

## Analytics

One of the benefits of participating in the Check In Canada program is the detailed reports with a summary of demographic information about those who were referred to your online reservation system. This is a sample of what kind of report will be sent quarterly with an invoice for any referrals in that quarter. Please note any information relating to rate or length of stay can only be provided if the tracking code is embedded.



### Property Detail Report

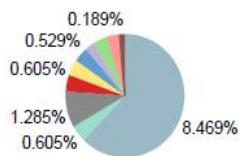
SAMPLE PROPERTY

4/1/2016 - 6/30/2016

|                   | Referrals | Avg. Cost Per Referral | Bookings* | % Conversion | Avg. Booking \$ | Total Booking \$ | Click Spend \$ |
|-------------------|-----------|------------------------|-----------|--------------|-----------------|------------------|----------------|
| OntarioTravel.net | 18        | \$1.00                 | 2         | 4.88         | \$159.00        | \$679.00         | \$18.00        |

JackRabbit Systems Id

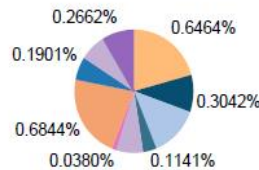
#### Region



#### Region

- California
- Colorado
- Texas
- Georgia
- Illinois
- Florida
- Tennessee
- New York
- North Carolina
- Missouri

#### Cities



#### City

- Los Angeles
- Denver
- New York
- Chicago
- Atlanta
- Dallas
- San Diego
- Nashville
- Houston
- San Francisco

Address

Start Date  
4/1/2016

End Date  
6/30/2016

#### Gender

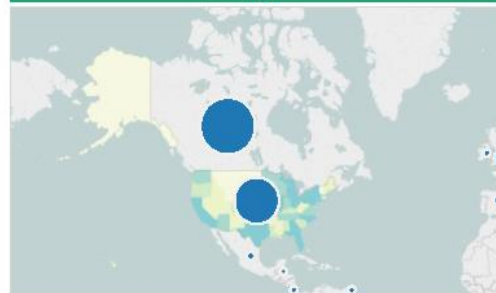
No Gender data is available for the current date range.

Gender

#### Age Groups

No Age data available for the current date range.

#### Map





---

## *Analytics*

### **What counts as a referral?**

A referral is counted each time a visitor clicks the “Book Now” button on your listing on [OntarioTravel.net](http://OntarioTravel.net) or [www.CheckInCanada.com](http://www.CheckInCanada.com). When a consumer reaches the “Book Now” button, they are a qualified lead, having already narrowed down their search by rate and date. Only clicks on the “Book Now” button count as referrals.

You will be charged \$1 per click for each referral starting in January 2017, based on the analytics provided to your property.

### **How many reservations have I received through Check In Canada?**

Properties that select the Enhanced Listing can track the number and value of reservations booked through [OntarioTravel.net](http://OntarioTravel.net) and [www.CheckInCanada.com](http://www.CheckInCanada.com) by embedding a tracking code on your reservation website at no additional charge. Please call 1-888-612-2772 or email [info@checkincanada.com](mailto:info@checkincanada.com) for this code.