



Intell-a-Keeper™ Reporting System Functional Specifications

Tracking your Bookings without going Nuts!
<http://www.acorn-is.com> 877-ACORN-99

Method 1 (Guest makes an Online Booking)

1. Script code will be added to any non-commissionable online reservation system that supports such code as Conversion Tracking Scripts for Google Adwords or Overture PPC.
2. This code will call a non-visual PHP file that will e-mail the referral information to the e-mail address of the innkeeper.
3. This referral information will also be stored in the Intell-a-Keeper™ Reporting System Database for archival and reporting purposes.
4. If the innkeeper subscribes to PPC (Pay Per Click) accounts such as Google Adwords or Overture PPC and their Online Reservation System supports this Conversion Tracking script, it should be installed according to the Online Reservation System instructions to track PPC bookings.

Method 2 (Guest is on the Phone with the Innkeeper and Online and Clicks Intell-a-Keeper™ Button)

1. An Intell-a-Keeper™ button will be placed on all visible pages of the customer web site. This button will load a web page matching the customer design that will request the guest to type in the name on the reservation and enter a password provided by the innkeeper. This action will query the current referral information from the database and e-mail this information to the innkeeper.
2. This referral information will also be stored in the Intell-a-Keeper™ Reporting System Database for archival and reporting purposes.
3. If the innkeeper employs PPC accounts such as Google Adwords or Overture PPC, then an additional Thank-You page will be incorporated. This Thank-You page will match the customer design and will include the Google Adwords and/or Overture PPC Conversion Tracking Code so the booking may then be logged back into the Google Adwords and/or Overture PPC reporting structures.

Method 3 or 4 (Guest is not at a PC or sends a simple E-Mail request and is followed up via a link in the E-Mail confirmation)

Note: Innkeepers must commit to sending an e-mail confirmation to the customer via their reservation system or by use of a simple e-mail.

1. A private page will be added to the innkeeper's web site that will not be accessible as a click from their web site, but will only be accessible with a link that the innkeeper will be provided.
2. This link will then be included on all e-mail confirmations requiring the guest to "confirm receipt" of the confirmation. When the guest clicks on the link to "confirm receipt" they will be asked to provide the name on the reservation and click submit.
3. Upon clicking Submit, the code will call a non-visual PHP file that will e-mail the referral information to the e-mail address of the innkeeper.

4. This referral information will also be stored in the Intell-a-Keeper™ Reporting System Database for archival and reporting purposes.
5. If the innkeeper employs PPC accounts such as Google Adwords or Overture PPC, then an additional Thank-You page will be incorporated. This Thank-You page will match the customer design and will include the Google Adwords and/or Overture PPC Conversion Tracking Code so the booking may then be logged back into the Google Adwords and/or Overture PPC reporting structures.