



REVINATE

GOOGLE ADS INTEGRATION

Google Ads Integration

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Google Ads Integration

Purpose

To provide lodging properties with a set of instructions for integrating their Google Ads Campaign performance data with the Revinate Reservation Sales Suite.

Requirements

To optimize the effectiveness of your Ads Campaign performance tracking, Revinate recommends that you implement Total Website Integration dynamic coding on your main website as well as your booking engine website.

Additionally, you will need to know the account # in order to set up the report to email Revinate correctly.

ACCOUNT – This is the Revinate account #

Ad Setup

To offer efficient reconciliation and tracking, each Ads Campaign within Google should have a matching Revinate Reservation Sales campaign. For ease of tracking, it is recommended that you do not use more than one Reservation Sales Campaign per Google Ads Campaign.

Campaign Tracking Set Up in Reservation Sales

Within the Revinate Reservation Sales Suite, set up a campaign that you intend to establish in Google Ads.

Campaign Add

Toll-free Number **The New Number will be assigned when you save this form.**

Description *

Destination *

Category

Cost Type
 Cost/Day (e.g. Daily Newspaper Ad)
 Cost/Month (e.g. Monthly Magazine Ad)
 One-Time/Total Cost (e.g. Brochure)

Cost

Keyword
 Copy TFN
 Custom

Skill

Disabled from Hub
 Recording Disabled
 Email Only Campaign
 Send all after hours calls to destination number

Enhanced Campaign Description

Start Date

End Date

Minimum Stay

Campaign Link

Attached Image

New Attached Image No file chosen

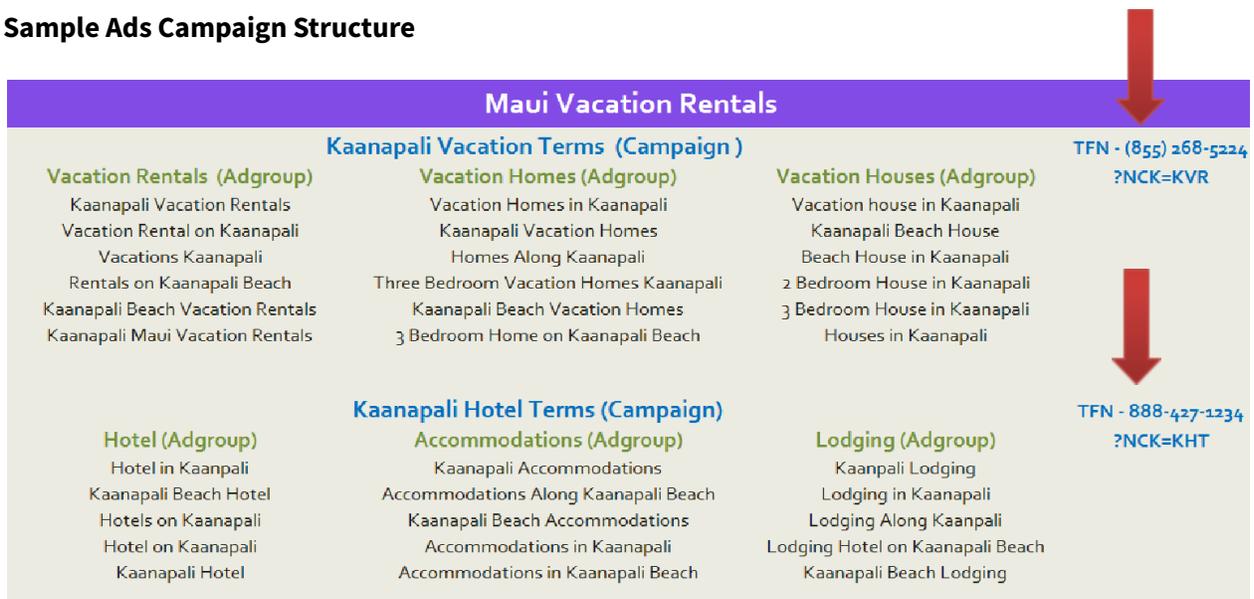
Narrative

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Fields explanation:

- Description: Input a value similar to the name that you intend to name your Ads 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”.
- Cost: Can either be left blank or set to “0.00”.
- Keyword: This is the most important value 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”.

Sample Ads Campaign Structure



Blue items are Campaigns.

Green items are AdGroups.

Items indicated by **red** arrows are toll-free numbers provided from Revinate Reservation Sales campaigns. The value after the ?NCK= is the Keyword in the Reservation Sales campaign. That keyword will trigger the corresponding TFN to display on the landing page when Total Website Integration has been implemented on your website and booking engine.

Creating Your Ad(s) Within Google Ads

Google Ads allows the creation of multiple different types of Ads. It is imperative that no matter the type of Ad created, the tracking parameter (?nck=keyword) is included in the Final URL area of the Ad creation window, indicated below.

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The screenshot shows the Google Ads 'New campaign' setup interface. At the top, there's a dark header with the Google Ads logo and 'New campaign'. Below this, a progress bar indicates three steps: '1 Select campaign settings' (checked), '2 Create ads' (active), and '3 Set up keywords'. The main content area is divided into two sections: 'Create ad group' and 'Create Ads'. Under 'Create ad group', there's a text input field for 'Ad group name' with the value 'Ad group 1'. The 'Create Ads' section has a sub-header and a description: 'To effectively reach potential customers, your ad should be informative, relevant, and engaging. Create 3 or more ads'. Below this is a large box with a '+ NEW AD' button. At the bottom, a 'New text ad' section is highlighted with a green box. It contains a 'Final URL' field with the value 'https://www.bendresortlodging.com/?nck=test' and a help icon (question mark) to its right. A 'Mobile' label is partially visible on the right side of the interface.

It is possible to specify the Final URL at the keyword level underneath the Ad. In this scenario the same rule applies, the NCK tracking parameter must be included on these keywords as shown below, within the Final URL area.

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The screenshot displays the Google Ads 'Keywords' section. At the top, it shows the campaign is 'Enabled', 'Status: Eligible', and 'Type: Standard'. Below this, there are tabs for 'SEARCH KEYWORDS', 'NEGATIVE KEYWORDS', 'SEARCH TERMS', and 'AUCTION INSIGHTS'. A chart area shows a line graph with a peak at 'Mar 25, 2019'. Below the chart, there's a filter for 'Keyword status: All but removed' and an 'ADD FILTER' button. The main part of the interface is a table with columns: Keyword, Status, Policy details, Final URL, Clicks, and Impr. The table contains three rows of keywords: 'bend resort', '*bend resort*', and '[bend resort]'. A modal window is open over the 'Final URL' column of the second row, showing the current URL 'https://www.bendresortlodging.com/?nck=test2' and a text input field containing 'www.example.com'. There is a checkbox for 'Use a different final URL for mobile' and 'CANCEL' and 'SAVE' buttons.

Keyword	Status	Policy details	Final URL	Clicks	Impr.
bend resort	Eligible	Eligible	https://www.bendresortlodging.com/?nck=test2	0	0
bend resort	Eligible	Eligible	Final URL	0	0
[bend resort]	Eligible	Eligible	www.example.com	0	0
Total: All					
Total: S...					
Total: A...					

Setting up the PPC reporting integration with Revinate Reservation Sales

To optimize your analysis of any PPC efforts, set-up a Google and/or MSN report to push Impressions, Cost, and Cost per Click data to the Revinate Reservation Sales Suite to calculate a Return on Ad Spend.

Return on Ad Spend offers you a valuable tool to critically assess the effectiveness of your campaigns. The cost information from Google is a key component in this review. Decisions can be based on data rather than speculation.

Step One – Enter an email address specifically for the reports.

Revinate posts the reports received based on the account number embedded in the email address. Please establish a specific email address, based on your account number, to push the desired Google report to Revinate:

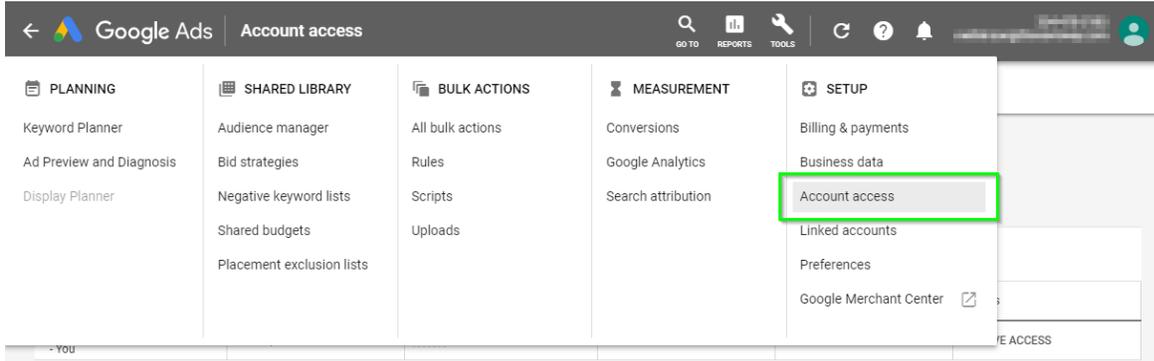
ACCOUNT@navismarketing.com

If your **ACCOUNT** was 12345 the email address that this report would send to would be:

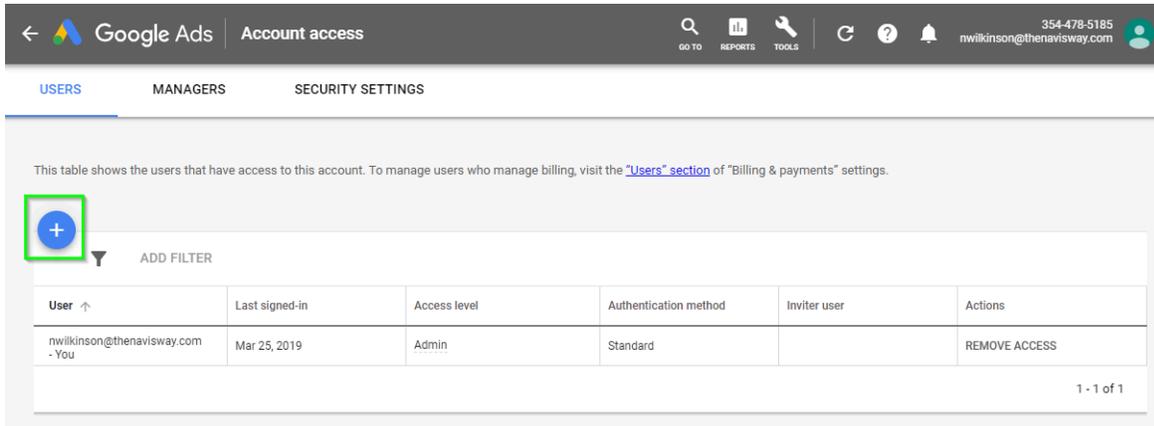
12345@navismarketing.com

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To add this email address as an option within your Ads account, select the Tools icon in the header, followed by the "Account access" option.



From there select the Add Users button:



Select "Email only", enter your email address and then select Send Invitation.

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Invite others to access this account

After your invitee accepts the emailed invitation, they'll have access to this account, 354-478-5185. If your invitee doesn't have a Google Account, they'll need to create one.

Access level

- Email only**
Receive notification emails and reports
- Read only**
Email only access, plus grant email-only access and browse campaigns, recommendations, tools, and account settings
- Standard**
Read only access, plus edit the account and its campaign
- Admin**
Standard access, plus manage account access and manager accounts

Email address
Email address

Subscribe user to emails:

- Disapproved ads and policy alerts
- Campaign maintenance alerts
- Ideas for improving campaign performance
- Industry-specific newsletter and product evaluation opportunities

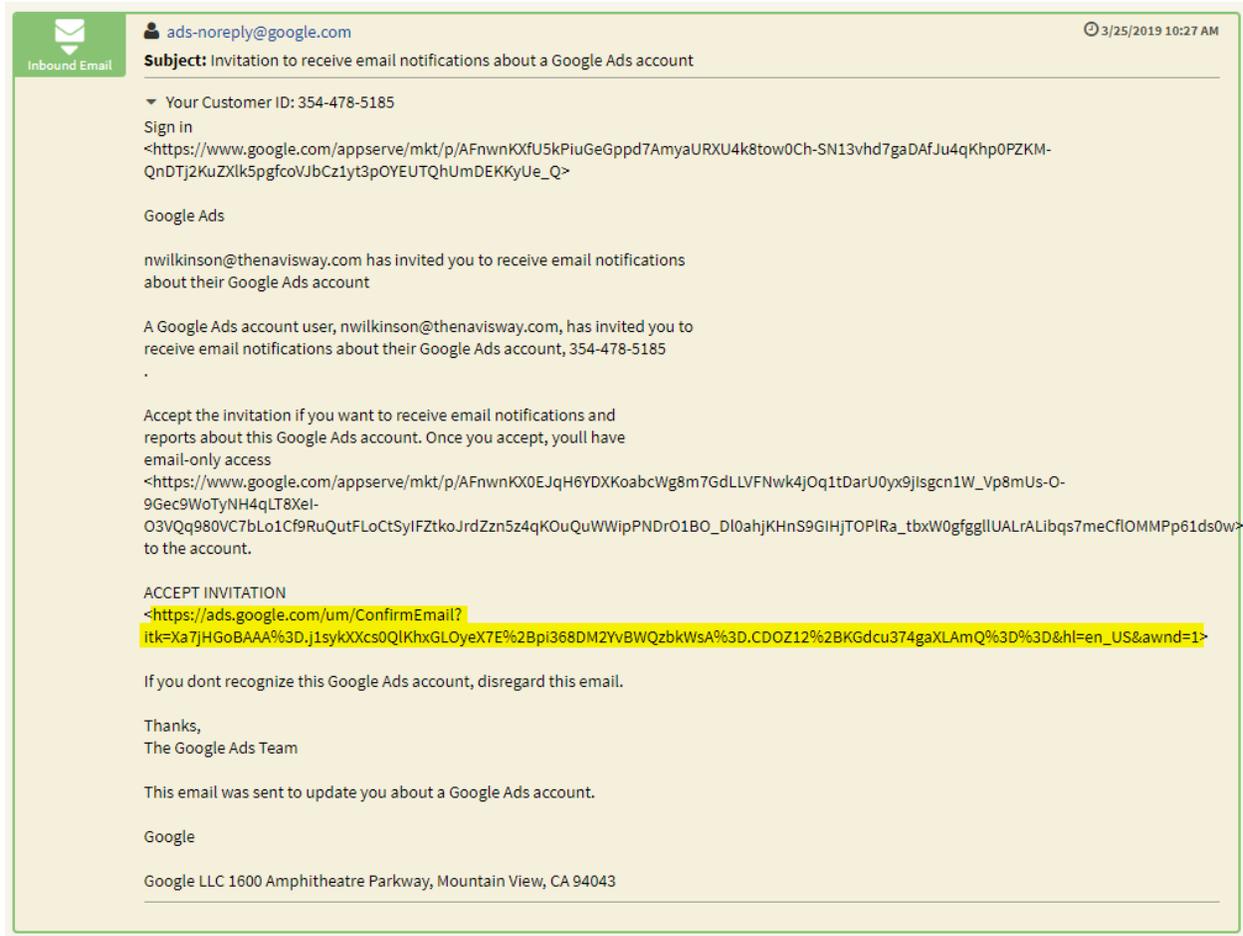
[CANCEL](#) [SEND INVITATION](#)

Step Two – In ELM Leads within Reservation Sales, accept the invitation from Google Ads.

Within Revinate Reservation Sales, navigate to the ELM Leads section and find the lead that has been created from the Google email invitation and click on the link within that message to accept the invitation (the lead may take up to a couple of hours to show up).

Contact Date/Time	Contact Type	Lead Status	Resp(hours)	RezForce Call Result	Firs
3/25/2019 10:27:34 AM	Email	Followup			Your Customer ID: 354-478-5185 Sign in <https://www.google.com/appserve/mkt/p/AFnwnKXfU5kPiuGeGppd7QnDTJ2KuZXlk5pgfcolJbCz1y3pOYEUTQhUmDEKkyUe_Q> Google Ads nwillkinson@thenavisway.com has invited you to receive email notificatio about their Google Ads account A Google Ads account user, nwillkinson@thenavisway.com, has invited you receive email notifications about their Google Ads account, 354-478-5185 Accept the invitation if you want to receive email notifications and reports about this Google Ads account. Once you accept, you'll have email-only access <https://www.google.com/appserve/mkt/p/AFnwnKX0EJqH6YDXKoabcO3VQq980VC7bLo1Cf9RuQuTfLoCtSylfZtkoJrdZzn5z4qK0uQuWWipPNDr to the account. ACCEPT INVITATION <https://ads.google.com/um/ConfirmEmail?tk=Xa7j

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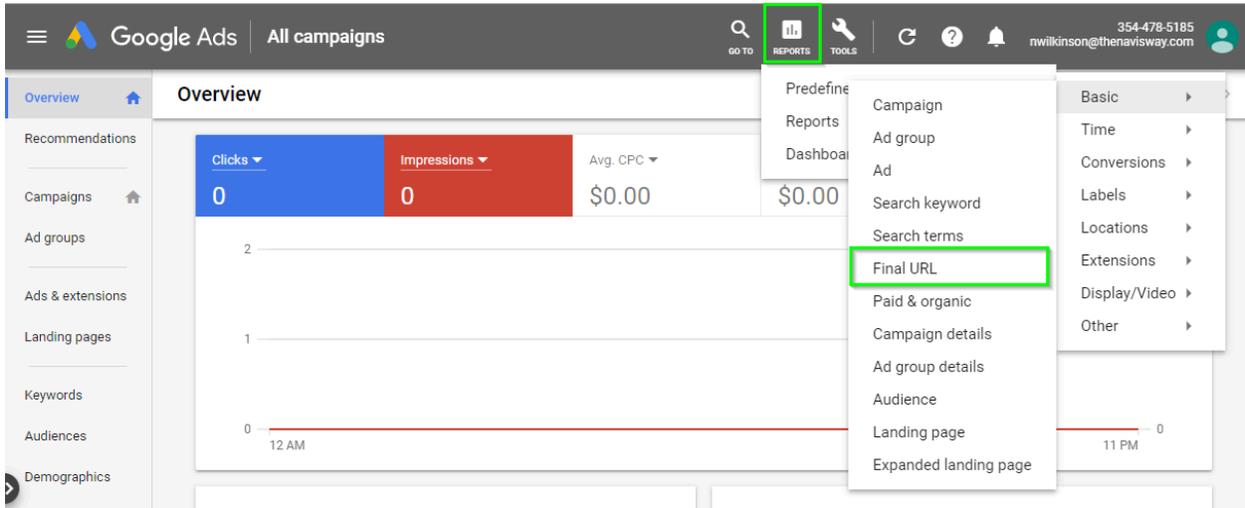


Now the email address has been set up to be able to receive email notifications from the Ads account.

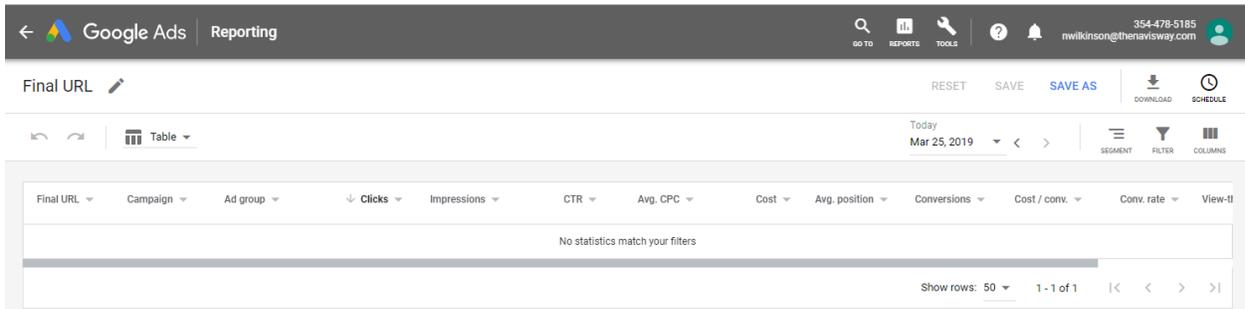
Step Three – Schedule Report

To schedule the report, click the Reports Icon in the header and select Predefined reports (Dimensions) > Basic > Final URL:

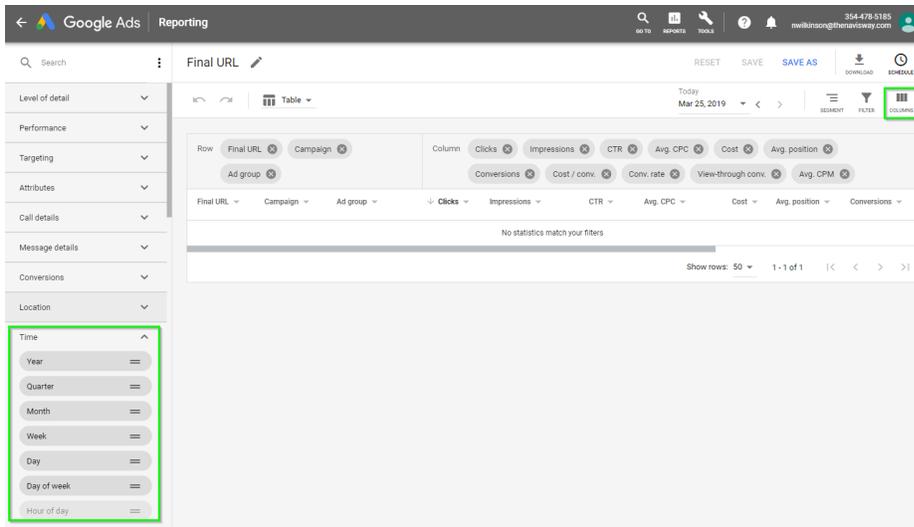
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This will display the Reporting view:

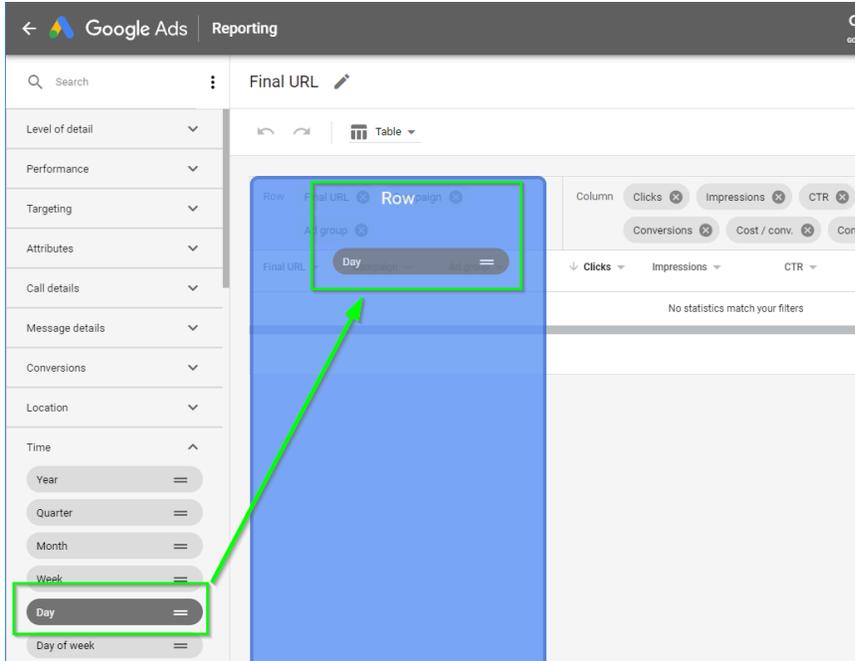


To include the day in the reporting click the Columns Icon and find the Time area:

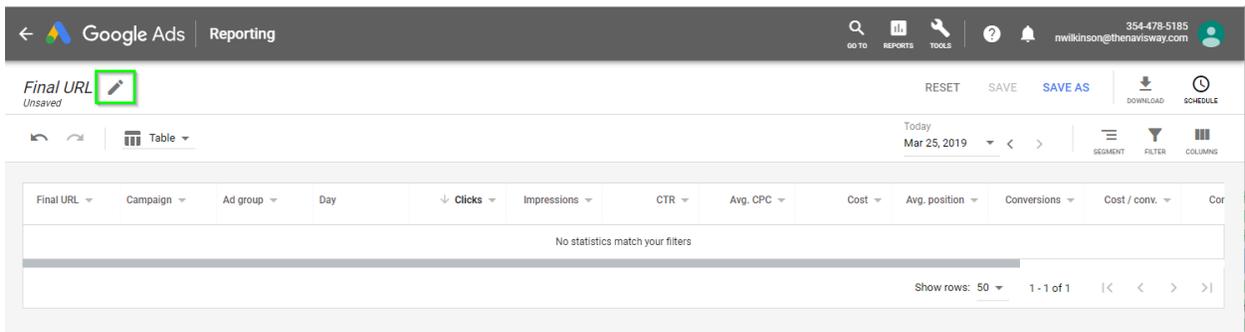


Drag the Day option into the Row area of the report

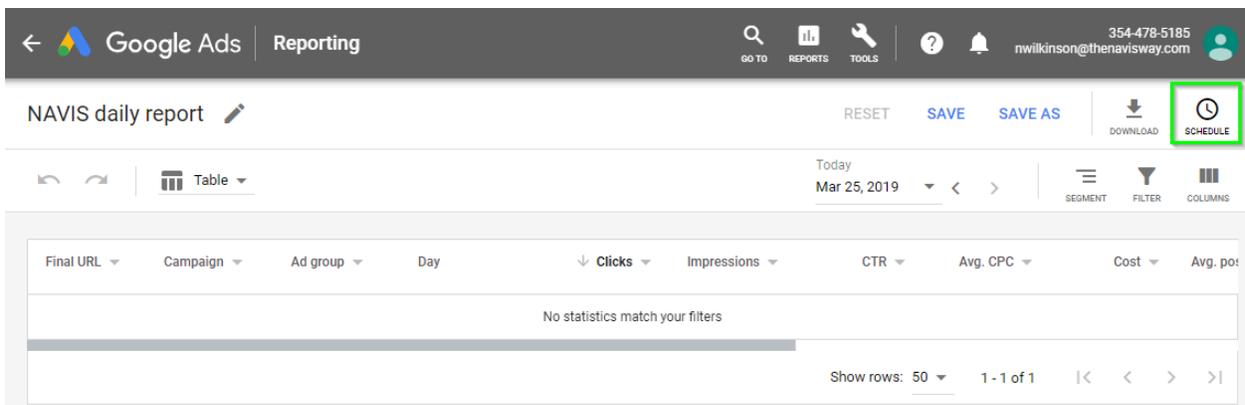
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You can name this report at anytime by selecting the Pencil icon near the report name:



Next, click the Schedule Icon:



This report will need to send Daily and in the .xml format:

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Schedule

Who do you want to share the report with?

Daily

.xml

Daily: You are scheduling reports to be sent daily, with data through the end of the previous day.

CANCEL SAVE

Click, "Who do you want to share the report with?" to select the @navismarketing.com email address this report will be emailed to:

Schedule

14133@navismarketing.com

Who do you want to share the report with?

nwilkinson@thenavisway.com

14133@navismarketing.com

All account users with access to view reports

CANCEL SAVE

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Click "Save" and the report will be scheduled to email Revinate daily.

Schedule

14133@navismarketing.com ✕

Who do you want to share the report with?

Daily ▼

.xml ▼

Daily: You are scheduling reports to be sent daily, with data through the end of the previous day.

CANCEL **SAVE**