

Setting Up Your Cost of Revenue Campaign

We aim to make implementation, creation of your ad campaign, reporting, and invoicing as easy as possible.

PLACING YOUR PIXELS

Sojern will send you two pixels to be placed on your website. The homepage pixel should be placed in the body of your homepage, near the bottom. The confirmation pixel should be placed in the same location on the final page of the booking process.

Example Homepage Pixel:

```
<!-- Sojern -->
<script>
(function () {
  var pl = document.createElement('script');
  pl.type = 'text/javascript';
  pl.async = true;
  pl.src = 'https://beacon.sojern.com/pixel/p/XXX';
  (document.getElementsByTagName('head')[0] || document.getElementsByTagName('body')[0]).appendChild(pl);
})();
</script>
<!-- End Sojern -->
```

Example Confirmation Pixel:

```
<!-- Sojern -->
<script>
(function () {
  var pl = document.createElement('script');
  pl.type = 'text/javascript';
  pl.async = true;
  pl.src = 'https://beacon.sojern.com/pixel/p/XXX?cid=[confirmation_number][purchase_price][check-in_
date][check-out_date]&hconfno=[confirmation_number]&hp=[purchase_price]&hd1=[check-in_date]&hd2=[check-out_
date]';
  (document.getElementsByTagName('head')[0] || document.getElementsByTagName('body')[0]).appendChild(pl);
})();
</script>
<!-- End Sojern -->
```

The highlighted text will need to be replaced with the proper values. Dates should be passed as yyyy-mm-dd. Purchase price should be passed as a whole number, with no dollar sign. For example, “\$455.79” should be written as “455”.

CREATING AN EFFECTIVE AD FOR YOUR CAMPAIGN

We need a few simple things to create your ad and make it as effective and engaging as possible.

1. Headline

The headline must convey the main focus of your ad. State what it is, along with why and how the ad is meaningful to the viewer. Include copy only when it is important.

2. Company Fonts

3. Image Files

High-res, clear images capture the viewer's eye



4. Company Logo

EPS format

5. Compelling Offer

“Free”, “Special Offer”, “Sale” and “% Off” are trigger keywords.

6. Call To Action (CTA)

Tell viewers exactly what to do.

REPORTS AND BILLING

We will provide you with a report on the first week of every month. This report will include the reservation numbers, dates of reservation, amount of each reservation and commission total. Our invoice will follow on the 10th of each month.