

GOOGLE ADS INTEGRATION

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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

Campaign Add	
Toll-free Number	The New Number will be assigned when you save this form.
Description *	
Destination *	
Category	×
Cost Type	Ocost/Day (e.g. Daily Newspaper Ad) Ocost/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
	Enhanced Campaign Description
Start Date	v
End Date	~
Minimum Stay	~ ·
Campaign Link	
Attached Image	
New Attached Image	Choose File No file chosen
Narrative	
	Save Cancel

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

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

	Maui Vacation Rent	als	
k	(aanapali Vacation Terms (Campaign)		TFN - (855) 268-5224
Vacation Rentals (Adgroup) Kaanapali Vacation Rentals Vacation Rental on Kaanapali Vacations Kaanapali Rentals on Kaanapali Beach Kaanapali Beach Vacation Rentals Kaanapali Maui Vacation Rentals	Vacation Homes (Adgroup) Vacation Homes in Kaanapali Kaanapali Vacation Homes Homes Along Kaanapali Three Bedroom Vacation Homes Kaanapali Kaanapali Beach Vacation Homes 3 Bedroom Home on Kaanapali Beach	Vacation Houses (Adgroup) Vacation house in Kaanapali Kaanapali Beach House Beach House in Kaanapali 2 Bedroom House in Kaanapali 3 Bedroom House in Kaanapali Houses in Kaanapali	?NCK=KVR
	Kaanapali Hotel Terms (Campaign)		TFN - 888-427-1234
Hotel (Adgroup) Hotel in Kaanpali Kaanapali Beach Hotel Hotels on Kaanapali Hotel on Kaanapali Kaanapali Hotel	Accommodations (Adgroup) Kaanapali Accommodations Accommodations Along Kaanapali Beach Kaanapali Beach Accommodations Accommodations in Kaanapali Accommodations in Kaanapali Beach	Lodging (Adgroup) Kaanpali Lodging Lodging in Kaanapali Lodging Along Kaanpali Lodging Hotel on Kaanapali Beach Kaanapali Beach Lodging	?NCK=KHT

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.

Select campaign settings —	— 2 Create ads — 3 Set up keywords	
reate ad group		
n ad group contains one or more ads a	nd a set of related keywords. For best results, try to focus all the a	ads a
Ad group name	Ad group 1	
		_
reate Ads		
reate Ads	s, your ad should be informative, relevant, and engaging. Create 3 o	or m
reate Ads o effectively reach potential customers	s, your ad should be informative, relevant, and engaging. Create 3 o	or m
reate Ads o effectively reach potential customers	s, your ad should be informative, relevant, and engaging. Create 3 o	or m
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effectively reach potential customers	s, your ad should be informative, relevant, and engaging. Create 3 o	pr m
reate Ads o effectively reach potential customers	s, your ad should be informative, relevant, and engaging. Create 3 o	or m
reate Ads to effectively reach potential customers (NEW AD	s, your ad should be informative, relevant, and engaging. Create 3 o	or m
reate Ads b effectively reach potential customers • NEW AD New text ad	s, your ad should be informative, relevant, and engaging. Create 3 o	or ma
reate Ads b effectively reach potential customers effectively reach potential customers New AD New text ad Final URL	s, your ad should be informative, relevant, and engaging. Create 3 o	or m

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.

Overview	Enabled	Status: Eligible	Type: Standard	More details	*		
Recommendations	SEARCH KE	YWORDS NEGA	TIVE KEYWORDS	SEARCH	TERMS AUCTION II	NSIGHTS	
Ads & extensions							
Landing pages	2 —						
Keywords	1 —						
Audiences	0 —						
Demographics	•				Mar 25, 2019		
Placements	* •	Keyword status: All b	ut removed A	DD FILTER		Q =	NT COLUM
Settings		Keyword	Status	Policy details	Final URL	ψ Clicks	Imp
Devices		bend resort	Eligible	Eligible	https://www.bendresortl odging.com/?nck=test2	0	
Change history	•	"bend resort" 🧪	Eligible	Eligible	Final URL		
change history		[bend resort]	Eligible	Eligible	www.example.com		_
		Total: Al 💿			Use a different fina	l URL for mobile	
		Total: S 💿				CANCEL SAV	'E
		Totali 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

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.

🔶 🔥 Google Ac	S Account access		Q IL Q GO TO REPORTS TO	
PLANNING	BHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payments
Ad Preview and Diagnosis	Bid strategies	Rules	Google Analytics	Business data
Display Planner	Negative keyword lists	Scripts	Search attribution	Account access
	Shared budgets	Uploads		Linked accounts
	Placement exclusion lists			Preferences
				Google Merchant Center 🛛 💈
- You				/E ACCESS

From there select the Add Users button:

🗲 🔥 Google Ads	🔨 Google Ads 🛛 Account access			rs tools	G	?	Ļ	354-478-5185 nwilkinson@thenavisway.com	•
USERS MANAGERS	S SECURITY SETTIN	IGS							
This table shows the users that ha	This table shows the users that have access to this account. To manage users who manage billing, visit the <u>"Users" section</u> of "Billing & payments" settings.								
User 🛧	Last signed-in	Access level	Authentication method	Inviter	user			Actions	
nwilkinson@thenavisway.com - You	Mar 25, 2019	Admin	Standard					REMOVE ACCESS	
								1 - 1 of 1	

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

	Invite others to access this account After your invite accepts the emailed invitation, they'll have access to this account, 354-478-5185. If your invite 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 							
	O Standard Read only access, plus edit the account and its campaign							
	O Admin Standard access, plus manage account access and manager accounts							
Γ	Email address Email address							
Ľ	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).



	ads-noreply@google.com	3/25/2019 10:27 AM
Inbound Email	Subject: Invitation to receive email notifications about a Google Ads account	
	▼ Your Customer ID: 354-478-5185	
	Sign in	
	QnDTj2KuZXlk5pgfcoVJbCz1yt3pOYEUTQhUmDEKKyUe_Q>	
	Google Ads	
	nwilkinson@thenavisway.com has invited you to receive email notifications about their Google Ads account	
	A Google Ads account user, nwilkinson@thenavisway.com, has invited you to	
	receive email notifications about their Google Ads account, 354-478-5185	
	Accept the invitation if you want to receive email notifications and	
	email-only access	
	<https: afnwnkx0ejqh6ydxkoabcwg8m7gdllvfnwk4joq1tdaru0yx9jisgcn1w_vp8mus-o-<="" appserve="" mkt="" p="" th="" www.google.com=""><th></th></https:>	
	90ecsWo1yNH4QL18Xei- O3VQq980VC7bLo1Cf9RuQutFLoCtSyIFZtkoJrdZzn5z4qKOuQuWWipPNDrO1BO_Dl0ahjKHnS9GIHjTOPlRa_tbxW0gfggllUALrALibq to the account.	s7meCflOMMPp61ds0w
	ACCEPT INVITATION	
	<https: ads.google.com="" confirmemail?<="" td="" um=""><td></td></https:>	
	Itk=Xa7jHGoBAAA%3D.j1sykXXcs0QIKhxGLOyeX7E%2Bpi368DM2YvBWQzbkWsA%3D.CDOZ12%2BKGdcu374gaXLAmQ%3D%3D&	hl=en_US&awnd=1>
	If you dont recognize this Google Ads account, disregard this email.	
	Thanks,	
	The Google Ads Team	
	This email was sent to update you about a Google Ads account.	
	Google	
	Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043	

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:

= 🔥 Goo	gle Ads All cam	paigns	Q I	NORTS TOOLS	C ? 🌲 nwi	354-478-5185 Ikinson@thenavisway.com	
Overview 🔒	Overview			F	Predefine	Campaign	Basic >>>
Recommendations	Clicks 👻	Impressions -	Avg. CPC 🔻	[Dashboai	Ad group Ad	Time Conversions
Campaigns 🖍	0	0	\$0.00	\$	0.00	Search keyword Search terms	Labels > Locations >
Ads & extensions	2				_ [Final URL	Extensions > Display/Video >
Landing pages	1					Campaign details	Other >
Keywords						Audience	
Audiences Demographics	0 – 12 AM					Landing page Expanded landing page	11 PM

This will display the Reporting view:

← 🐴 Google Ads Reporting Q	🛄 🔧 🕜 🌲 nwilkinsongathenavisway.com 🎴
Final URL 🖍	RESET SAVE SAVE AS
	Today Mar 25, 2019 - < > SEGMENT FILTER COLUMNS
Final URL - Campaign - Ad group - ψ Clicks - Impressions - CTR - Avg. CPC - Cost - Avg. position	
No statistics match your filters	
	Show rows: 50 - 1 - 1 of 1 < < > >

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

🔶 🔥 Google	Ads Re	porting	Q 🛄 🍾 🧭 🌲 354478-5185
Q Search	i	Final URL 🖌	RESET SAVE SAVE AS
Level of detail	~	Ko 🔿 🖬 Table 🕶	Today Mar 25, 2019 → < > = ▼ spanner Figure Courses
Performance	~		
Targeting	~	Row Final URL 🔕 Campaign 🕲 Colur	nn Clicks 🕲 Impressions 🕲 CTR 🕲 Avg. CPC 🕲 Cost 🕲 Avg. position 🕲
Attributes	~	Ad group 🔞	Conversions 🕲 Cost / conv. 😒 Conv. rate 🕲 View-through conv. 🕲 Avg. CPM 🕲
Call details	~	Final URL	ks v Impressions v CTR v Avg. CPC v Cost v Avg. position v Conversions v
Message details	~		No statistics match your filters
Conversions	~		Show rows: 50 * 1 - 1 of 1 < < > >
Location	~		
Time	^		
Year	=		
Quarter	=		
Month	=		
Week	=		
Day	=		
Day of week	=		
Hour of day	=		

Drag the Day option into the Row area of the report

← 🔥 Google	Ads Rej	porting	Q. ***
Q Search	:	Final URL 🧪	
Level of detail	~	Table 🔻	
Performance	~		
Targeting	~	Row F tal URL S Rowpaign S	Column Clicks Compressions CTR Conversions
Attributes	~		
Call details	~		
Message details	~	1	No statistics match your filters
Conversions	~		
Location	~		
Time	^		
Year	=		
Quarter	=		
Month	=		
Week			
Day	=		
Day of week	=		

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

← 🔥 Google Ads	Reporting		🔍 🛄 🔧 🕜 🌲 nwilkinson@thenavisway.com
Final URL			RESET SAVE SAVE AS
Table -			Today Mar 25, 2019 - <> E V III SESMENT FLTER COLUMNS
Final URL 👻 Campaign 👻	Ad group 👻 Day	↓ Clicks → Impressions → CTR → Avg.	CPC - Cost - Avg. position - Conversions - Cost / conv Cor
		No statistics match your filters	
			Show rows: 50 - 1 - 1 of 1 < < > >

Next, click the Schedule Icon:

← 🔨 Google Ads Reporting Q	ቬ 🔧 🥐 🌲 nwilkinson@thenavisway.com
NAVIS daily report 🧪	RESET SAVE SAVE AS
Table 🔻	Today Mar 25, 2019 ▼ < >
Final URL - Campaign - Ad group - Day 4 Clicks - Impressions -	CTR - Avg. CPC - Cost - Avg. po
No statistics match your filters	
	Show rows: 50 ▼ 1-1 of 1 < < > >

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

Schedule Who do you want to share the rep	ort with?	
Daily	Ŧ	Daily: You are scheduling reports to be sent daily, with data through the end of the previous day.
.xmi	*	
		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:

14133@navismarketing.com 🔕	
Who do you want to share the report with?	
nwilkinson@thenavisway.com	re sending a one-time
✓ 14133@navismarketing.com	pients will see the most ed on the time they open
All account users with access to view reports	
	-

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

14133@navismar	keting.com 🛞	
Who do you want to s	hare the report with?	
Daily	*	Daily: You are scheduling reports to be sent daily, with data through the end of the previous day.
.xml	Ŧ	