



TABLE PLUS

## **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

October 2019

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](mailto: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 :**

**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) :**

**Party Size :**

**Promotion ID :**

**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.

### Recommended for tracking your booking links

To have visibility over your different booking channels, we recommend that you add the below to your Table Plus.

Please note: the Campaign Term **must** contain your ResDiary Microsite Name, this is how

**Campaign Source :**

**Campaign Source** is either:

- Facebook
- Website
- Instagram
- Newsletter

**Campaign Medium :**

**Campaign Medium** is either:

- Post
- BookNow
- email
- banner

**Campaign Name :**

**Campaign Name** is: Promotion Name & Promotion ID. OR Standard Availability.

**Campaign Term :**

**Campaign Term** is your Microsite Name

Example: TableplusdemoAccor10457

Example: FlashSale37275 or WeekdayBuffet14144 or StandardAvailability

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:

Use In China

Generate

Copy to Clipboard

Please use the embed code as below:

```
https://booking.resdiary.com/TablePlus/Standard/TableplusdemoAccor10457/198?date=2019-12-31&partySize=4&promotionId=12456&time=&utm_source=Website&utm_medium=DiningPage&utm_campaign=BookNowButton&utm_term=BookNowButton
```

If you require assistance in creating a link please contact support.tableplus@accorplus.com

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](mailto:support.tableplus@accorplus.com)

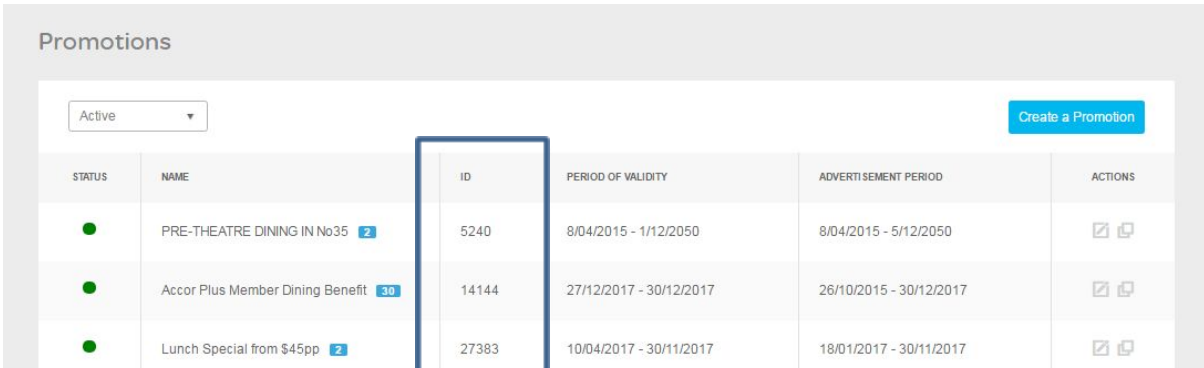
To ensure accurate tracking for all restaurants using this feature, please ensure that you follow the above listed guidelines and ensure that the Restaurant Microsite Name is included in the 'Campaign Term' field.







If you are unsure of your Restaurant Microsite Name, please contact our support team at [support.tableplus@accorplus.com](mailto: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:



STATUS	NAME	ID	PERIOD OF VALIDITY	ADVERTISEMENT PERIOD	ACTIONS
Active	PRE-THEATRE DINING IN No35 <span>2</span>	5240	8/04/2015 - 1/12/2050	8/04/2015 - 5/12/2050	 
Active	Accor Plus Member Dining Benefit <span>30</span>	14144	27/12/2017 - 30/12/2017	26/10/2015 - 30/12/2017	 
Active	Lunch Special from \$45pp <span>2</span>	27383	10/04/2017 - 30/11/2017	18/01/2017 - 30/11/2017	 

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>