Document	Auction Operations Guide – Partner Facing V05
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Table of Contents

Overview

Legacy Agreements and Introducing CPC Bidding

CPC Bidding

Skyscanner's CPC (cost per click) bidding is being introduced in 2024 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 will determine the prominence that offer will receive, as outlined in the document *Hotels Core Auction Logic.*

CPC Bidding and Legacy Agreements

The introduction of CPC bidding was meant to complement, not necessarily replace existing agreements between partners and Skyscanner. Partners can bid on all itineraries on a market by market basis, or default to their existing agreement (be it CPA or flat CPC) with Skyscanner. However, partners must indicate via our Insertion Order process, whether they would like to participate in CPC bidding for any given **market** (inclusive of all properties on all platforms therein).

For example, if a CPA partner would like to join CPC bidding in all markets except Australia, they would need to specify via the Insertion Order process of their intent to begin bidding in all markets except Australia. After confirmation, the partner could begin submitting CPC bids. In order for that partner's prices to appear in all CPC bid markets and on all of Skyscanner's platforms (App, Mobile Web, and Desktop), partners would then need to submit bids and multipliers for each market and platform. This process is explained in greater detail in the documents *Bid File Submission Guide* and *Multiplier File Submission Guide.*

In any market where partners retain their CPA or flat CPC agreement, their bids will be derived from that legacy model, paying that CPA for any conversions or that flat CPC for any clicks received. Prominence for that particular offer will be weighted against competing partners bids and other factors.

Checklist For Enabling CPC Bidding

Regardless of whether the partner is new to Skyscanner hotels, or holds a legacy agreement (CPA or flat CPCs) with Skyscanner hotels, working with their account manager and the Skyscanner auctions teams, partners need to adhere to the following steps to ensure that bids can be submitted:

1) Inform your account manager of your intention to launch CPC bidding in all, or particular markets.
2) Sign up to the Bidding Addendum
3) Complete setup of SFTP
4) Complete insertion order for all markets you wish to commence CPC bidding in.

5) Inform your account manager of your bid and multiplier file pickup time.
6) Skyscanner auctions team schedules first pickup, following daily pickups and processing thereafter.

Bid And Multiplier Files

CPC bids are generated following the submission of two files, called the 'base bid', and the 'multiplier' file. These files are processed as frequently as once daily. A partner's bid file contains their **per night bid** for any given hotel ID + market + platform (outlined in greater detail in the document *Bid File Submission Guide).* The partner can also specify a set of multipliers to leverage greater control over the final CPC bid depending on the itinerary (outlined in greater detail in the document *Multiplier File Submission Guide)*. Partners can use all, or none of the multipliers provided. Any unspecified multiplier will default to **1** for that itinerary.

Thus, CPC bids that are entered into the auction are derived as follows:

(Base bid) x (Multiplier) x (Number of nights) = CPC Bid

Account Setup

Insertion Order Guidelines

An insertion order, coordinated with your account manager is required for any of the following changes:

- A move from legacy CPC models to CPC bidding models in any market
- A move from legacy CPA models to CPC bidding models in any market
- Adding CPC bidding to a new market not currently covered by any model (CPA, legacy CPC, or CPC bidding)

Bidding Addendum

An addendum which is supplemental to an existing agreement will need to be signed. If you are a new hotels partner the information contained in the addendum will be included in your new contract with Skyscanner.

SFTP Configuration

Skyscanner uses SFTP as a means of data exchange with partners. The bid and multiplier file are uploaded to the SFTP feed directory. In addition, our click report and auction insights report are scheduled to deliver to the SFTP feed_report directory. Double check your host, username, and password vs. what you were issued by Skyscanner.

Upon your account creation, you will receive the following login credentials:

- Username: Issued by Skyscanner
- Password: Issued by Skyscanner
- Host: s-6c7ed6243f354fb6b.server.transfer.eu-west-1.amazonaws.com

- Port: 22

To ensure secure access, all partners must have their public IP authorized by Skyscanner, during the initial account setup, you're required to provided a list of your company's IPs/Ranges to your Skyscanner account manager. You can only log in to SFTP with IPs/Ranges authorized by Skyscanner. If IPs/Ranges changes are needed, please email skyscanner_hops_support@skyscanner.net to request adding/removing IPs from the authorized list.

Note: Skyscanner only supports a static, numerical IP address or range.

Here are some common SFTP Clients that can be used to access a Skyscanner SFTP:

FileZilla

CyberDuck

WinSCP

If you are having issues accessing SFTP, please follow these troubleshooting steps:

- Double check your public IP to confirm it is authorized for access
- Restart your SFTP client/reapply credentials
- Reach out to skyscanner_hops_support@skyscanner.net to confirm credentials and IP.
- If the above steps do not resolve the issue, it is likely that there is a firewall interfering with SFTP access. It is recommended to check with your IT department for help with this. Please ask your IT department to authorize access to the following public IP/Ranges addresses:
  - o 54.246.246.80/28
  - o 248.216.80/28

If you are able to access the SFTP, but have trouble with bid file or multiplier file are not being picked up, please verify your scheduled pickup and cutoff time, and confirm you are using the correct format file name. Make sure the bid file and multiplier file are in the correct feed directory.

Configuring File Pickup Times

Default Processing Time

*Bid and multiplier files will be processed **once per day via the partner's SFTP at GMT 13:00 by default.***

Partners must set a 'pickup time' for files to be collected and gone through our 'verification' stage. Once verification has been passed without errors, files are then processed at our **daily file cutoff** time. After that processing period is complete for all partners, bids are then set at that level until updated again by the partner and following the above procedure at a subsequent time. Should the partner decide to not update one or both files on any particular day or days, or should an error occur on one or both of the files, the most recently updated and successfully processed file will be used.

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Please NOTE: For the initial processing, both Bid File and Multiplier File are required to set up the auction.

The default daily file pickup, cutoff and new bids live process is described in greater detail below:

Default Processing Time GMT 13:00

- Pickup Time: Partners, with their account manager will select an appropriate time (before GMT 5:00 am) 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 or multiplier 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.
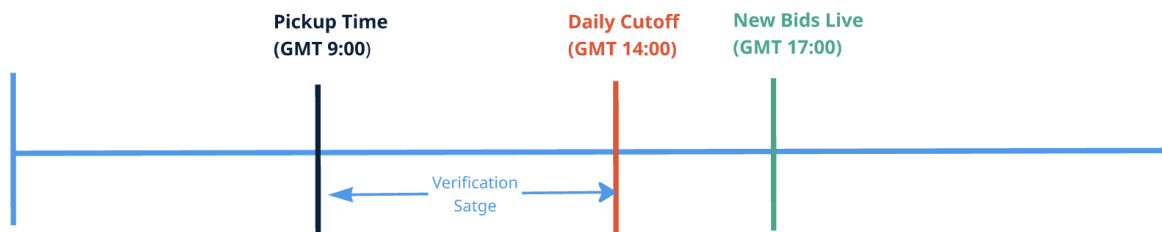
Alternative Processing Time

Partners can request an alternative processing time, ensuring there is at least a 3-hour difference between Pickup Time, Daily Cutoff, and New Bids Live (see an example below). For help with setting up a different processing time, please specify it in the partner onboarding survey or reach out to the Commercial Manager.

Please NOTE: We offer tech support for onboarding from GMT 2:00 to 13:00 on weekdays. If the requested processing time is outside this window and the launching market has not been previously activated in the legacy system, we will only be able to launch it on the next working day.

Alternative Processing Time
(at least a 3-hour difference between Pickup Time, Daily Cutoff, and New Bids Live)

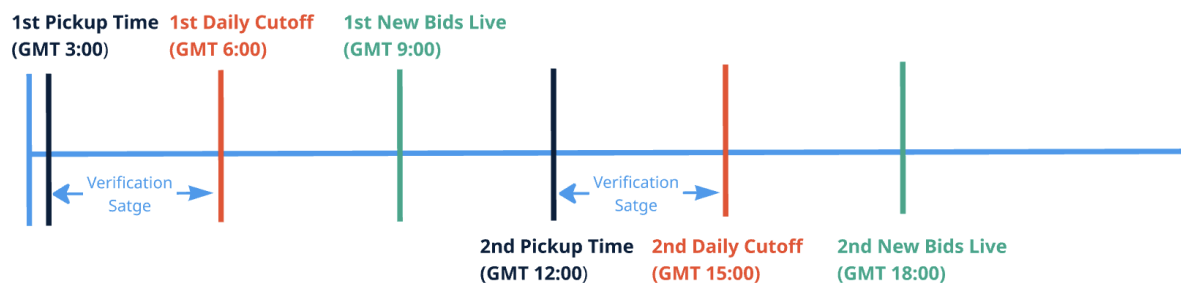| Pickup Time	Daily Cutoff	New Bids Live
(GMT 9:00)	(GMT 14:00)	(GMT 17:00)

Verification Satge

Second Processing Time

Partner may also request a second file upload and processing each day, ensuring there is at least a 3-hour difference between Pickup Time, Daily Cutoff, and New Bids Live (see an example below). For help with arranging a second processing time, please reach out to the Commercial Manager.

Please NOTE: We offer tech support for onboarding from GMT 2:00 to 13:00 on weekdays. If the requested processing time is outside this window and the launching market has not been previously activated in the legacy system, we will only be able to launch it on the next working day.

Second Processing Time
(at least a 3-hour difference between Pickup Time, Daily Cutoff, and New Bids Live))

1st Pickup Time	1st Daily Cutoff	1st New Bids Live
(GMT 3:00)	(GMT 6:00)	(GMT 9:00)

Verification Satge

Verification Satge

2nd Pickup Time	2nd Daily Cutoff	2nd New Bids Live
(GMT 12:00)	(GMT 15:00)	(GMT 18:00)

Warnings and Errors

During the verification stage, Skyscanner auction teams will send automated emails that will inform partners of their bid or multiplier file's status with the following outcomes:

1) Successful Submission: Partner's bid and/or multiplier files were successfully submitted without warnings or errors.

2) <u>Warning:</u> Partner's bid and/or multiplier files were submitted but there were one or more warnings received. Those warnings will be summarized in the email to the partner and outlined in detail in an error report in the partner's SFTP. Any file entries that ***didn't*** have warnings will be processed at the cutoff time. Any file entries that ***did*** have warnings will not be processed at the cutoff time. During this verification stage, partners can submit new files until the cutoff time, provided they email their account manager to indicate the presence of the new file.

3) <u>Error:</u> Any error message received on a file indicates that the file, in its entirety, cannot be processed. A description of the error will be provided in the email content. The partner will need to submit a new bid and/or multiplier file before the cutoff time in order to ensure that those new bids can be verified once more, provided they email their account bid and/or multiplier files.

Data Reporting Back to Partners Auction-related data will be sent back to partners via the same SFTP used to transfer bid and multiplier files. Please reference the document *Skyscanner Auction Reports Overview.*

Glossary

Itinerary: The combination of hotel ID + platform + user market + length of stay + days in advance + guests + CUG parameters. One search for hotels in a given city usually yields multiple itineraries shown to the user.

Offer: Using Skyscanner's availability and pricing APIs, partners submit their pricing/availability/rate details for any given itinerary.