



## Intell-a-Keeper™ Reporting System Getting Started

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

**Step 1:** Print this document and complete as indicated.

**Step 2:** Print, complete and sign the Service Contract.

**Step 3:** Print and complete the Starter Kit.

**Step 4:** Include your check for payment.

**Step 5:** Mail the completed documentation from Step 1, 2 and 3 and the check to:

Acorn Internet Services, LLC  
PO Box 1602  
Colorado Springs, CO 80901

Once we have received your packet of information, we will schedule the process of installing Intell-a-Keeper™ into your system, as indicated below.

### Lisa Kolb

Acorn IS

#### 1. Monthly Usage Charge

Monthly Usage Charges for Intell-a-Keeper™. Intell-a-Keeper™ is an ongoing service. Customers not hosting with Acorn receive the Intell-a-Keeper™ ongoing services at the affordable rate of \$20 a month. Acorn Hosting customers receive a discounted price per month of \$10 a month.

Hosting with Acorn	Not Hosting With Acorn
Intell-a-Keeper™ pricing for Acorn Hosting Customers. <b>\$10 a month</b>	Intell-a-Keeper™ pricing for Non-Hosting Customers. <b>\$20 a month</b>

## 2. Initial Installation

The initial installation of Intell-a-Keeper™ into your web site code requires 4 new pages be created to support Intell-a-Keeper™ data gathering, and additional script and image code must be applied to all pages of the web site. To determine this cost, you must add up **ALL THE PAGES** on your site. Please be aware that all sites are not as easily updated as others. If your site hasn't been written in an efficient manner, additional charges may apply to install Intell-a-Keeper™. Current billing rates for development work is \$65 an hour.

Acorn Development	Outside Development Firm
<b>1-6 pages \$130.00</b> (2 hours @ current billing rates)	Acorn billing does not apply. The Programming Guide may be downloaded at <a href="http://www.intellakeeper.com">http://www.intellakeeper.com</a> Individual Inns may provide this information to their development team and have the installation completed without using Acorn Development staff. Note: In order for Intell-a-Keeper™ to begin gathering information, Acorn staff will need to turn the system on for your web site, which we will do once we receive payment. At that point your developer may install the code to run Intell-a-Keeper™ on your web site.
<b>7-10 pages \$162.50</b> (2.5 hours @ current billing rates)	
<b>11-14 pages \$195.00</b> (3 hours @ current billing rates)	
<b>15-20 pages \$227.50</b> (3.5 hours @ current billing rates)	
<b>20 + pages: please call for rates</b>	

## 3. Pay Per Click (PPC)

If you subscribe to ANY Pay Per Click such as Google Adwords or Overture, additional information must be added to your Pay Per Click Listings. This additional information is called Query String Tracking Code. Without this additional information, it is impossible to know if a Search Engine referral was FREE (Organic / Natural) or Paid (PPC). By adding this additional code, we not only are able to differentiate between the Free and Paid, but we can tell you the exact phrase that sent you the booking, and from what search engine that PPC listing fed.

To determine this cost, you must log into all your PPC systems and count up the number of Phrases you are paying for. Once you have totaled all phrases in all systems, this is the number you use below to calculate the cost to install the Query String Tracking code. Please be aware that not all PPC accounts are set up in an efficient manner. If we find this to be the case, additional charges may apply to install the PPC Query String Tracking Code.

Acorn Development	Outside Development Firm
<b>Formula</b> $(Total\ Pay\ Per\ Click\ Phrases / 60) \times \$40$ (It takes Acorn staff about one (1) minute a phrase to add the Query String Tracking. This time is charged at \$40 a hour)	Acorn billing does not apply. The Programming Guide may be downloaded at <a href="http://www.intellakeeper.com">http://www.intellakeeper.com</a> Individual Inns may install the Query String tracking themselves, or pass this information to their development team and have the installation completed without using Acorn Development staff.

**Complete Section below to Determine Check Amount**

- 1. Monthly Usage Charge \_\_\_\_\_ X 12 Months = \$ \_\_\_\_\_
- 2. Installation of Intell-a-Keeper™ Code Charge Amount = \$ \_\_\_\_\_
- 3. PPC (Pay Per Click) Query Term Tracking Charge Amount = \$ \_\_\_\_\_
- 4. Initial Training Session \*\* **Required**  
(To be scheduled after 4-6 weeks of data has been gathered) **\$60.00**

Total Check Amount \$ \_\_\_\_\_

Note: If you do not choose the Acorn Development option above to install the Intell-a-Keeper™ Reporting System code into your web site (IE: You choose the Outside Development Firm option instead), any additional consulting required by the Outside Development Firm will be charged to the customer at \$65 an hour with a minimum charge of 15 minutes.