

Document	Multiplier File Submission Guide – Partner Facing V06
Vertical	Hotels
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Overview

Skyscanner uses both bid files and multiplier files to provide partners with granular control over their per night bids. This document describes the implementation and usage of the multiplier file.

Bid File and Multiplier File Overview

CPC Bidding on Skyscanner Hotels

Skyscanner's CPC (cost per click) bidding is being introduced to allow partners greater granularity over the traffic they receive from Skyscanner hotels. Prior to the introduction of CPC bidding, partners could only specify either flat CPCs or CPA agreements across all itineraries for any given platform + user market. The introduction of the CPC bidding model allows for partners to value itineraries with different weightings. When activated for that market (across all platforms therein), partners can indicate their bids for that itinerary. Bids and other factors are prime determinants for the prominence that offer will receive, as outlined in the document *Hotels Core Auction Logic*.

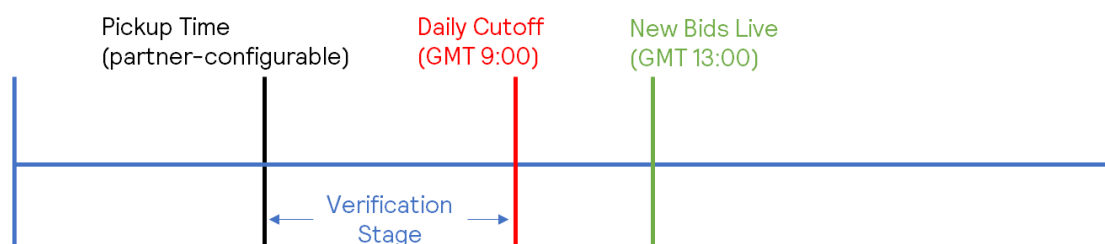
As outlined in the document *Auction Operations Guide*, CPC bids are constructed and entered into the auction for any particular itinerary based on the following logic, conveyed through the submission of a bid file and a multiplier file:

$$\text{(Base bid) x (Multiplier) x (Number of nights) = CPC Bid}$$

Submission and Processing of Bid File and Multiplier File

Partners will submit bid files and multiplier files in CSV format. After the partner has completed their bid and/or multiplier file that they'd like to update for that day, they should place the file(s) into the SFTP for retrieval at the predetermined pickup time. This process is outlined below, and described thereafter.

Daily Submission of Bid and Multiplier Files



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- Pickup Time: Partners, with their account manager will select an appropriate time where Skyscanner will retrieve from the SFTP the latest version of either the bid file, multiplier file, or both.
- Verification Stage: Skyscanner auction teams will perform some initial checks on the file to ensure formatting and compliance, partners will receive automated emails outlining success, errors, or warnings. Should a partner wish to re-submit between pickup time and the daily cutoff because of an error, warning, or another reason on any files verified, they can do so provided they also contact their account manager (email) and inform of the resubmission.
- Daily Cutoff: Partners can no longer submit new bid files for that daily cycle after GMT 9:00. Any files submitted thereafter will only be processed the following day.
- New Bids Live: All partner bids and their multipliers submitted and processed successfully before the GMT 9:00 cutoff will be live at GMT 13:00 every day.

Populating the Multiplier File

Hotel Groups and Multipliers

Hotel Groups

Hotel groups are formed within a campaign. A campaign is a group of hotel IDs whose bids are targeted at a specific market + device, set up in the bid file (see the document *Bid File Submission Guide* for more information on campaigns and groups setup). Hotel groups are the primary mechanism for linking a partner's multiplier intentions with a set of hotels within a campaign.

Multipliers Control over Groups

With the below lists of multipliers, a partner can adjust bids up or down with greater control. Depending on how the partner has set up the hotels by groups within a campaign, the partner can have one or many hotels within a campaign with their own unique set of multiplier values.

Default Behavior and Update Frequency

Partners can specify multipliers in great detail, or they can opt to the **default value of 1** for any unspecified multipliers. Both the bid file and the multiplier files can be sent as often as daily, or with less frequency. Unless the partner specifically updates their multiplier (or bid) files, those will remain the references for the creation of CPC bids for that particular itinerary.

Multipliers List

Multiplier File Format

The following format guidance should be followed for successful multiplier format submission:

- CSV file, encoded in UTF-8 without BOM characters
- Filename uses the following naming convention:
 - <partnename>_multiplierfile_<YYYYMMDD>.csv an example filename is *skyscanner_multiplierfile_20240708.csv*
- Only the most recent file name (as indicated by the recency of the date in the file name) will be processed. Any incorrect file names will not be processed.

Multiplier Applicability

(The following multipliers are available to partners as of July 2024, we expect this list to change over time) Skyscanner uses first-party data from active Skyscanner hotel sessions to determine the applicability of any given multiplier. The multipliers **Length of Stay (LOS)**, **Booking Window (BW)**, and **Number of Guests (Guests)** are all based on users' search parameters on Skyscanner and allow for

partners to place differentiated bid values on any itinerary they choose within these constraints. Partners can enter numerous ‘multiplier spans’ for each multiplier type, a process described below.

Multiplier Entry:

For every multiplier [Length of Stay (LOS), Booking Window (BW), and Number of Guests (Guests)], partners must specify the following for effective entry of multiplier spans:

- 1) Multiplier (“LOS”, “BW”, “Guests”)
- 2) Multiplier Start (beginning of span of the multiplier’s effect)
- 3) Multiplier End (end of span of the multiplier’s effect)
- 4) Multiplier Value (the multiplier the partner would like to apply for that span)
- 5) Campaign Name (the name of an active campaign to reference in the ‘bid file’)
- 6) Group Number (a number, 1-10 within the campaign that this multiplier span should be applied to)

An example of a multiplier file with different spans for each multiplier type on the same campaign and group:

Multiplier Type	Multiplier Start	Multiplier End	Multiplier Value	Campaign	Group
LOS	1	2	1.4	US-Desktop	1
LOS	3	4	0.75	US-Desktop	1
Guests	1	4	1.1	US-Desktop	1

In the above example, the partner has decided that per night bids for US-Desktop, group 1 should have three different multiplier effects. If we were to assume a base bid for all hotels in US-Desktop group 1 of 100, please see the following itineraries and their CPC bids, according to the formula **(Base bid) x (Multiplier) x (Number of nights) = CPC Bid**:

1. **Itinerary Example 1:** Hotel ID = 123, customer is searching on desktop in the US for a 2 night stay, guests = 1, booking window = 5. Base bid = 100

$$\begin{array}{ccccccc}
 100 & \times & 2 & \times & 1.4 & \times & 1.1 & \times & 1 & = & 308 \\
 \text{Base Bid} & & \text{Nights} & & \text{LOS Multiplier} & & \text{Guests Multiplier} & & \text{Booking Window Multiplier (not specified by partner, set to 1 by default)} & & \text{£3.08 CPC Bid}
 \end{array}$$

2. **Itinerary Example 2:** Hotel ID = 123, customer is searching on desktop in the US for a 3 night stay, guests = 1, booking window = 5. Base bid = 100

$$\begin{array}{ccccccc}
 100 & \times & 3 & \times & 0.75 & \times & 1.1 & \times & 1 & = & 248 \\
 \text{Base Bid} & & \text{Nights} & & \text{LOS Multiplier} & & \text{Guests Multiplier} & & \text{Booking Window Multiplier (not specified by partner, set to 1 by default)} & & \text{£2.48 CPC Bid}
 \end{array}$$

3. **Itinerary Example 3:** Hotel ID = 123, customer is searching on desktop in the US for a 3 night stay, guests = 5, booking window = 5. Base bid = 100

$$\begin{array}{ccccccccc}
 \mathbf{100} & \times & \mathbf{3} & \times & \mathbf{0.75} & \times & \mathbf{1} & \times & \mathbf{1} & = & \mathbf{225} \\
 \text{Base Bid} & & \text{Nights} & & \text{LOS} & & \text{Guests} & & \text{Booking Window} & & \\
 & & & & \text{Multiplier} & & \text{Multiplier (not} & & \text{Multiplier (not} & & \\
 & & & & & & \text{specified by} & & \text{specified by} & & \\
 & & & & & & \text{partner, set to} & & \text{partner, set to} & & \\
 & & & & & & \mathbf{1 \text{ by default)}} & & \mathbf{1} & & \\
 & & & & & & & & \text{by default)} & & \\
 & & & & & & & & & & \mathbf{(\pounds 2.25 \text{ CPC Bid})}
 \end{array}$$

Multipliers Description and Format Guidance

The following outlines the types of values that should be input in multiplier files

- **Length of Stay (LOS):** Partners can input values as low as 1, up to 30. Blank values in the ‘End’ column will default to 30 in our system. The ‘Value’ column can be a value from 0 to 10, with decimals extending to the hundredths (1.23).
- **Booking Window (BW):** Partners can input values as low as 0 (same day check-in), up to 365. Blank values in the ‘End’ column will default to 365 in our system. The ‘Value’ column can be a value from 0 to 10, with decimals extending to the hundredths (1.23).
- **Guests (Guests):** Partners can input values as low as 1, up to 10. Blank values in the ‘End’ column will default to 10 in our system. The ‘Value’ column can be a value from 0 to 10, with decimals extending to the hundredths (1.23).
- **Day of Week (DOW):** Partners can add multipliers for specific days of week, based on the hotel’s time zone to target specific days of week for check-in. The ‘Value’ column can be populated an integer denoting the target day of week, a number from 1 to 7, where 1 refers to Monday, 2 refers to Tuesday, etc. Blank values in the ‘End’ column will default to 7.
- **Search Time of Day (TOD):** Partners can add multipliers for specific times of day, based on the user’s time zone. We are using 24 hour format, where 0 denotes 12:00 AM. Thus, partners should input integers from 0 to 23, and any clicks that fall in hour-range would be subject to such a multiplier. For example If partners wanted to target clicks only from 1 to 3 (1:00 am to 3:00am), the ‘Start’ would contain a 1, and the ‘End’ would contain a 3. If a click occurred on that day at 0:59 (12:59am) or 3:01 (3:01am) and no other TOD multipliers were specified, the multiplier would equal 1.
- **Specific Check-In Dates: (CID):** Partners can now target specific check-in dates with multipliers. For example, partners wanting to target January 1st, 2025 for additional bid dimensions can now do so by targeting specific dates using the ‘YYYYMMDD’ (in this example ‘20250101’ as the ‘start’ value and ‘20250101’ as the ‘end’ value). Both start and end dates are mandatory when denoting a CID multiplier, covering either multiple date ranges or just one single date.
- **Flight Customers (FC):** Skyscanner’s hotel audience is frequently made up of customers who’ve engaged in our flights vertical. When a customer performs a flight search, and/or

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redirects from Skyscanner to a partner, and/or books a flight product on a partner, we consider this customer a 'flight customer.' Partners can choose to add multipliers for such hotel auctions where a 'flight customer' is present. To add a flights customer multiplier, the partner should denote in 'Multiplier Type' the value 'FC', and **leave both 'start' and 'end' columns blank**, specifying only the 'Multiplier Value', 'Campaign', and 'Group' columns to indicate multiplier value and its applicability on campaigns and group designations. Flights customers are customers who have recently interacted with Skyscanner's flight vertical.

An example of how these new multipliers in Version 6 of this document might be entered is as follows:

Multiplier Type	Multiplier Start	Multiplier End	Multiplier Value	Campaign	Group
CID	20241231	20241231	1.8	UK-Desktop	1
CID	20241231	20250105	1.5	UK-Desktop	1
DOW	1	4	1	UK-Desktop	1
DOW	5	6	1.3	UK-Desktop	1
DOW	7	7	1.1	UK-Desktop	1
TOD	0	9	0.8	UK-Desktop	1
TOD	20	23	1.2	UK-Desktop	1
FC			1.5	UK-Desktop	1