

Document	Click Report – Partner Facing V04
Vertical	Hotels
Version	2025.04
Last Updated	Apr 9, 2025

Version 4 Updates Denoted 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
 - If with default currency GBP:**
 - 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)
 - If a currency other than GBP is specified by partners**
 - a. Column heading: `cost`
 - b. Format: float (2 decimal places), round off
 - c. Example: *1.25* (if currency specified as EUR, equivalent to €1.25)
- 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: **YYYYMMDD**
- d. Example, **20240422**

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

If with default currency GBP:

- 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)

If a currency other than GBP is specified by partners

- a. Column heading: bid
- b. Partner's transformed bid for this itinerary for that day (final transformed bid means it is inclusive of multipliers). Value is presented in the specified currency
- d. Format: float (2 decimal places), round off
- e. Example: 1.25 (if currency specified as EUR, equivalent to €1.25)

29) Currency (new column)

- a. This column will be displayed only when a currency other than GBP is specified by partners
- b. Column heading: currency
- c. Format: string, value refers to 3-digit currency code (ISO 4217)
- d. Example: EUR