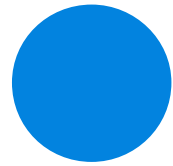
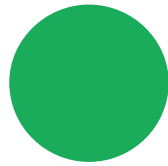
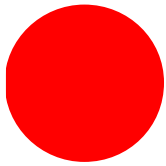


agoda.com



Overview:

Dear Partner,

We would like to welcome you to Agoda Partners, the official affiliate program for Agoda.com.

Dedicated market managers maintain close relationships with Agoda.com hotel partners around the globe, creating special promotions and marketing programs to help Agoda.com offer some of the best deals on the Internet.

This competitive edge is backed up by a [best-price guarantee!](#)

As an **affiliate partner** of this program, you have access to promote and sell the entire Agoda hotel inventory and receive high commissions of 35-60% on each sale.

If you have not already, get started by visiting our partner center at <http://partners.agoda.com>.

In the partner center please go to your profile and complete your banking details so we can pay you commission once you have started earning commissions.

We look forward to a long, prosperous and mutually beneficial partnership promoting our Agoda products.





What to expect from Agoda Partners?

In order to allow you to easily and effectively implement hotel/booking options on your website in accordance to your own preferences and style, Agoda Partners have put together a number of high end marketing tools to help you on your way to monetizing your traffic.

Our marketing tools are located in the “tools” section of our Partner Centre at <http://partners.agoda.com> .



Marketing Tools:

- 1) **Hotel Power Ads:** The Agoda Banner code allows you to make the most of your free banner space. It offers a powerful and decorative way to easily integrate Agoda onto your website.
Follow the instructions to generate the banner code, and to copy and paste on your website. This code is flexible and allows the banner to update automatically, thus ensuring you have the most relevant and best converting banners on your website at all times!
Our new smart banners adjust to relevant offers and promotions, both for destinations and in general. This allows you to always have the most relevant banner offer on your website, without the need to constantly make changes on your end!

For more information please click [here](#) .

- 2) **Hotel Search Boxes:** Our search boxes are among our best converting tools. They allow your visitors to search hotels directly from your own website.

The benefits for using the search box are many. Here are the main benefits:

- ✓ **Design:** Better looking, it **integrates better** onto your website with easy customization options
- ✓ **Implementation:** Easier & faster, simply **copy/paste** a line of script
- ✓ **Functionalities:** Check In & Check Out **calendar** pop-up offers more interaction
- ✓ **Options:** **Target** Country, City and Hotel directly from Partner Center. Use more than one search box per page.
- ✓ **Tracking:** Accurate & Real-Time. **Tag** each search box and **track** the exact impressions & clicks
- ✓ **Sizes:** **6 Google standard** Ads sizes available to fit any website

For the technical specs and implementation details for our search box, please see the search box guide which can be downloaded [here](#) .

- 3) **Text-Links:** Direct text links are among the simplest tools to implement. They are also among the most powerful when used correctly. In the Agoda affiliate program, we give you the ability to link directly to any page on the Agoda website. This enables you to link to destination guides, country guides, specific hotels or the front page, depending on what part of the Agoda website best fits with your link in order to increase conversions. Links to Agoda come in several forms, from the simple text links to Co-Branded links. Further details on how to implement the different types of links can be found in our link guide, which can be downloaded [here](#) .

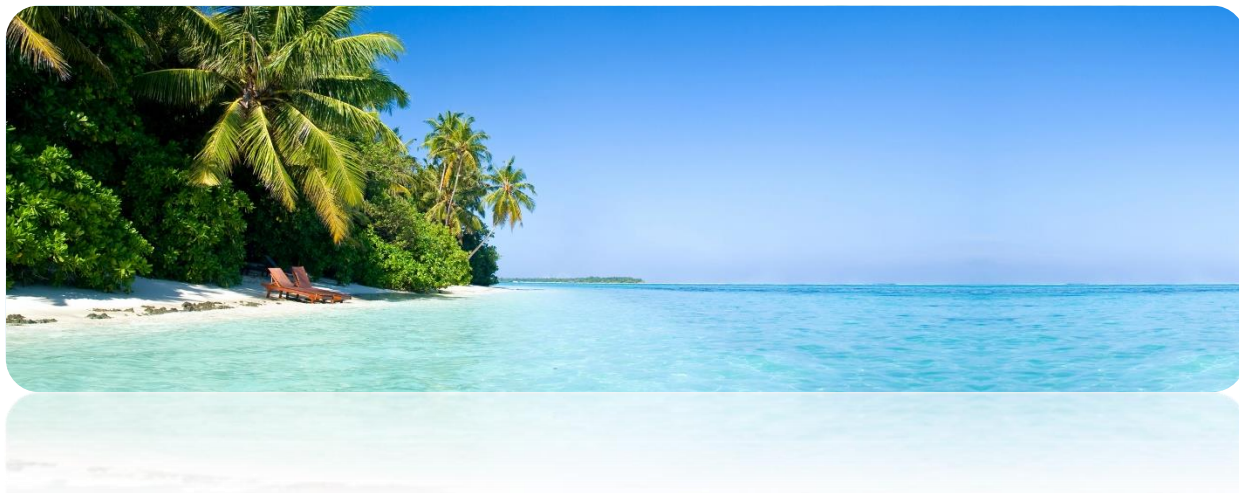
- 4) **Hotel Data File:** Our hotel data file is an advanced tool. It allows for the download of our hotel inventory, including descriptions, hotel details, images and even GPS co-ordinates. You can upload this file directly to your database for presentation of hotels to your visitors.

Please download the data file from [here](#) .

- 5) **Reservation Centre:** The agoda.com Reservation Center is a simple booking form that allows travel agents to book hotels 24/7 every day of the year. It requires no training and is an easy-to-use interface that allows agents to find suitable hotel options for their clients in a matter of seconds.

It allows multiple operators in a travel agency to book hotels and take advantage of the same rates, availability and promotions as on agoda.com while earning very competitive commissions. No need for complex technical integrations. You can start bookings hotels and earning revenues in a matter of minutes!

No fees: Our travel agent program does not have any fees so everything you earn will go directly to your bottom line.



Reporting:

Once you have fully integrated the option to book hotels on your website and begin promoting Agoda.com, it is time to measure the results. The Agoda Partner Center provides 2 distinct reports available to help you do this.

- 1) **Statistics Report:** The statistics report shows you the account activity for a given period of time. This includes both clicks received on Agoda end (traffic), the bookings made and the status of these individual bookings. It also shows estimated commission which is based solely on the departed bookings. The statistics report is your day to day tool to monitor your activities and the resulting clicks and bookings.
- 2) **Payment Report:** This report shows you the outstanding payment for any single or multiple month period. This gives you a quick overview of exactly what amount is or was outstanding for payment in any particular month based on departure bookings of the previous month. The payment report can be seen for individual sites or all sites, and include bookings made and commission due in all cases. This shows you exactly how much money you have coming.

The reports are both readily available in the reporting section of the [Agoda Partner Center](#).



We also offer an extensive FAQ, which should help answer any questions you may have and get you well on your way. For more information please visit [here](#) .

Please also follow on Facebook or twitter for all the latest news, articles, hot offers and top destinations.

For any further queries or thoughts in regards to our tools and products, how to maximize your websites potential and optimize conversions, please do not hesitate to contact us at partners@agoda.com . We are always here to assist you in any way possible.

With Best Regards

Jesper Kauth
Head of Online Affiliates
Agoda.com

