

1. Individual booking links can be updated by assigning them a unique id and running a `AppendNavisKeywordToLink` function call against this link:

```
<a href="https://www.bookingengine.com" id="booking-link">BOOK NOW</a>  
<script>AppendNavisKeywordToLink("booking-link");</script>
```

You can id the link as necessary as long as it is unique to the page and is referenced in the `AppendNavisKeywordToLink` function call that follows the link. The JavaScript will update the href of the anchor tag with the campaign keyword.

2. Every booking link on the page can be updated with the following JavaScript:

```
var BEList = document.querySelectorAll("a[href*='BOOKINGDOMAIN']");  
for (var BEIndex = 0; BEIndex < BEList.length; BEIndex++) {  
    BEList[BEIndex].setAttribute('href',  
    AppendNavisKeywordToURL(BEList[BEIndex].href));  
}
```

You will want to replace the **BOOKINGDOMAIN** placeholder with the domain of your booking engine. This JavaScript will update the href of all booking engine anchor tags with the campaign keyword.

3. Every booking link on the page can be updated with the following jQuery:

```
<script
src="https://ajax.googleapis.com/ajax/libs/jquery/3.4.1/jquery.min.js">
</script>
<script>
// Find all booking links and update with NAVIS campaign keyword
jQuery(document).ready(function() {
  jQuery("a[href*='BOOKINGDOMAIN']").each(function(i) {
    var bookingLink = jQuery(this);
    var bookhref = bookingLink.attr('href');
    bookingLink.attr('href', AppendNavisKeywordToURL(bookhref));
  });
});</script>
```

You can omit the 1st line if jQuery is already loaded on the page. You will want to replace the **BOOKINGDOMAIN** placeholder with the domain of your booking engine.

Asynchronous Execution Option

If you have implemented the Revinate JavaScript library using the Asynchronous Execution Option, you will need to trigger the code for the link update option you have selected to run after the DOMContentLoaded event fires. You can include your link update code in the same addEventListener code block used to implement the 2nd portion of the Revinate JavaScript library or you can add it to its own as shown in the Implementation Examples that follow.

The jQuery option presented here is already coded to run after the DOM content has been loaded so it does not need to be added to a DOMContentLoaded code block.

Form Update

Booking forms will require 3 separate updates:

1. Bookings forms will need to submit to the booking engine with the submission method set to "GET"
2. A hidden input field named "NCK" with a unique ID will need to be added
3. The value of the input field will be updated with a NavisSetHiddenKeywordFieldD function call that follows the close of the form.

```
<form action="https://www.bookingengine.com/rez.aspx" method="get">
<input type="hidden" name="NCK" value="KEYWORD" id="booking-form" />
...
</form>
<script>NavisSetHiddenKeywordFieldD('booking-form', 'KEYWORD');</script>
```

KEYWORD should be replaced with the keyword value provided by NAVIS.

You can rename the id of the hidden input field as long as it is unique to the page and is referenced in the NavisSetHiddenKeywordFieldD function call that follows the form. The JavaScript will update the value

of the input field with the campaign keyword. If there are other forms on the site that start the booking process, they will need to be updated in the same fashion with a unique id.

Asynchronous Execution Option

If you have implemented the Revinate JavaScript library using the Asynchronous Execution Option, you will need to trigger the code for the form update to run after the DOMContentLoaded event fires. You can include your form update code in the same addEventListener code block used to implement the 2nd portion of the Revinate JavaScript library or you can add it to its own as shown in the Implementation Example that follows.

Implementation Example of Link Update

1. Find the link that starts the online booking process:

```
<a href="https://www.bookingengine.com">BOOK NOW</a>
```

And update the tag with a unique id:

```
<a href="https://www.bookingengine.com" id="booking-link">BOOK NOW</a>
```

Following the link add the highlighted JavaScript which references the id of the link:

```
<a href="https://www.bookingengine.com" id="booking-link">BOOK NOW</a>  
<script>AppendNavisKeywordToLink("booking-link");</script>
```

2. To update all links to "synxis.com" using JavaScript you can add the following code after all the links:

```
<script>  
var BEList = document.querySelectorAll("a[href*='synxis.com']"); for  
(var BEIndex = 0; BEIndex < BEList.length; BEIndex++) {  
    BEList[BEIndex].setAttribute('href',  
AppendNavisKeywordToURL(BEList[BEIndex].href));  
}  
</script>
```

3. To update all links to "synxis.com" using jQuery you can add the following code to the page:

```
<script
src="https://ajax.googleapis.com/ajax/libs/jquery/3.4.1/jquery.min.js">
</script>
<script>
// Find all booking links and update with NAVIS campaign keyword
jQuery(document).ready(function() {
  jQuery("a[href*='synxis.com']").each(function(i) {
    var bookingLink = jQuery(this);
    var bookhref = bookingLink.attr('href'); bookingLink.attr('href',
    AppendNavisKeywordToURL(bookhref));
  });
});</script>
```

Asynchronous Execution Implementation Example of Link Update

1. Find the link that starts the online booking process:

```
<a href="https://www.bookingengine.com">BOOK NOW</a>
```

And update the tag with a unique id:

```
<a href="https://www.bookingengine.com" id="booking-link">BOOK NOW</a>
```

You will want to trigger the code to update the booking link to run after DOMContentLoaded event fires:

```
<script>
window.addEventListener('DOMContentLoaded', function() {
  AppendNavisKeywordToLink("booking-link");
});
</script>
```

2. To update all links to "synxis.com" using JavaScript you can trigger this code block to run after the DOMContentLoaded event fires:

```
<script>
window.addEventListener('DOMContentLoaded', function() {
  var BEList = document.querySelectorAll("a[href*='synxis.com']");
  for (var BEIndex = 0; BEIndex < BEList.length; BEIndex++) {
    BEList[BEIndex].setAttribute('href',
    AppendNavisKeywordToURL(BEList[BEIndex].href));
  }
});
</script>
```

Implementation Example of Form Update

Find the form that starts the online booking process:

```
<form action="https://www.bookingengine.com/rez.aspx">
```

Verify the form submission method is set to "get":

```
<form action="https://www.bookingengine.com/rez.aspx" method="get">
```

Within the form add a hidden input with a name of "NCK", a unique id, and a value provided by Revinate. For this example, the **KEYWORD** provided by Revinate is (no quotes) "organic":

```
<form action="https://www.bookingengine.com/rez.aspx" method="get">
...
<input type="hidden" name="NCK" value="organic" id="booking-form" />
...
</form>
```

Following the close of the form add the highlighted JavaScript which references the id of the hidden input:

```
</form>
<script>NavisSetHiddenKeywordFieldD('booking-form', 'organic');</script>
```

Asynchronous Execution Implementation Example of Form Update

Find the form that starts the online booking process:

```
<form action="https://www.bookingengine.com/rez.aspx">
```

Verify the form submission method is set to "get":

```
<form action="https://www.bookingengine.com/rez.aspx" method="get">
```

Within the form add a hidden input with a name of "NCK", a unique id, and a value provided by Revinate. For this example, the **KEYWORD** provided by Revinate is (no quotes) "organic":

```
<form action="https://www.bookingengine.com/rez.aspx" method="get">
...
<input type="hidden" name="NCK" value="organic" id="booking-form" />
...
</form>
```

To update the hidden input with the keyword you can trigger the form update code block to run after the DOMContentLoaded event fires:

```
<script>
window.addEventListener('DOMContentLoaded', function() {
  NavisSetHiddenKeywordFieldD('booking-form', 'organic');
});
</script>
```

How to Test

1. Set a test driving marketing campaign by reloading the page with "nck=test" in the URL.
2. Start the booking process by clicking the booking link/filling out the booking form:

Secure | <https://www.southcoastwinery.com/rooms/villas?nck=test>

855.269.6496 [click to chat](#) 91°F DATES 05.03.

Rooms:

DELUXE TWO QUEEN VILLA

from **\$215** per night

Book Now

BEDS: 2
ROOM SIZE: 575 SQ FT

TV | | |

This 575 square-foot villa features two queen beds, a fireplace and patio, with direct access to the vineyards.

[READ MORE](#)

3. Verify that when you arrive on the booking engine that "nck=test" or "NCK=test" is present in the URL:

https://gc.synxis.com/rez.aspx?Hotel=67102&Chain=17;308;nck=test



SELECT DATES

Arrival Date

Wednesday, May 03, 2017 

Departure Date

Thursday, May 04, 2017 

Adults

1 

Children

0 

≡ **Special Codes**

≡ **Advanced Search**