

<b>Document</b>	Click Report – Partner Facing V03
<b>Vertical</b>	Hotels
<b>Version</b>	2024.10
<b>Last Updated</b>	October 7, 2024

### Changes from V02 to V03 marked in RED

#### Overview

This report outlines the details surrounding every click (also referred to as 'redirect') that goes to partners. Every row is a unique click from Skyscanner to the partner. CSV files will be sent daily via SFTP to provide click data on the previous day's activity. A day is from 0:00 to 24:00 GMT.

The report naming convention is as follows:

partnername\_click\_report\_YYYYMMDD.csv

#### Report Columns

- 1) Partner Name
  - a. Column heading: partner\_name
  - b. Format: string
  
- 2) Date
  - a. Column heading: date
  - b. Format: YYYY-MM-DD
  - c. Example, 2024-04-22
  
- 3) Hour of Day
  - a. Column heading: hour
  - b. Format: integer from 0 to 23
  - c. Example: 13 (13:00 or 1pm GMT)
  
- 4) Date and Time
  - a. Column heading: clicktimestamp\_GMT
  - b. This is the time that the click exited Skyscanner in GMT
  - c. Format: YYYY-MM-DD HH:MM:SS
  - d. Example: 2024-04-24 15:00:00
  
- 5) Redirect ID
  - a. Column heading: redirect\_id
  - b. This is Skyscanner's unique ID for every single click (aka 'redirect') that leaves the site bound for an external partner

- c. Format: string
  - d. Example: *3cf0e741-5e4b-4ea0-a3e2-e7368dc942fa*
  
- 6) Campaign Name
  - a. Column heading: `campaign_name`
  - b. Format: string
  - c. Example: US-App
  
- 7) Group
  - a. Column heading: `group`
  - b. Format: integer 1 to 10
  
- 8) Skyscanner Property ID
  - a. Column heading: `skyscanner_id`
  - b. Format: integer
  
- 9) Partner Property ID
  - a. Column heading: `partner_property_id`
  - b. Format: String
  
- 10) Cost
  - a. Column heading: `cost_gbp_pence`
  - b. Format: integer denoting pence (whereby £1.00 would show as '100')
  - c. Example: *100* (equivalent to £1.00)
  
- 11) Length of Stay
  - a. Column heading: `los`
  - b. Format: integer
  - c. Example: *5* (denotes a 5 day length of stay)
  
- 12) Length of Stay Multiplier
  - a. Column heading: `los_multiplier`
  - b. Partner-set multiplier for that itinerary
  - c. Format: float (2 decimal places) between 0 and 10.
  - d. Example: *1.23*
  
- 13) Booking Window
  - a. Column heading: `bw`
  - b. Number of days between click date and check in date
  - c. Format: integer
  - d. Example: *5* (denotes a 5 day booking window)
  
- 14) Booking Window Multiplier
  - a. Column heading: `bw_multiplier`
  - b. Partner-set multiplier for that itinerary
  - c. Format: float (2 decimal places) between 0 and 10.
  - d. Example: *1.23*
  
- 15) Guests

- a. Column heading: guests
- b. Number of guests (including children) for that click
- c. Format: integer
- d. Example: 3 (denotes a 3 guests)

16) Guests Multiplier

- a. Column heading: guests\_multiplier
- b. Partner-set multiplier for that itinerary
- c. Format: float (2 decimal places) between 0 and 10.
- d. Example: 1.23

17) Check In Date (for cid multiplier)

- a. Column heading: cid
- b. When check in date multiplier invoked, this will be populated with the check in date.
- c. Format: YYYY-MM-DD
- d. Example, 2024-04-22

18) Check In Date Multiplier

- a. Column heading: cid\_multiplier
- b. Partner-set multiplier for that check-in date
- c. Format: float (2 decimal places) between 0 and 10.
- d. Example: 1.23

19) Day of Week

- a. Column heading: dow
- b. When day of week multiplier invoked, this will be populated with that value
- c. Format: integer
- d. Example, 1 (indicates that the click occurred on a check in date that was Monday in the hotel's time zone)

20) Day of Week Multiplier

- a. Column heading: dow\_multiplier
- b. Partner-set multiplier for that target day of week
- c. Format: float (2 decimal places) between 0 and 10.
- d. Example: 1.23

21) Flight Customer Flag

- a. Column heading: fc
- b. When partners have specified a flights customer multiplier AND the click is from a customer meeting that condition, the value will equal 'TRUE', all other situations this will be blank
- c. Format: string ('TRUE') or blank
- d. Example, TRUE (indicates that a flights customer clicked on the partner's offer when a flights customer multiplier was populated.)

22) FC Multiplier

- a. Column heading: fc\_multiplier
- b. Partner-set multiplier for flights customers

- c. Format: float (2 decimal places) between 0 and 10.
- d. Example: 1.23

#### 23) Time of Day

- a. Column heading: tod
- b. When time of day multiplier invoked, this will be populated with that value
- c. Format: integer (0 to 23)
- d. Example, 3, indicates that user's search which led to a click occurred between the hours of 3:00 and 4:00 (3am to 4am) based on the user's time zone

#### 24) Time of Day Multiplier

- a. Column heading: tod\_multiplier
- b. Partner-set multiplier for that time of day
- c. Format: float (2 decimal places) between 0 and 10.
- d. Example: 1.23

#### 25) Check in Date

- a. Column heading: check\_in\_date
- b. Check in date as searched for by Skyscanner customers for this aggregation
- c. Value is in YYYY-MM-DD format (for example, 2024-04-22)

#### 26) Day of Week

- a. Column heading: day\_of\_week
- b. Day of week of check-in date as recorded using GMT
- c. Format: string ("Monday", or "Tuesday", etc)
- d. Example: *Monday*

#### 27) Display Rank

- a. Column heading: display\_rank
- b. The display rank, from 1 to many that describe this click
- c. Format: integer (1 to many)
- d. Example: 2 (denotes that this click was from the partner occupying the second position)

#### 28) Bid

- a. Column heading: bid\_gbp\_pence
- b. Partner's transformed bid for this itinerary for that day (final transformed bid means it is inclusive of multipliers). Value is presented in GBP pence
- c. Format: integer
- d. Example: 100 (equivalent to £1.00)

