



# Dynamic Tools Manual – Search Box

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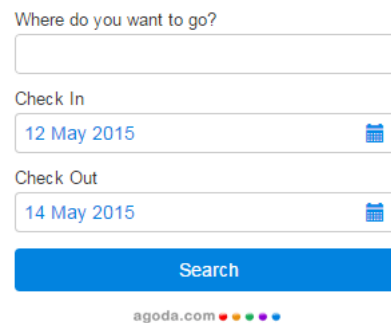
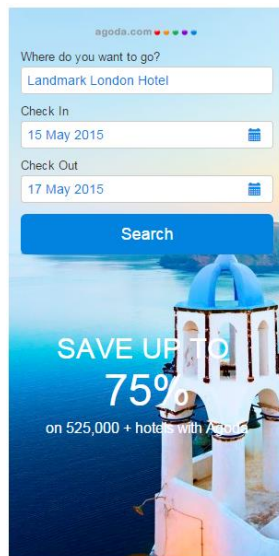
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## SEARCH BOX

### INTRODUCTION

A ready-made customizable search box can be easily created for your website using Agoda's Dynamic Tool. A java-script will be created for your pre-configured search box which can be placed directly on your website without complex implementation on your end.



### BENEFITS

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

## LANGUAGES & CURRENCIES

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

## SIZES

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



## GUIDELINES

### Create > Select > Copy/Paste

#### Step #1: Create your “Search Box”

- 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: “Search Box Only”
- The selected city will be default city in the search box

**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.

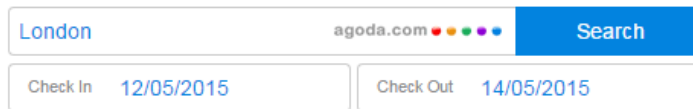
Once completed, click “Save Dynamic Tool” to generate the code which you can then copy/paste into your website.

<b>Description:</b> <i>Allow only A-Z, a-z, 0-9, maximum 50 characters *</i>	<b>Destination Country (Recommended):</b>
<input type="text" value="Search Box"/>	<input type="text" value="United Kingdom"/>
<b>Size (Width x Height): *</b>	<b>Destination City (Recommended):</b>
<input type="text" value="200 x 200"/>	<input type="text" value="London"/>
<b>Language: *</b>	<b>Ad Format: *</b>
<input type="text" value="English"/>	<input type="text" value="Search Box only"/>

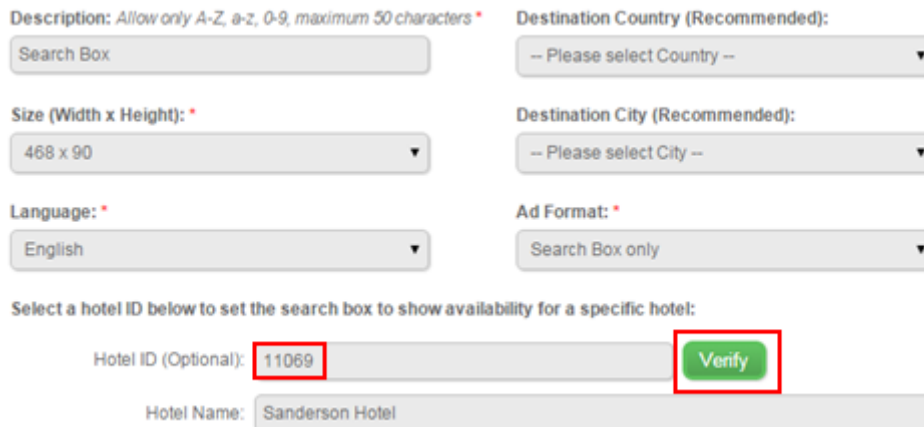
Select a hotel ID below to set the search box to show availability for a specific hotel:

Hotel ID (Optional):  [Verify](#)

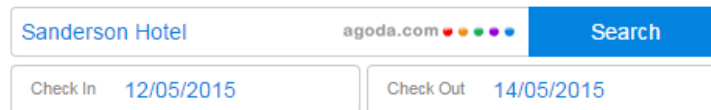
Output search box:



- If Hotel ID is input then it will be the default hotel in the search box, it will override the city and country selected. (Click “Verify” to retrieve Hotel Name)

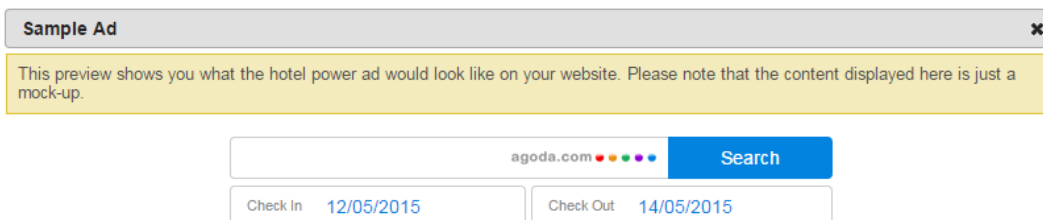


Output search box:



### Step #3: Preview Sample Search Box

- 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

```
Please copy script below and paste it on your website.
<script type="text/javascript">
  agoda_ad_client = "1718445_13912";
  agoda_ad_width = 468;
  agoda_ad_height = 90;
</script>
<script type="text/javascript" src="//banner.agoda.com/js/show_ads.js"></script>
```



## LOGIC

**Description:** Allow only A-Z, a-z, 0-9, maximum 50 characters \*      **Destination Country (Recommended):**

Search Box      4 -- Please select Country --

**Size (Width x Height): \***      **Destination City (Recommended):**

1 728 x 90      5 -- Please select City --

**Language: \***      **Ad Format: \***

2 Japanese      Search Box only

Select a hotel ID below to set the search box to show availability for a specific hotel:

3 Hotel ID (Optional): 12147      Verify

Hotel Name: Sheraton Maldives Full Moon Resort & Spa



## Dynamic Tools Formulas

1 + 2 + 3 =      **Best Conversion**      →      **Search Result** for Target Hotel

1 + 2 + 4 + 5 =      **Good Conversion**      →      **Search Result** for Target City

**Non Targeted = Lower Conversion**

1 + 2 =      **Medium Conversion**      →      **Search Result** in Local Language

1 =      **Low Conversion**      →      **Search Result** in Default Language (EN)

## TIPS

### Preview your search box


You can Preview your Search Box using the following [link](#).

Edit This Code: See Result » Result:

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

<script type="text/javascript">
  agoda_ad_client = "1718445_13912";
  agoda_ad_width = 468;
  agoda_ad_height = 90;
</script>
<script type="text/javascript" src="//banner.agoda.com/js/show_ads.js">
</script>

</body>
</html>
```



Paste the code in the <body> section of the script. Click “See Result” to preview your Search Box in a live environment.

## SAMPLE SEARCH BOX

200 x 200

Where do you want to go?

Check In      Check Out

15 May 2015      17 May 2015

**Search**


agoda.com 

300 x 250


Where do you want to go?

Check In

15 May 2015 


Check Out

17 May 2015 

**Search**


agoda.com 

468 x 90

agoda.com 


Check In  Check Out

728 x 90


agoda.com 


Check In  Check Out

300 x 600

agoda.com 

Where do you want to go?

Check In  
 

Check Out  
 

**SAVE UP TO  
75%**  
on 525,000 + hotels with Agoda

160 x 600

agoda.com 

Wohin wollen Sie reisen?

Eincheckdatum  
 

Auscheckdatum  
 

**SPAREN  
SIE BIS ZU  
75%**  
Bei 525,000 + Hotels  
auf Agoda