

# Set up conversion tracking for hotel campaigns

**Conversion tracking** can help you see how effectively your ad clicks lead to valuable customer activity on your website, such as bookings.


After you set up conversions for hotel campaign reporting, Google will send the booked hotel data to you to enable campaign performance tracking. This will allow you to monitor your hotel data and overall campaign performance.

Follow these steps to implement conversion tracking:

## Step 1: Install global site tag

### Note

- Conversion category must be set to 'Purchase' to be used for Smart Bidding campaigns (ECPC, Commissions).
- Google only supports the Last Click Attribution model for hotel campaigns.
- If you're already using the global site tag conversion tracking code, go to Step 2.

- Sign in to your [Google Ads Account](#).
- In the upper right corner, click the tools icon 
- Select **Measurement > Conversions**.
- Click the conversion action that you want to use, or [create a new conversion action](#).
- Install the global site tag on your site. Learn how to [set up your conversion tracking tag](#).

## Step 2: Modify the global site tag hotel parameters

To submit conversion tracking information, install these additional parameters into the code:

Parameter	Value Type	Example Value	Description	Required	Optional
'value'	Float	16.20	Replace 'value' with the amount the user will pay. You can use either the base price or total price. Use a "." for decimal numbers. For example, "16.20".  <b>Note:</b> The value will be used for smart bidding and Commissions bid strategies.	Yes	
'currency'	String	'USD'	Replace 'currency' with an ISO 4217 three-letter currency code representing the currency where the booking was made.  The currency code applies to the 'value' variable.	Yes	
'transaction_id'	String	'HA12345'	Replace 'transaction_id' with a booking reference number or order ID to your conversion tracking tag to help avoid counting duplicate conversions.  <b>Note:</b> Order IDs won't be reported in Google Ads.		Yes (Recommended)
'id'	String	'1234'	Replace 'id' with the property ID of the hotel that you want to record conversion data for. This ID must match the ID in your Hotel List Feed.		Yes
'start_date'	String	"2020-12-13"	Replace 'start_date' with the check-in date. Format dates as YYYY-MM-DD.		Yes
'end_date'	String	"2020-12-13"	Replace 'end_date' with the check-out date. Format dates as YYYY-MM-DD.		Yes

**Note:** The 'value' and 'currency' are the only conversion variables available in your campaign reports. You cannot view 'transaction\_id', 'id', 'start\_date', or 'end\_date' values.

## Examples of Global Site Tags configured

Place the global site snippet on all pages, including the confirmation page above the event snippet.

After global site snippet is updated:

```
<!-- Global Site Tag (gtag.js) - AdWords -->

<script async
src="https://www.googletagmanager.com/gtag/js?id=AW-123456789-GOOGLE_CONVERSION_ID">
</script>

<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments)};
gtag('js', new Date());
gtag('config', 'AW-123456789-GOOGLE_CONVERSION_ID');
</script>
```

Then place the event snippet on the confirmation page.

After global event snippet is updated:

```
<script>

gtag('event', 'purchase', {

  'send_to': [

    'AW-123456789-GOOGLE_CONVERSION_ID',

  ],

  'transaction_id': 'BOOKING_ID',

  'value': PRICE,

  'currency': 'CURRENCY',

  'items': [{

    'id': 'PARTNER_HOTEL_ID',

    'start_date': 'CHECK_IN_DATE',

    'end_date': 'CHECK_OUT_DATE'

  }]

});

</script>
```

## Instructions for Google Tag Manager

If you're using Google Tag Manager, you can implement the `gtag.js` for Hotel Ads by using the [custom HTML tagging](#) option to add the booked hotel variables. The global site snippet should be set to run on all pages, including the confirmation pages, and the event snippet should run on the confirmation pages only. We do not recommend using the Google Ads template because it does not support all variables for hotel campaign reporting.

## Measure conversions for multiple accounts

If you need to count the same event as a conversion for multiple Google Ads accounts, you can pass multiple conversion ID strings via the `send_to` parameter of the conversion event snippet.

Alternatively, you should consider using cross-account conversion tracking which allows you to have a manager account (MCC) own the conversion actions and share them with one or more of its sub-accounts. You only need to specify a single conversion identifier in the event snippet. [Learn more about cross-account conversion tracking](#). Ensure auto tagging is enabled.

**Note:** When you create a new conversion action, auto-tagging will be activated automatically if you're not already using cross-account conversion tracking. If you are using cross-account conversion tracking, you'll need to enable auto-tagging in each of your sub-accounts manually according to the steps above.

## Examples of Global Site Tags configured

**Example global site tag:**

```
<!-- Global Site Tag (gtag.js)& -->

<script async
src="https://www.googletagmanager.com/gtag/js?id=AW-123456789-GOOGLE_CONVERSION_ID_1">
</script>

<script>

window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments)};
gtag('js', new Date());
gtag('config', 'AW-123456789-GOOGLE_CONVERSION_ID_1');
gtag('config', 'AW-123456789-GOOGLE_CONVERSION_ID_2');
</script>
```

**Example Event snippet:**

```
<script>

gtag('event', 'purchase', {

  'send_to': [

    'AW-123456789-GOOGLE_CONVERSION_ID_1',

    'AW-123456789-GOOGLE_CONVERSION_ID_2',

  ],

  'transaction_id': 'BOOKING_ID',

  'value': PRICE,

  'currency': 'CURRENCY',

  'items': [{

    'id': 'PARTNER_HOTEL_ID',

    'start_date': 'CHECK_IN_DATE',

    'end_date': 'CHECK_OUT_DATE'

  }]

});

</script>
```

## Test your conversion tracking tag

If you want to create a test order, follow these steps to see if the parameters are being passed:

## Debugging with Chrome Developer Tools

- Open a new tab in Chrome.
- Click the 3-dot icon  in the upper right corner of the browser window, then select **More Tools > Developer Tools**.
  - If you don't see the Chrome menu, you can open Developer Tools by pressing:
    - Control - Shift - I (keys)
    - Command - Option - I (on a Mac)
- Click the "Network" tab.
- Leave the developer tools window open.
- Navigate to the page that contains the conversion tracking tag.
- Look for the request: [www.googleadservices.com](#).
- Examine the components of the conversion tracking request to verify it matches your account and conversion name.

All conversion tracking requests begin with the same URL structure:

[www.googleadservices.com/pagead/conversion/](#)

The full request will look similar to this:

```
http://www.googleadservices.com/pagead/conversion/123456789/

?

random=1309518235472
```

The numbers after [www.googleadservices.com/pagead/conversion/](#) should match your conversion ID, and the character after `&label=` should match your conversion label. If they don't, this tag is most likely tied to a different conversion action.

To fix this, you may need to generate a new conversion action for this conversion action and place it on your site, or check with anyone else who has access to your website code to see if they've installed a conversion tracking tag for a different conversion action.

### Keep in mind

If you switch to [cross-account conversion tracking](#), any conversion actions set up in your managed accounts will stop tracking conversions for new clicks, regardless of the status of your tag. The conversion action will, within its own [window](#), continue to track conversions for the clicks that happened before you made the switch. When you opt into cross-account conversion tracking, you can only track conversions in the manager account.

## Security and privacy for website tracking

Google's security standards are strict. Only pages containing the Google conversion tag are tracked through this program using data encryption and secure servers.

Please ensure you're providing users with clear and comprehensive information about the data you collect on your websites, and get [consent](#) for collections when legally required.

**Note:** If you have not obtained users' consent for the collection, sharing, and use of personal data for personalization of ads when legally required, be sure to disable the collection of remarketing data. Learn how to modify the global site tag to [disable the collection of remarketing data](#) for specific users.

## Measure performance of Hotel ads

- See how Hotel bids and adjustments performed
- See performance of hotel groups
- Metrics available in the Report Editor for Hotel ads
- Use Report Editor for Hotel ads
- Set up conversion tracking for hotel campaigns
- About impression share for Hotel ads
- Set up dynamic URL tracking for a Hotel campaign

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# About commissions (per stay) for Hotel Ads

Commissions (per stay) (formerly GHACP - Google Hotel Ads Commission Program, also known as Pay Per Stay) is a bidding strategy for Hotel campaigns. This bidding strategy allows partners to pay only when the guest stay has actually occurred, removing any risk of cancellation for the partner.

## How commissions (per stay) bidding works

Commissions (per stay) helps partners leverage the power of Google's machine learning to acquire guest stays. Partner sets a commission rate (% of booking value) using the Commission bid strategy at the campaign level. Then, Google's bidding algorithm calculates a maximum Cost-Per-Click (**CPC**) **bid** intended to achieve an average commission equal to the partner's target. To help improve performance in ad auctions, the commissions (per stay) strategy adjusts bids using real-time details such as the end-user's **device** and location, Google records, geographic location, **itinerary**, and hotel price. At least every month before the end of the billing cycle (the 17th of every month), the partner uploads a reconciliation report containing actual guest stays. The partner is billed based on the set commission rate for guest stays.

**Note:** Campaigns using commissions (per stay) will have zero costs reported in Google Ads and will be billed out of the Hotel Center billing pipeline.

## Requirements

Your account must be approved and meet the following criteria in order to set up commissions (per stay) campaigns. Once approved, you can migrate your campaign.

**Note:** Your account must be approved by Google in order to gain access to create a campaign.

1. Complete your billing profile in [Google Ads](#) and [Hotel Center](#). Account costs will be billed out of Hotel Center.
2. Set up conversion tracking with [transaction specific values](#).
3. Set your conversion action category to "Purchase".
4. Submit a reconciliation report at regular intervals.

## Getting started

**Note:** You can migrate Hotel Ads campaigns by logging into your Hotel Center account and using the [migration tool](#) to copy your campaign to Google Ads or follow the instructions below to migrate from your Google Ads account.

## Approval

Access to the commissions (per stay) bid strategy requires approval from Google. Please contact your Google sales account manager or contact our support team.

## Set up conversion tracking transaction values

Submit your transaction data using the [global site tag](#) with the following required parameters:

```
'start_date'
'end_date'
'id'
'value'
'currency'
```

'value' is used to compute the cost for each conversion. If 'value' and associated 'currency' are not provided, Google will use the default value in the conversion settings, and the bidder will adjust bids accordingly.

**Note:** The conversion transaction values are only for hotel campaigns.

## Configure your landing page URL (optional)

Hotel Ads includes the following new landing page URL parameters to support commissions (per stay):

(**PAYMENT-ID**): Resolves to a pre-defined string "commission", or Google's assigned IATA number (for example, "01234567") if you use a commissions collection agency. To change the formatting of your IATA number or pre-defined string, contact your TAM.

(**IF-PAYMENT-ID**): Resolves to "true" for hotels using commissions (per stay) bidding; otherwise "false". If "true", then values following this condition are inserted into the URL. Otherwise, values following the **ELSE** directive are inserted.

For more information about building landing page links, see [Building Dynamic URLs](#) .

### Example 1

The following example shows the new parameters in a landing page URL definition:

```
http://www.partnerdomain.com?hotelID=(PARTNER-HOTEL-ID)&checkinDay=
(CHECKINDAY)&checkinMonth=(CHECKINMONTH)&checkinYear=(CHECKINYEAR)&nights=(LENGTH)
(IF-PAYMENT-ID)&bookingSource=(PAYMENT-ID)(ELSE)(ENDIF)
```

For a hotel using commissions (per stay), this resolves to:

```
http://www.partnerdomain.com?
hotelID=ABCDEF&checkinDay=15&checkinMonth=07&checkinYear=2015&nights=3
&bookingSource=123456789
```

For a hotel not using commissions (per stay), this resolves to:

```
http://www.partnerdomain.com?
hotelID=ABCDEF&checkinDay=15&checkinMonth=07&checkinYear=2015&nights=3
```

### Example 2


```
<URL>http://www.partnerdomain.com?hotelID=(PARTNER-HOTEL-ID)&checkinDay=
(CHECKINDAY)&checkinMonth=(CHECKINMONTH)&checkinYear=(CHECKINYEAR)&nights=
(LENGTH)&bookingSource=(IF-PAYMENT-ID)commissions(ELSE)GoogleCPC(ENDIF)</URL>
```

For a hotel using commissions (per stay), this resolves to:

```
http://www.partnerdomain.com?
hotelID=ABCDEF&checkinDay=15&checkinMonth=07&checkinYear=2015&nights=3
&bookingSource=commissions
```

## Set up commissions (per stay)

**Note:** You can't use an existing campaign for commission (per stay) and must create a new campaign.

1. Sign in to your [Google Ads account](#).
2. In the left navigation panel, click **Campaigns**.
3. Click the plus button , then select **New campaign**.
4. Select **Create a campaign without a goal's guidance**.
5. Select the Hotel campaign type.
6. Click **Continue**.
7. Set your campaign settings in the campaign Settings page. [Learn about each setting](#).
8. In your campaign's Settings page, select **Commission** for your bid strategy.
9. Under "Pay for", choose **Guest Stay**.
10. Click **Save and continue**.

## Create a reconciliation report

You can [create a reconciliation report](#) that can be uploaded using the Hotel Center. These reports reconcile your account with Google to pay your invoice and upload a CSV file (your "reconciliation report") to Google monthly, weekly, or every two weeks.

## Upload a reconciliation report

After you've created a reconciliation report, you can [use the Hotel Center to upload the reconciliation report](#) or use the [Reconciliation Reports API](#) .

If Google is not satisfied with the accuracy of your reporting, we may, with at least 7 days' notice and on reasonable grounds, request that you provide documents or records required in order for Google to determine whether your reports or payments made were accurate at the time. If you fail to provide such documents or records, or if Google is not satisfied that they demonstrate the accuracy of your reporting, Google may stop displaying ads for your hotel.

## Best practices

**Data Volume:** To get the best performance with commissions (per stay), each campaign needs to have at least 20 conversions per week. Consider merging campaigns if you have any campaigns that are expected to get fewer than 20 conversions on a weekly basis.

**Reliable conversion tracking:** Conversion tracking must be implemented on all devices and points of sale. Any conversion tracking outages can significantly impact campaign performance. Don't remove your conversion tracking code from your website or move it to a different location while the campaign is running. If you change your conversion tracking code, please allow our algorithm at least two weeks to readjust.

**Setting up your commission percentage targets:** To determine the right percentage of booking value for your campaign, consider property-level historical performance based on click-through rate, conversion rate, and ROI. Your targets can be set between 0% and 100%.

**Consistent reconciliation:** You can submit the reconciliation report to Google at least once every 30 days and by the 17th of the month. We recommend reconciling more frequently if possible.

**Ramp up time and campaign performance:** Allow each campaign to run for at least 7 days before evaluating performance and making any changes. Try to avoid frequent and drastic changes while the campaign is running (including commission percentages, targeting, and active properties in the campaign) to prevent performance volatility.

**Property groupings:** Commissions (per stay) campaigns may perform better when properties with similar performance expectations are grouped together. We recommend looking at historical data comparing conversion rates and click-through rates to determine the most optimal property groupings.

## Frequently Asked Questions

### How is commissions (per stay) different from commissions (per conversion)?

There are two major differences:

1. Unlike commissions (per stay), commissions (per conversion) will optimize for the value of bookings without considering the possibility of cancellations.
2. With commissions (per conversion), you are charged a percentage of booking value for conversions, not guest stays.

### Are any bid adjustments compatible with commissions (per stay)?

Currently, only device bid adjustments set to -100% work. Country-level targeting can be separately set for the campaign.

### Why does my Hotel Ads booking link not show up higher in the placement?

Just like with any other bid strategy, your ad placement depends on your bid relative to competitive bids in the same auction. If there are a lot of advertisers bidding to be displayed in Hotel Ads for a popular property, your bid may not be competitive enough to out rank other auction participants, and your Hotel Ads booking link may be lower in the ad placement or it may not be displayed at all.

### What can I do to improve my ad placement?

You enter each auction with a calculated **CPC** bid, based on the fixed commission rate that you provide. You can change the commission percentage and participate in the auction with a different calculated CPC.

### How are commissions (per stay) campaigns billed?

Commissions (per stay) campaigns are billed on the 18th of every month based on reported guest stays in the advertiser's uploaded reconciliation report.

## Related links

- [Commissions Reconciliation Report Tool](#)
- [Creating a reconciliation report](#)
- [Manage and update your landing pages](#)
- [Set up conversion tracking for hotel campaigns](#)

Was this helpful?

Yes

No

## Choose a bid for Hotel ads

- [Bidding overview for Hotel ads](#)
- [About bid adjustments for Hotel ads](#)
- [Edit bid adjustments for Hotel campaigns or ad groups](#)
- [Use bid adjustments for audience lists](#)
- [About CPC bids for Hotel campaigns](#)
- [Set CPC bids for Hotel ads](#)
- [About Enhanced CPC bids for Hotel ads](#)
- [About Commissions \(pay-per-conversion\) for Hotel ads](#)
- [About commissions \(per stay\) for Hotel Ads](#)

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