Document	Bid File Submission Guide – Partner Facing V07
Vertical	Hotels
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Version 7 Updates Denoted in **Red**

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<u>Overview</u>

Bid File and Multiplier File Overview

CPC Bidding on Skyscanner Hotels

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 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:

(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.

Please NOTE: Bid and multiplier files will be processed once per day via the partner's SFTP at GMT 13:00 by default. If partners require an alternative processing time or a second processing time, please refer to Auction Operations Guide – Partner Facing V05.

Daily Submission of Bid and Multiplier Files
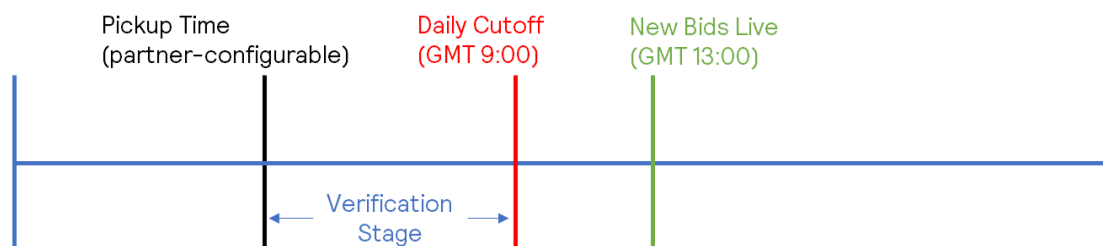
- <u>Pickup Time:</u> Partners, with their account manager will select an appropriate time where Skyscanner will retrieve from the SFTP the latest version of either the bid file, multiplier file, or both.

- <u>Verification Stage:</u> 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.

- <u>Daily Cutoff:</u> 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.

- <u>New Bids Live:</u> 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 Bid File

Campaign and Grouping Structure

Bid File Formatting

The following format guidance should be followed for successful bid file format submission:

- CSV file, encoded in UTF-8 without BOM characters
- Filename uses the following naming convention:
  - <partnername>_bidfile_<YYYYMMDD>.csv an example filename is skyscanner_bidfile_20240708.csv
- Only the most recent file name (as indicated by the recency the date in the file name) will be processed. Any incorrect file names will not be processed.

Bid Format and Limitations

- Bids are set to default in GBP, partners have the option to choose a different currency. For help with setting up the source currency, please reach out to the Commercial Manager.
- GBP is used as an example in the following clarification.
- Bids entered into the bid file, are **per night bids**, thus a bid of 123 (£1.23) would be £1.23 for a one night itinerary, £2.46 for a two night search, £3.69 for a three night search, and so on.
- Bids are to be entered in an integer GBP Pence format, with values from 0 to 1000. Thus, a bid of £1.23 would be entered as 123.
  - Any non-integer bid (for example: 123.12) is invalid
  - Any base bid exceeding 1500 (£15.00) is invalid
- Partners should populate the left-most column with the **partner's hotel ID** that they'd like all bids/groups in that row to reference.
- Bid files must be in CSV format, and not exceed 2GB.

Assigning Campaigns

In order to structure bids in a straightforward way for partners, Skyscanner allows bidding on hotels in a campaign structure that permits partners to target their bids on specific hotels, differentiating bids by **user location + device.** A campaign is that combination: a user location + device. Thus bids can be set for as many geos that have been enabled for that partner X 3 devices (Mobile Web [Mweb], App, and Desktop). For example, if a partner had 2 markets enabled and only one hotel, they could create 2 (markets) X 3 (devices) = 6 unique bids to populate in the bid file, as shown in the below example.

Partner Hotel ID	US-Desktop	US-Mweb	US-App	UK-Desktop	UK-Mweb	UK-App
123456	200	300	400	200	300	400

Figure 1: for illustrative purposes on campaign and device differentiation, not an approved format

Assigning Hotels to Groups

In addition to assigning hotels to campaigns, partners can also assign hotels to groups **within a campaign.** A maximum of 10 groups can be applied for any campaign, a minimum of 1 group can be applied to any campaign. Group columns cannot be blank. Multipliers reference campaign groups to apply their multiple, this is more in the document *Multiplier File Submission Guide.* For example, if a partner with 10 hotels were bidding on one geo only, and only wanted to submit bids on US-Desktop, both of the following group assignments would be accepted.

Hotel ID	US-Desktop	US-Desktop-Group	Hotel ID	US-Desktop	US-Desktop-Group
123451	200	1	123451	200	1
123452	200	2	123452	200	1
123453	200	3	123453	200	1
123454	200	4	123454	200	1
123455	200	5	123455	200	1
123456	200	6	123456	200	1
123457	200	7	123457	200	1
123458	200	8	123458	200	1
123459	200	9	123459	200	1
123460	200	10	123460	200	1

Complete Uploads

As of July 2024, all hotels, campaigns, and bids must be uploaded for every updated bid. Regardless of whether 1 hotel bids/group assignment changed or 100% of the file was changed, the entire file needs to be updated with comprehensive, complete bids. We aim to launch 'partial uploads' (upload only changed entries) soon.

If the partner does not want to make any changes on the bid file, they would not need to add any new file to the SFTP that day, Skyscanner will reference the most recent and successfully processed bid file until told by the partner (with a new bid file, containing changes) in the SFTP on the next applicable daily cycle.

Adding New Campaigns, Hotels

Adding Hotels to Existing Campaigns

As long as the hotel is mapped, the hotel can simply be added as another row to that campaign. As with other hotels, a group must be assigned as well as a correctly-formatted bid value.

Removing Hotels from Existing Campaigns

Hotels can be removed from existing campaigns either by setting the bid for that particular hotel to **0**, with a blank value for that bid, or removing the hotel entirely from all existing campaigns (removing the row).

Adding New Campaigns

The partner must first complete an IO (see document *Insertion Order Process*) to ensure that geo has been enabled for CPC bidding. Once that IO has been approved, a partner can add up to three unique campaigns therein (XX-Mweb, XX-Desktop, and XX-App, where XX = the geo that was added). They must assign at least 1 group. **Once a market is opened for CPC bidding, all devices therein (mweb, desktop, and app) must have**

bids if the partner would like to be present in those auctions. Legacy commercial deals (flat CPC or CPA) will not cover that market once the IO has been approved.

Creating Market Groups

Skyscanner supports 235 market codes (please ask your account manager for the file 'skyscanner_supported_market_codes.csv'), and we are introducing a simple way for partners to group multiple markets into one campaign. Skyscanner allows partners to create their own groupings of markets. To create a group, partners must enact the following steps:

1) Send a CSV with three columns: 'partner_name', 'market_group', and 'underlying_market' to hotel_bid_ops@skyscanner.net with their account manager in CC. The file should contain the market group (3 letters) and all markets that the partner would like to consolidate into that group. For example, Joe's OTA wants to group all North American Markets into a new market group called 'NAM', their file would look like the following:

Skyscanner

partner_name	market_group	underlying_market
Joe's OTA	NAM	US
Joe's OTA	NAM	CA
Joe's OTA	NAM	MX

does have grouping recommendations, consult with your manager if you'd like

please account to use our defaults.

2) Our tech team will reply with a confirmation that the file has been accepted, and that the partner can submit bids with those new market groupings.

3) After the partner submits bid and multiplier files with these new groupings, please note that the auction insights report and click report **will still report with the underlying market granularity.** Using the above example, the partner would not expect to see 'NAM' in those reports but rather values for US, CA, and MX reported. Consolidation in those reports will come in a subsequent release.

4) Repeating this process and sending any subsequent logic for grouping would overwrite any grouping logic existing in previous files sent. To remove any logic, please send an email to hotel_bid_ops@skyscanner.net with your account manager in CC.

Setting Max CPCs Per Campaign

Partners can now submit maximum CPCs per campaign. Partners can designate the maximum CPC that they would ever pay on a campaign level, or across all campaigns. Note that when a bid might exceed this value, we will enter the partner's bid as equal to that designated max CPC. Partners can specify max CPCs using the following process:

1) Send a CSV with three columns: 'partner_name', 'campaign_name', and 'max_cpc' to hotel_bid_ops@skyscanner.net with their account manager in CC. Partners can include market groups, use our 'GLOBAL' designation to apply this value to all campaigns, or call out specific campaigns. Any conflicts in the groupings (for example, partner specifies 'GLOBAL' and 'FR-MWEB' with different values), the higher of the two values will be chosen for that campaign. An example of this file:

partner_name	campaign_name	max_cpc
Joe's OTA	GLOBAL	1400
Joe's OTA	FR-MWEB	1500
Joe's OTA	NAM-MWEB	1450

In this example, any clicks that occur for France Mweb would have a max CPC of 1500 (GBP Pence), any clicks that occur in any of the markets designated in 'NAM' Mweb would have a max CPC of 1450, and all other clicks would have a max CPC of 1400.

2) Await confirmation from hotel_bid_ops@skyscanner.net that these max CPCs have been properly set.

3) Repeating this process and sending any subsequent values for max CPC would overwrite any max cpc values that existed in previous files sent. To remove any logic, please send an email to hotel_bid_ops@skyscanner.net with your account manager in CC.