

<b>Document</b>	Auction Insights Report – Partner Facing V05
<b>Vertical</b>	Hotels
<b>Version</b>	2024.10
<b>Last Updated</b>	October 14, 2024

Updates from V04 are indicated in red

## Overview

Skyscanner's hotel auction generates data that partners can use to further refine bidding strategies, and the Auction Insights report is designed to share this data and their bidding opportunities therein with those partners. This report is delivered to partners daily, summarizing auction activity where their inventory was present during the previous day (GMT 0:00 to 24:00). API access for ad-hoc reporting in the first iteration of this report (V01) is not available, but we expect it to come at some point in 2024. For all impressions in a campaign-group- combination, the report will provide the partner with data related to date selection, display rank, impressions, auction participation, availability, pricing, and bid information.

Please ask your account manager for use cases. In subsequent versions of this document we will include them but they are available in an ad-hoc format via your account manager.

The report naming convention is as follows:

partnername\_auction\_insights\_report\_YYYYMMDD.csv

The Auction Insights Report (V01) has the following levels of **aggregation**:

- 1) Date
- 2) Partner Name
- 3) Campaign Name
- 4) Group
- 5) Partner Property ID
- 6) Skyscanner Property ID
- 7) Length of Stay
- 8) Number of Guests
- 9) Check In Date
- 10) Booking Window
- 11) Display Rank
- 12) Length of Stay Multiplier
- 13) Booking Window Multiplier
- 14) Guests Multiplier

For each of these 14 levels of aggregation, the following **performance metrics** are provided in the Auction Insights Report (V01):

- 1) Average Bid
- 2) Hotel Impressions
- 3) Impressions Missed Due to Availability
- 4) Impressions Missed Due to Bid
- 5) Clicks
- 6) Cost
- 7) Average Base Price
- 8) Average Taxes and Fees
- 9) Beat Pricing Impressions
- 10) Meet Pricing Impressions
- 11) Average Display Price Difference

### **Functionality of This Report**

- **Daily Report:** This report is sent out daily, applicable for the previous day's performance for that partner's inventory and bidding activity on Skyscanner. A day is measured in GMT, starting 0:00 and ending at 24:00. Bid ingestion and bounce times (when bids are live) are independent to this reporting cycle. The report is delivered daily to partners via SFTP. Ad hoc reports are not yet available, but may come in a later release.
- **Information on Every Impression:** We aim to provide partners with performance feedback based on every relevant impression to their inventory on Skyscanner. Data is made available for partners who have successfully submitted a bid into our system (markets where legacy business models of CPA/flat CPC are still in effect do not receive this data), and when an impression is generated by a customer search on Skyscanner. The report reflects all movement of partner offers due to auction promotion logic, rotation logic, and other levers to increase or decrease prominence.

### **Report Contents:**

- 1) Date
  - a. Descriptor variable
  - b. Column heading: date
  - c. Time zone for calculation is Greenwich Mean Time (GMT)
  - d. Value is in YYYY-MM-DD format (for example, 2024-04-22)
- 2) Partner Name
  - a. Descriptor variable
  - b. Column heading: partner\_name

- c. Skyscanner associated partner name
  - d. Value is a string
- 3) Campaign Name
  - a. Aggregation variable
  - b. Column heading: campaign\_name
  - c. Campaign describes the geo and device designated by the partner (for example, US-Desktop) for this aggregation
  - d. Value is a string
- 4) Group
  - a. Aggregation variable
  - b. Column heading: group
  - c. The group assigned for this aggregation
  - d. Value is an integer between 1 and 10
- 5) Partner Property ID
  - a. Aggregation variable
  - b. Column heading: partner\_property\_id
  - c. The partner-provided property ID for this aggregation
  - d. Value is a string
- 6) Skyscanner Property ID
  - a. Descriptor variable
  - b. Column heading: skyscanner\_id
  - c. Skyscanner's own property ID for this aggregation
  - d. Value is a positive integer
- 7) Length of Stay
  - a. Aggregation variable
  - b. Column heading: los
  - c. Length of stay, as searched for by Skyscanner customers for this aggregation
  - d. Value is a positive integer greater than or equal to 1
- 8) Number of Guests
  - a. Aggregation variable
  - b. Column heading: guests
  - c. Number of guests (adults and children total), as searched for by Skyscanner customers for this aggregation
  - d. Value is a positive integer, greater than or equal to 1
- 9) Check In Date
  - a. Aggregation variable
  - b. Column heading: check\_in\_date

- c. Check in date as searched for by Skyscanner customers for this aggregation
- d. Value is in YYYY-MM-DD format (for example, 2024-04-22)

10) Booking Window

- a. Aggregation variable
- b. Column heading: bw
- c. Booking window as searched for by Skyscanner customers for this aggregation
- d. Value is a positive integer, greater than or equal to zero

11) Display Rank

- a. Aggregation variable
- b. Column heading: display\_rank
- c. The display rank, from 1 to many that describe this particular aggregation. If a partner's rank fluctuates during the course of that reporting day, multiple aggregations (rows) would appear
- d. The value '-1' indicates that the partner was not shown in that auction.

12) Average Bid

- a. Descriptor variable
- b. Column heading: bid\_average\_gbp\_pence
- c. Partner's average final bid for this itinerary for that day (final transformed bid, inclusive of multipliers). In the event of display\_rank = -1, this value will be NULL.
- d. Value is an integer, in GBP Pence (whereby £1.00 would show as '100')

13) Length of Stay Multiplier

- a. Aggregation variable
- b. Column heading: los\_multiplier
- c. Length of stay multiplier, as specified by the partner and applied for this particular aggregation
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

14) Booking Window Multiplier

- a. Aggregation variable
- b. Column heading: bw\_multiplier
- c. Length of stay multiplier, as specified by the partner and applied for this particular aggregation
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

15) Guests Multiplier

- a. Aggregation variable
- b. Column heading: guests\_multiplier

- c. Number of guests multiplier, as specified by the partner and applied for this particular aggregation
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

16) Check In Date (for multiplier delineation)

- a. Aggregation variable
- b. Column heading: cid
- c. Check in date, but only populated when partner has specified a check in date multiplier (present if multiplier assigned)
- d. Value is in YYYY-MM-DD format (for example, 2024-04-22)

17) Check in Date Multiplier

- a. Aggregation variable
- b. Column heading: cid\_multiplier
- c. Multiplier for specific check in date value, present if multiplier assigned
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

18) Day of Week

- a. Aggregation variable
- b. Column heading: dow
- c. Day of week for this aggregation (1 = Monday, etc), present if multiplier assigned
- d. Value is an integer from 1 to 7

19) Day of Week Multiplier

- a. Aggregation variable
- b. Column heading: dow\_multiplier
- c. Multiplier for specific day of week, present if multiplier assigned
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

20) Flights Customer

- a. Aggregation variable
- b. Column heading: fc
- c. When a partner has specified that they would like to add a multiplier for flights customers, the aggregation will show 'TRUE' here. Otherwise, when a multiplier is not specified, or that aggregation does not contain a flights customer, this will be blank.
- d. Value (string) will be 'TRUE' or blank

21) Flights Customer Multiplier

- a. Aggregation variable
- b. Column heading: fc\_multiplier
- c. Multiplier for flights customer, present if multiplier assigned
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

22) Time of Day

- a. Aggregation variable
- b. Column heading: tod

- c. Time of day for this aggregation, where 0 indicates that the customer, in the customer's time zone was searching at 0:00 (12:00am), present if multiplier assigned
- d. Value is an integer from 0 to 23

23) Time of Day Multiplier

- a. Aggregation variable
- b. Column heading: tod\_multiplier
- c. Multiplier for time of day, present if multiplier assigned
- d. Value (float) is from 0 to 10, with decimals extending to the hundredths (1.23)

24) Hotel Impressions

- a. Performance variable
- b. Column heading: hotel\_impressions
- c. The total number of impressions (times a hotel was seen by Skyscanner customers) for that aggregation for that single day reporting period.
- d. Value is a positive integer greater than or equal to zero

25) Availability Impressions Missed (*now available*)

- a. Performance variable
- b. Column heading: avail\_impressions\_missed
- c. The total number of impressions that the partner missed due to availability issues.
- d. Value is a positive integer greater than or equal to zero

26) Clicks

- a. Performance variable
- b. Column heading: clicks
- c. The number of clicks received for that aggregation on that single day reporting period
- d. Value is a positive integer greater than or equal to zero

27) Cost

- a. Performance variable
- b. Column heading: cost\_gbp\_pence
- c. The sum of all costs from that aggregation, reported in GBP Pence (whereby £1.00 would show as '100')
- d. Value is a positive integer greater than or equal to zero

28) Average Base Price

- a. Performance variable
- b. Column heading: base\_price\_gbp\_pence\_avg
- c. Average base price in GBP Pence (whereby £1.00 would show as '100') for that aggregation
- d. Value is a positive integer greater than zero (value is NULL when display\_rank = -1)

29) Average Tax and Fees

- a. Performance variable
- b. Column heading: taxes\_fees\_gbp\_pence\_avg
- c. Average tax and fees in GBP Pence (whereby £1.00 would show as '100') for that aggregation
- d. Value is a positive integer greater than or equal to zero (value is NULL when display\_rank = -1)

30) Beat Pricing Impressions

- a. Performance variable
- b. Column heading: beat\_pricing\_impressions
- c. Number of impressions where the partner has the best display price for that aggregation
- d. When display\_rank = -1, this value will always be blank or NULL
- e. Value is a positive integer greater than or equal to zero

31) Meet Pricing Impressions

- a. Performance variable
- b. Column heading: meet\_pricing\_impressions
- c. Number of impressions where the partner is tied for the best display price for that aggregation
- d. Value is NULL when display\_rank = -1
- e. Value is a positive integer greater than or equal to zero

32) Average Price Difference

- a. Performance variable
- b. Column heading: price\_difference\_gbp\_pence\_avg
- c. Average difference between the best, or next best displayed price vs the partner's for that aggregation, displayed in GBP Pence (whereby £1.00 would show as '100')
- d. For all impressions where the partner's price is the cheapest, the value will be negative. When the partner's price is higher, the value will be positive. This aggregation will display the average across all impressions
- e. Value is NULL when display\_rank = -1
- f. Value is an integer, positive or negative

33) Bid Impressions Missed (updated column order)

- a. Performance variable
- b. Column heading: chm\_impressions\_missed
- c. The total number of impressions that the partner missed due because their bid was below Skyscanner's Campaign Hotel Minimum (CHM)
- d. Value is a positive integer greater than or equal to zero

### Use Cases For Understanding This Report:

Please refer to the file 'SAMPLE\_auction\_insights\_report\_20240606.csv', which your account manager can send you for the following examples on how certain user/bidder actions would manifest in the auction insights report. Some rows in that report are described below. Please reach out to your account manager for any additional clarifications or training requested.

#### Row 2:

- Data is aggregated in this row shows:
  - campaign name = UK-Desktop
  - partner hotel = 100006,
  - length of stay (los) = 1
  - guests = 2
  - booking window (bw) = 10
  - display rank = -1 (partner was not shown)
  - average bid = 10
  - los multiplier = 1
  - bw multiplier = 1
  - guests multiplier = 1
- Performance data in this row shows:
  - hotel impressions = 10 (this partner missed 10 hotel impressions with this aggregation)
  - avail impressions missed = 0 (zero of the 10 impressions were missed because of a lack of availability)
  - **chm** impressions missed = 10 (for all 10 impressions, the partner was missing due to a bid that was too low)
  - clicks = 0 (because the partner was not displayed, there were no clicks)
  - cost = 0
  - pricing data is not available when partners are not present in the auction

#### Row 4:

- Data is aggregated in this row shows:
  - campaign name = UK-Desktop
  - partner hotel = 100006,
  - length of stay (los) = 2
  - guests = 2
  - booking window (bw) = 10
  - display rank = 3 (partner was shown in rank 3)
  - average bid = 12



- los multiplier = 1.2
- bw multiplier = 1
- guests multiplier = 1
  
- Performance data in this row shows:
  - hotel impressions = 8 (this partner was shown 8 times with this aggregation)
  - avail impressions missed = 0 (partner had no missed impressions because of availability)
  - bid impressions missed = 0 (partner had no missed bid impression because of bid)
  - clicks = 1
  - cost = 11
  - base price = 10000 (partner's average base price for this aggregation was 100 GBP)
  - tax and fees = 2000 (partner's average tax and fees for this aggregation was 20 GBP)
  - beat pricing impressions = 8 (partner's display price was the cheapest for all 8 impressions in this aggregation)
  - meet pricing impressions = 0 (partner was not tied for lowest with any other partner for all 8 impressions at this aggregation)
  - price difference average = -500 (partner's display price for this aggregation was on average 5 GBP cheaper than any other partner).