

Document	Click Report – Partner Facing V05
Vertical	Hotels
Version	2025.04
Last Updated	Apr 18, 2025

Version 5 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) Market Group

- a. Column heading: `market_group`
- b. If a partner has created Market Groups for the Bid File, and a market has been assigned to a specific market group, the value of that market group will be shown in this column. For help with setting up Market Groups, please refer to “Creating Market Groups” section in the Bid File Submission Guide – Partner Facing
- c. The value “N/A” indicates that a market does not belong to any Market Groups
- d. Format: string
- e. Example: EUR

8) Group

- a. Column heading: `group`
- b. Format: integer 1 to 10

9) Skyscanner Property ID

- a. Column heading: `skyscanner_id`
- b. Format: integer

10) Partner Property ID

- a. Column heading: `partner_property_id`
- b. Format: String

11) 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)

12) Length of Stay

- a. Column heading: `los`
- b. Format: integer
- c. Example: *5* (denotes a 5 day length of stay)

13) 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

14) 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)

15) 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

16) Guests

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

17) 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

18) 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

19) 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

20) 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)

21) 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*

22) 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.)

23) 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*

24) 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

25) 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*

26) 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)

27) 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*

28) 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)

29) 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
- a. Format: float (2 decimal places), round off
- b. Example: 1.25 (if currency specified as EUR, equivalent to €1.25)

30) 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