

Implementing IBE Tracking Code

Custom brand and hotel tracking code can be implemented on a property's hotel level template or one of HHA's chain level brand templates. Should the hotel request that HHA implement the tracking for them in their custom hotel template, HHA will require five (5) business days for implementation as well as any and all documentation regarding the tracking code being supplied. It is important to note that individual hotel tracking cannot be placed in any chain level template. The installation of the tracking will be completed as per the documentation supplied.

Once on this Tracking Placeholder page, the user will have to select "Tracking" from the Control drop-down menu which allows the user to add/edit/remove the tracking code. The following "tracking tokens" can be used in custom code:

Synxis Tracking Tokens

The following "tracking tokens" can be used in custom code on the confirmation page of a hotel's booking engine:

Ecommerce			
Value	Token	Javascript Token	URL Token
Total Cost	%TotalCost%	%JS_TotalCost%	%URL_TotalCost%
Daily Rate	%DailyRate%	%JS_DailyRate%	%URL_DailyRate%
Daily Rate with Tax	%DailyRateWithTax%	%JS_DailyRateWithTax%	%URL_DailyRateWithTax%
Total Cost with Tax	%TotalCostWithTax%	%JS_TotalCostWithTax%	%URL_TotalCostWithTax%
Taxes	%Taxes%	%JS_Taxes%	%URL_Taxes%
Credit Card Type Code	%CCTypeCode%	%JS_CCTypeCode%	%URL_CCTypeCode%
Credit Card Type Name	%CCTypeName%	%JS_CCTypeName%	%URL_CCTypeName%
Name on Credit Card	%CCNameOnCard%	%JS_CCNameOnCard%	%URL_CCNameOnCard%
Hotel			
Value	Token	Javascript Token	URL Token
Hotel Name	%HName%	%JS_HName%	%URL_HName%
RedX Hotel ID	%HOTEL_ID%	%JS_HOTEL_ID%	%URL_HOTEL_ID%
Chain Name	%ChainNm%	%JS_ChainNm%	%URL_ChainNm%
RedX Chain ID	%CHAIN_ID%	%JS_CHAIN_ID%	%URL_CHAIN_ID%

Product			
Value	Token	Javascript Token	URL Token
Rate Name	%RateName%	%JS_RateName%	%URL_RateName%
Rate Type Code	%RateTypCd%	%JS_RateTypCd%	%URL_RateTypCd%
Rate Short Description	%RateShortDesc%	%JS_RateShortDesc%	%URL_RateLongDesc%
Rate Long Description	%RateLongDesc%	%JS_RateLongDesc%	%URL_RateLongDesc%
Room Name	%RoomName%	%JS_RoomName%	%URL_RoomName%
Room Type Code	%RmTypCd%	%JS_RmTypCd%	%URL_RmTypCd%
Room Short Description	%RoomShortDesc%	%JS_RoomShortDesc%	%URL_RoomShortDesc%
Room Long Description	%RoomLongDesc%	%JS_RoomLongDesc%	%URL_RoomLongDesc%
Customer			
Value	Token	Javascript Token	URL Token
First Name	%CFirstName%	%JS_CFirstName%	%URL_CFirstName%
Last Name	%CLastName%	%JS_CLastName%	%URL_CLastName%
Address	%CAddr1%	%JS_CAddr1%	%URL_CAddr1%
Address 2	%CAddr2%	%JS_CAddr2%	%URL_CAddr2%
City	%CCity%	%JS_CCity%	%URL_CCity%
State	%CState%	%JS_CState%	%URL_CState%
Zip/Postal Code	%CZip%	%JS_CZip%	%URL_CZip%
Country	%CCountry%	%JS_CCountry%	%URL_CCountry%
Email Address	%CEmail%	%JS_CEmail%	%URL_CEmail%
Company Name	%CustCoName%	%JS_CustCoName%	%URL_CustCoName%
Phone Number	%Phone%	%JS_Phone%	%URL_Phone%
Language	%LangCode%	%JS_LangCode%	%URL_LangCode%

Depending on the complexity of the requested tracking from the hotel, the supplied code from a third party vendor can either be left as is or can be modified per the vendor's documentation to include any of the above tokens.

Because a hotel's website, the HHA Redirect, and Guest Connect all sit on separate domains (www.hotelurl.com, https://www.phgsecure.com, and https://gc.synxis.com, respectively), **careful attention must be paid when a hotel is programming their site and they wish to use Google Analytics for their tracking**. Additional development is required on a hotel's website to ensure that their own website doesn't show up as a constant referrer (this can skew their own reporting). Further information can be found in the [Google Analytics section](#) of this documentation.

Troubleshooting Tracking

HHA implements tracking as provided to guestconnect@historichotels.org from either a hotel or a marketing agency. As such, HHA only has access to a hotel's tracking as it exists in the SynXis Control Center and can therefore only perform basic troubleshooting when a hotel reports tracking issues. Other issues may exist on the hotel's own website.

The Guest Connect team will review reported issues and determine whether or not the issue is on HHA's end. If so, the team will make any necessary corrections and report back to the submitter. If the issue is determined to be on the hotel's end or is something that cannot be fixed by HHA, the submitter will be informed notified and, if necessary, instructed to open a ticket with SHS.

The Guest Connect team can only troubleshoot basic errors (e.g. incorrect syntax, wrong tokens being used) within a supplied set of tracking. The team does not provide instructions for setting up campaigns (e.g. Google AdWords), measuring ROI, or any other marketing related tracking concern. Further, because HHA does not have access to SynXis servers or any code that exists on them, the Guest Connect team cannot troubleshoot why reservations may or not be tracking. It will therefore be recommended by the Guest Connect team that a hotel's RAM open a ticket with SHS Customer Care (shscustomer@sabre.com) so that Sabre can provide more advanced and detailed support.