



Dynamic Tools Manual – Hotel Power Ads

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HOTEL POWER ADS

INTRODUCTION

Hotel Power Ads are a new tool that helps to optimize your screen real estate in a dynamic way. Hence, dynamic banners are smarter than any static banner by displaying the 10 best deals for any targeted destination (Country & City).

This puts a dynamic banner on your website that can be updated in real time, thus ensuring you to always have the most up to date, creative and relevant offers available on your website. This helps drive clicks and thereby bookings for your website, without you having to make any changes on your end.

The image displays three dynamic banners from Agoda.com, each featuring a different hotel deal in Bangkok. Each banner includes a header with the Agoda.com logo and a set of colored dots. The first banner shows 'The Berkeley Hotel Pratunam' with a 5-star rating, an 8.0 'Very Good' review score, a 40% discount, and a price of USD 78. The second banner shows 'Mandarin Hotel Managed by' with a 4.5-star rating, an 8.5 'Fantastic' review score, a 50% discount, and a price of USD 91. The third banner is a general promotion for 'More hotel deals in Bangkok' with a 'See more deals' button. Each banner also features a 'Book now' button and a series of dots at the bottom, likely representing a carousel of offers.

Hotel Name	Rating	Review Score	Discount	Price	Location
The Berkeley Hotel Pratunam	★★★★★	8.0 Very Good	- 40%	130	Bangkok
Mandarin Hotel Managed by	★★★★☆	8.5 Fantastic	- 50%	183	Bangkok

BENEFITS

- **Low Effort:** copy/paste a line of code
- **No maintenance:** you can make your updates from partner Center (i.e.: change target city)
- Higher conversion rate (**CR**): up to **5 times higher** with a targeted city
- Available in **11 languages**
- Available in **6 sizes**

LANGUAGES & CURRENCIES

Default language and Currency: English (USD)		Examples
English	US Dollar (USD)	Preview
French	Euro (EUR)	Preview
German	Euro (EUR)	Preview
Indonesian	Indonesian Rupiah (IDR)	Preview
Japanese	Japanese Yen (JPY)	Preview
Korean	South Korean Won (KRW)	Preview
Russian	Russian Ruble (RUB)	Preview
S. Chinese Mainland	Chinese Yuan Renminbi (CNY)	Preview
T. Chinese Hong Kong	Hong Kong Dollar (HKD)	Preview
T. Chinese Taiwan	New Taiwan Dollar (TWD)	Preview
Thai	Thai Baht (THB)	Preview

SIZES

Banner & Search Box Sizes	
160x600	300x600
200x200	300x250
468x90	728x90



GUIDELINES

Create > Select > Copy/Paste

Step #1: Create your “Hotel Power Ad” Banner

- Tools > Dynamic Tools > Manage My Dynamic Tools > Select your CID > Add New Dynamic Tool

Manage My Dynamic Tools

Please select a CID below to view the active Dynamic Tools for that CID and/or create new Dynamic Tools for that CID.

-- Please select CID -- Show all existing items

[Add New Dynamic Tool](#)

Step #2: Name & Select your criteria

- Description > Size > Language > Country > City > Ad Format: “Fully dynamic Power Ad”

Manage My Dynamic Tools

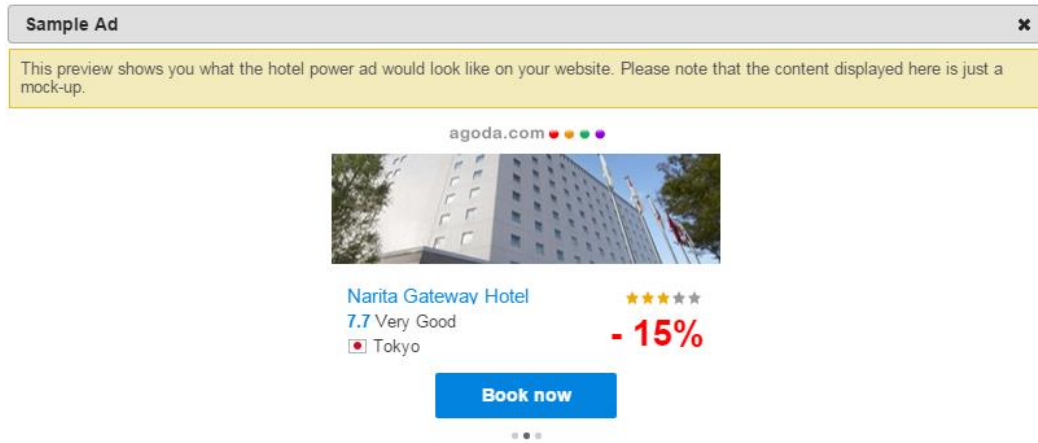
Please create your Dynamic Tool here by selecting the relevant description (for tracking), size, language and destination. From the “Ad Format” you may select to display a Search Box OR a Hotel Power Ad.

Once completed, click “Save Dynamic Tool” to generate the code which you can then copy/paste into your website.

Description: <i>Allow only A-Z, a-z, 0-9, maximum 50 characters *</i>	Destination Country (Recommended):
hotel power ads	France
Size (Width x Height): *	Destination City (Recommended):
300 x 250	Lyon
Language: *	Ad Format: *
French	Fully dynamic Power Ad

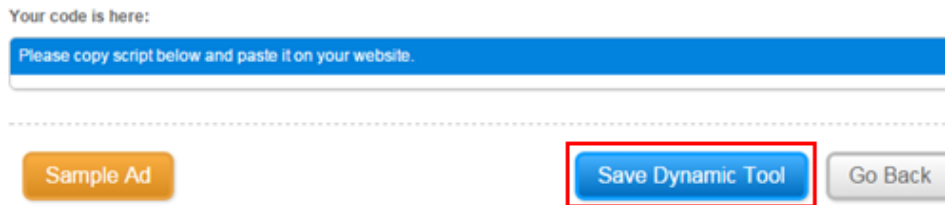
Step #3: Preview Sample Ad

- Click SAMPLE AD to preview the look and feel of your selected banner – Note that this is a format preview only, the destination and language will not match with the selection you made.

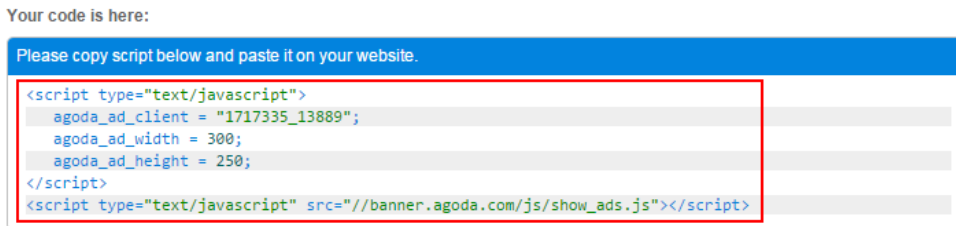


Step #4: Generate the Script & Copy/Paste

- Click SAVE DYNAMIC TOOL to save your selected criteria and generate the SCRIPT



- Copy/Paste the code on your website





LOGIC

Description: <i>Allow only A-Z, a-z, 0-9, maximum 50 characters *</i>	Destination Country (Recommended):
<input type="text" value="hotel power ads"/>	3 <input type="text" value="France"/>
Size (Width x Height): *	Destination City (Recommended):
1 <input type="text" value="300 x 250"/>	4 <input type="text" value="Lyon"/>
Language: *	Ad Format: *
2 <input type="text" value="French"/>	<input type="text" value="Fully dynamic Power Ad"/>



Dynamic Tools Formulas

- 1 + 2 + 3 + 4 =** **Best Conversion** → **Dynamic Deals** for Target City
- 1 + 2 + 3 =** **Good Conversion** → **Dynamic Deals** for Target Country
- Non Targeted = Lower Conversion**
- 1 + 2 =** **Medium Conversion** → **Static banner** in Local Language
- 1 =** **Low Conversion** → **Static banner** in Default Language (EN)

TIPS

Preview your Hotel Power Ads

You can Preview your Hotel Power Ads using the following [link](#).

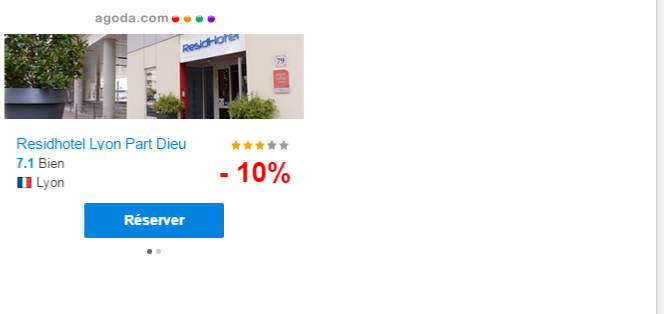
Edit This Code: See Result »

```
<!DOCTYPE html>
<html>
<head>
<title>Page Title</title>
</head>
<body>

<script type="text/javascript">
  agoda_ad_client = "1717335_13889";
  agoda_ad_width = 300;
  agoda_ad_height = 250;
</script>
<script type="text/javascript" src="//banner.agoda.com/js/show_ads.js">
</script>

</body>
</html>
```

Result:



Paste the code in the <body> section of the script:

Click “See Result” to preview your banner in a live environment:

```
<script>
document.write(Date());
</script>
```