**Google Analytics**

* Top 10 Traffic Sources
  + Acquisition > All Traffic > Source/Medium > Ecommerce
  + Time Frame: Last 30 & 90 days
  + Year over Year Comparison
  + Default Sort
* Social
  + Acquisition > All Traffic > Channels > Social
  + Time Frame: Last 30 & 90 days
  + Year over Year Comparison
  + Default Sort
* Google Ads
  + Acquisition > Google Ads > Campaigns > Ecommerce
  + Time Frame: Last 30 & 90 days
  + Year over Year Comparison
  + Default Sort
* TripAdvisor TripConnect
  + Acquisition > All Traffic > Channels > Paid Search > TripAdvisor / CPC > Ecommerce
  + Time Frame: Last 30 & 90 days
  + Year over Year Comparison
  + Default Sort
* Bing Ads
  + Acquisition > All Traffic > Channels > Paid Search > Bing / CPC > Ecommerce
  + Time Frame: Last 30 & 90 days
  + Year over Year Comparison
  + Default Sort
* Assisted Conversions
  + Conversions > Multi-Channel Funnels > Assisted Conversions > Source Medium
  + Time Frame: Last 30 & 90 days
  + Year over Year Comparison
  + Default Sort
* Marketing Channels
  + Acquisition > All Traffic > Channels
  + Time Frame: Last 12 months
  + Year over Year Comparison
  + Default Sort
* Top 10 Cities
  + Audience > Geo > Location > City > E-commerce
  + Time Frame: Last 90 days
  + Year over Year Comparison
  + Transaction High to Low Sort
* Devices Report
  + Audience > Mobile > Overview > Ecommerce
  + Time Frame: Last 90 days
  + Year over Year Comparison

**Triptease**

* Messages Reports & Revenue
  + Last 90 Days
* Rate Disparities
  + Disparity Insights > Parity Overview
  + Last 30 days
* Most Searched Check-In Dates
  + Searched Past 28 Days, Any Length of Stay, for Next Year
* Conversion Rate
  + Past 28 Days

**CartStack**

* Email Recovery Report
  + Past 90 Days

**Facebook Ad Manager (Agency Account)**

* Ad Campaign Data
  + Past 90 Days
  + Estimated Impressions and Clicks

**MailChimp**

* Campaign Report
  + Last 90 days

**ThinkReservations**

Year to Date:

* All Reservations by Booking Date
* Online Reservations by Booking Date
* Phone Reservations by Booking Date
* Expedia Reservations by Booking Date
* Booking.com Reservations by Booking Date
* Airbnb Reservations by Booking Date

Reservations by Arrival Date (Previous Month)

Booking Pace

* Current Month + Next 3 months