Creating Restaurant Booking Links for online channels

An instructional document on how to create your Table Plus link for online channels with tracking for different campaign mediums

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This guide has a few steps to it, we recommend that you take note of all steps, this will ensure you get the best visibility of all your online channels.

To get started open up our embed code generator:

https://sales.resdiary.com/misc/table-plus-embed-code.html

STEP ONE: Your Restaurant Specific Booking Link

You will need your Table Plus Restaurant booking URL - if you don't have this please contact Table Plus support (support.tableplus@accorplus.com)

It will look similar to this (orange parts to the link are different per restaurant):

https://booking.resdiary.com/TablePlus/Standard/MICROSITENAME/THEMEID

Required for booking link generation

These details are specific to each restaurant and were provided to hotels by the Table Plus team.

ResDiary Microsite Name :

ResDiary Microsite Name

Theme ID :

Theme ID

STEP TWO: Making your link specific to a date or promotion or similar

Please note: You do not need to complete this step if you want a customer to book any date or promotion. Please go straight to Step Three.

Optional for specific link generation

By using some or all of these fields you are able to create a promotional specific widget.

Date (format must be YYYY-MM-DD) :

| Date |

Party Size :

| Adults 0 |

Promotion ID :

| Promotion ID |

Time :

| Time |

There are some specific parameters that you can add to the URL link, they are in red below:

> Date: date=YYYY-MM-DD
> *Date is the day of the event if 1 day OR last day of event if multiple dates available*
>
> Party size: partySize=
> *This is the number of people the link should default for (e.g. partySize=2)*
>
> Promotion: promotionId=
> *This is the promotion ID, located next to the Promotion in ResDiary (Promote > Promotions)*
> Time: time=
> *This is the time of the event if you wish for the time to default - in 24 hr time (e.g. 18:00 for 6pm).*

If you are not using the embed code generator and you are creating your own link, then please note that if you are using more than one parameter, separate with '&'

For example a link may look like this:

> https://booking.resdiary.com/TablePlus/Standard/MICROSITENAME/438?date=2019-12-31&promotionId=12456&partySize=4

**For more information on how to locate the promotion id please refer to the end of this guide.*

STEP THREE: Tracking your Table Plus Booking URL

Follow the guidelines below to see which channels are receiving customer bookings, you can see the number of clicks that convert to a booking if you follow the below tracking instructions.

Note: It is important that the Campaign Term has your microsite name, this is how we differentiate the restaurants and report on results.

Note: Using the above step you can create multiple links, by changing the Campaign Source & Campaign Medium, to show the different locations of the link.

FINAL STEP: Generate your link
Click on 'Generate' to create your booking link:

Then you will be able to click on 'Copy to Clipboard'.
The link highlighted in the red box above, can be embedded in booking buttons

on your different sites (i.e. Facebook or website), so you can see the different booking channels and booking conversions.

You can also convert the URL to a bit.ly link to easily integrate this into Social Media posts.

REPORTING
The results from the URL tracking, will be generated by our team and sent as a report to your hotel. This report will be sent weekly on a Monday to each country, to hotel contacts.

Please note that you will also receive a breakdown of the tracking results in your Monthly Activity Report.
If you would like to be added to receive either the Weekly or Monthly Report please email support.tableplus@accorplus.com
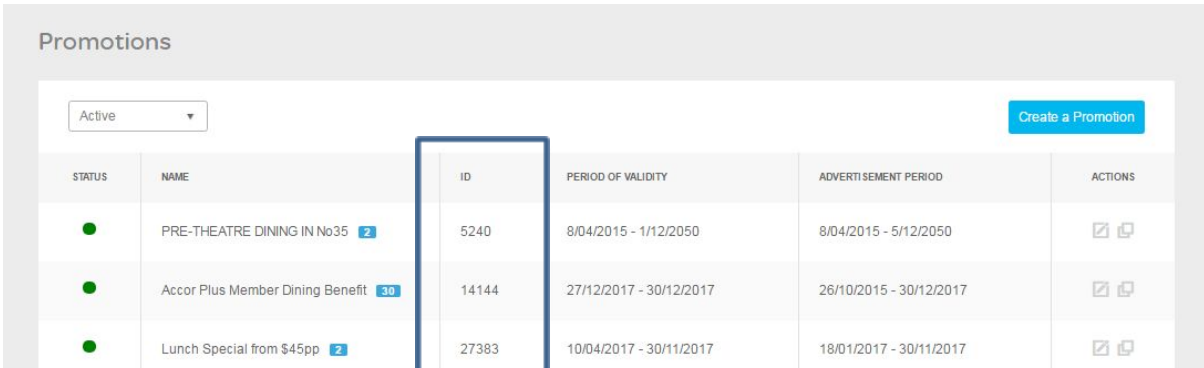
To ensure accurate tracking for all restaurants using this feature, please ensure that you follow the above listed guidelines and ensure that the Restaurant Microsite Name is included in the 'Campaign Term' field.
If you are unsure of your Restaurant Microsite Name, please contact our support team at support.tableplus@accorplus.com

SUPPORTING INFORMATION

PROMOTION ID
Once you have loaded and saved your Promotion in ResDiary it will be given a unique promotion id, this is highlighted below:

Please also note that the last date of validity for your promotion is what you should use for your link when generating.
For the above Lunch Special promotion with ID: 27383, the last validity date is 30/11/2017. So an example of what the link would look like is:
https://booking.resdiary.com/TablePlus/Standard/TableplusdemoAccor10457/438?promotionId=27383&date=2017-11-30&partySize=4