



Promotions via API launch kit

March 2021



Partner guide

Includes:

- Overview
- Benefits
- How to guide
- Getting started



Developer guide

Includes

- Best practices
- Examples
- Getting started

What's included in the partner guide



Unleash growth by using promotions via API

Overview

Overview of promotions via API

Benefits

Key benefits for connectivity partners and properties

How to guide

Details on how promotions via API works and guidelines to keep in mind

Getting started

Next steps, estimated level of effort and examples

Important note: Promotions via API are not available for large chains. Except for large chains, all other property types can take advantage of Promotions via API within your platform once you integrate. If you aren't sure if your properties are supported, please contact your Account Manager.

We heard from our providers and we listened



Provider feedback helped us identify the opportunity to launch promotions via API

“We are happy to support any OTA that has an API for promotions.”

“We would love to have some documentation around this feature [Promotions via API] ASAP :)”

“We would really like to see the promotions API. This will ensure Expedia is receiving the same parity on promotions as the other channels.”





In the past, a connected property needed to create promotions *manually*...

...but the introduction of **promotions** within the Lodging Supply GraphQL API will enable promotions to be managed *seamlessly* within your connectivity solution.

Functionality

Properties can seamlessly create, retrieve, manage, and deactivate Expedia promotions within your connectivity solution.

Goals

1. Allow properties to manage promotions seamlessly and in bulk
2. Align properties' promotions across OTA channels
3. Enable expanded capabilities for your properties
4. Provide guests access to the best rates to increase conversion

Important Note: Promotions via API are not available for large chains. All other property types can take advantage of promotions within your platform once you integrate. If you aren't sure if your properties are supported, please contact your Account Manager.

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How promotions via API will help you



Promotions will unlock these three key benefits for you



Robust capabilities increase your stickiness

Allow your properties to automate, promotions and increase operational efficiency. This makes you **more valuable to properties** and enables you to develop stronger relationships



More traffic & conversions for properties

Allow faster creation and modification of promotions on a large scale. **Increase promotional activity leads to increase traffic and conversions for properties**



Align capabilities across channels

Bring **alignment across distribution channels** by enabling properties to consistently merchandise promotions

How promotions via API will help your properties



Promotions will unlock these three key benefits for your properties



Maximize number of high value bookings

Ensure each guest always has access to the best rates. Maximize booking value by utilizing various audience filters to target exclusive traveler and stay types



Save time and increase control

Allow for selecting preset audience, timeframe, length of stay and much more, providing promotional control with ease



Increase customer visibility

Ensure more travelers see and book promoted properties through specialize merchandising and increase visibility

Unlock the power of Expedia promotions



Streamline the promotions process to save time

**Solve for large scale
usage**

Over the last 12 months, Expedia Partners have created over **4.8 million promotions** using Partner Central. Think of how much time would be saved if this process was streamlined!¹

**Serve properties
better**

Of the 4.8 million promotions created, around **78%** were created by **Connected Partners**. There is an opportunity to serve these customers' needs in a smarter way.¹

Save time

With an approximate time of **5 minutes spent**² creating each promotion manually, plus time spent switching between software and Partner Central, the launch of Promotions via API has potential to save our Connected Partners hours in time through streamlining promotions.

¹ Expedia, Inc. LPS MO Promotions Dashboard – Last 12 month data as of 6/30/20

² Based on internal usage testing

“It [promotions via API] was quite clear. I did not have difficulties to implement.”

-Homerez

1

Select the **promotion name** in which you want to retrieve, create, manage, or deactivate

2

Define the **audience, offer, dates, and name** criteria. The promotion can be applied to one or more rate plans

3

Submit the promotion for travelers to enjoy!

- **Create your own:** Offer travelers a great deal and stand out in search results
 - **Single discount:** Percentage discount (between 1 - 75%) applying to all nights of stay
 - **Multi-night:** Reward those who have longer stays
 - **Day of the week:** Manage occupancy fluctuations with deals for certain days only
- **Same-day deal:** Offer last-minute travelers a one-time discount off your lowest-price room. Attract last minute travelers by setting up a recurring deal for same-day booking
- **Early booking:** Give a discount to committed travelers who book early

Note: All promotions naming data is for internal tracking purposes only and is not live on site

Type of promotions	Audience criteria
Create your own (includes day of the week and multi night discounts)	<ul style="list-style-type: none">• N/A – shown to all audiences
Same day deal	<ul style="list-style-type: none">• Restricted only to same day booking customers• Partners can specify from what time in same day this offer can be applied
Early booking	<ul style="list-style-type: none">• Applied by activating on an advanced booking window (e.g. must book at least 10 days in advance of your check-in day)

2 Select applicable audience fencing options



Fencing type	Criteria
Member only deals	<ul style="list-style-type: none">Partners have ability to specify that the promotions they have created only apply to members; additionally, on top of the existing offer, partners can also add another offer specifically for members
Mobile only deals	<ul style="list-style-type: none">Partners can create promotions that are applicable only for mobile device users

Type of promotion	Offer criteria
Create your own	<ul style="list-style-type: none">• Single discount: 1-75% can be applied to all nights of stay• Daily discount: can be applied to day of the week• Multi night discount: Give the Nth night of the stay free or at a 10% discount. Can also set the N to be repeating
Same day deal	<ul style="list-style-type: none">• Restricted only to same day booking customers• Partners can specify from what time in same day this offer can be applied
Early booking	<ul style="list-style-type: none">• Single discount: 1-75% can be applied to all nights of stay• Daily discount: can be applied to day of the week• Multi night discount: Give the Nth night of the stay free or at a 10% discount. You can also set the N to be repeating

Type of promotion	Dates criteria
Create your own	<ul style="list-style-type: none">• Booking dates can be anytime or specific days and times• Specify a window when the promotion is valid, or create the promotion without an end date (our back-end system allows promotion validity up to an end date of 06-06-2079)
Same day deal	<ul style="list-style-type: none">• Your book dates are always today's date. The travel date is also today however, you can set a window of dates you want the offer to be applied for. You can also set the black out dates
Early booking	<ul style="list-style-type: none">• The booking dates can be anytime (within a specified window) or specific days and times (within a specified window)
Minimum & maximum lengths of stay	<ul style="list-style-type: none">• For all the promotions mentioned, partners can specify a minimum (and maximum) length of stay

3 Submit for travelers: sample merchandising views



Expedia

No promotional merchandising

\$79
per night
\$92 total
Includes taxes & fees
[Price details](#) ▾

Single discount

25% off
i ~~\$146~~ **\$109**
per night
\$131 total
Includes taxes & fees
[Price details](#) ▾

Same day deal

Tonight Only
20% off
i ~~\$119~~ **\$95**
per night
\$109 total
Includes taxes & fees
[Price details](#) ▾

Members only deal

Member Price
5% off
i ~~\$79~~ **\$75**
per night
\$88 total
Includes taxes & fees
[Price details](#) ▾

Hotels.com

\$79
✓ **FREE cancellation**
[Choose Room](#)

25% off
~~\$146~~ **\$110**
✓ **FREE cancellation**
✓ **Pay now or at property**
[Continue](#)

20% off
~~\$119~~ **\$95**
[Choose Room](#)

5% off
Your Secret Price
~~\$79~~ **\$75**
✓ **FREE cancellation**
✓ **Pay now or at hotel**
[Choose Room](#)

Using promotions to target valuable travelers



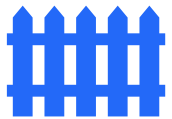
If you want to...



Then try...



Because...



Limit exposure of promotional pricing to a targeted audience

- Restricted length of stay
- Mobile/tablet fencing

Provide discounts to more targeted audiences to drive better business outcomes.



Target high-value travelers

- Members only deal

On average, members book twice as many nights and spend over two-times that of non-members.¹



Reach out to highly-committed travelers

- Early booking deal

Committed travelers may be willing to book early to get a great deal.

Promotions via API developer guide

November, 2020



What's included in the developer guide

Unleash growth by using promotions via API

- **Best practices**- Tips and notes for getting started
- **Examples**- Example queries and how-to
- **Getting started**- Next steps for getting started

- This capability is provided as part of the **Lodging Supply GraphQL API**. If you are unfamiliar with GraphQL concepts, such as queries and mutations, read this [overview](#) to learn more
- All time fields are provided in **local hotel time**
- **Do not send reduced rates to Expedia in place of discounting rates through promotions via API** (e.g. if giving 10% off a \$100 stay, do not submit \$90 rate); this will double the promotional offering for the traveler
- Offers are available from **1-75% off**
- Ensure you are **not setting conflicting field values** (e.g. min/max Length of Stay or Advance Booking Windows that contradict your rate plan restrictions)
- Ensure you have **access to the properties and credentials** within Expedia in order to manage promotions via API

Things to note while integrating promotions via API:

- Promotions via API is not supported for large hotel chain properties. If properties that belong to a large chain try to run a promotion via API through software, they will receive an error message. If you serve chain hotels in addition to independent ones, and you are integrating with promotions via API, **we strongly recommend displaying a friendly error message** in your user interface to remind properties they can load individual promotions in Partner Central.

Example: *"This functionality is not available for some chain properties. Instead, you can load promotions using Expedia's Partner Central."*

- Each user token **is valid for 30 minutes** even if other tokens are created.
- If a request is issued using an **expired token, an error is returned stating that the token is "invalid"**. Request a new token if this error arises.
- If calling the API from multiple servers, you can request a **unique access token from each server and save it in memory**.

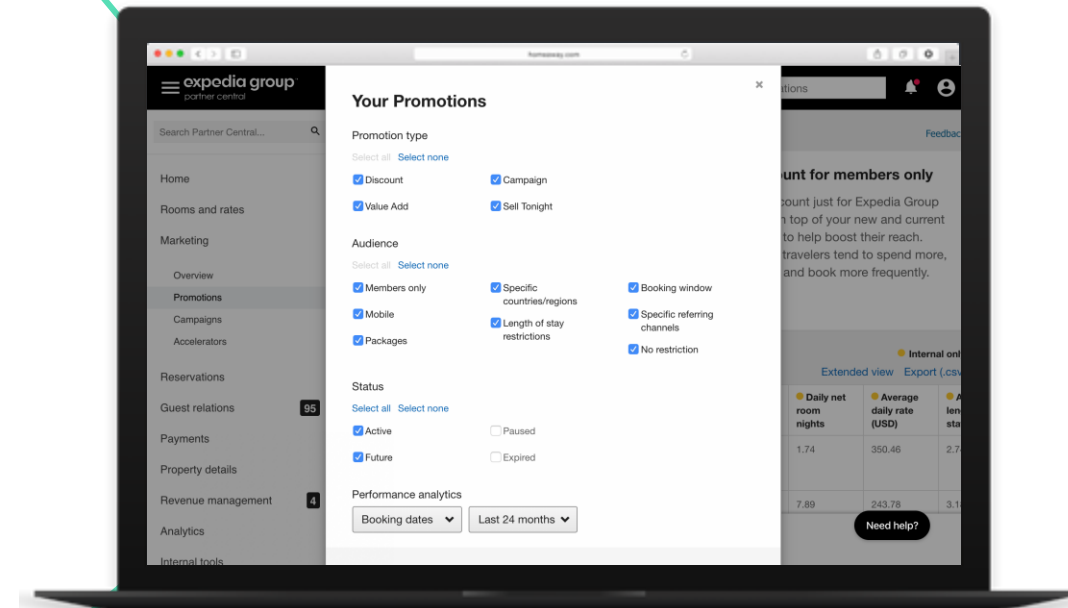
- Prior to updating information through mutation, it is always recommended to **do a query** (through the promotionId) **to retrieve latest data on the promotion** – promotions can be updated manually via other channels and you want to ensure the latest information is being retrieved
- It is important to **ensure that the RateplanIds specified belong to the property**. The promotion API operates under the assumption that the RateplanIds are available to the properties; an error will arise if the rate plan is not applicable to the property.
- Use Same Day and Early Booker promotion types to leverage **specialized on-site merchandising**
- It is not recommended to modify a BASIC promotion to an EARLY BOOKING or a SAME DAY promotion (or vice versa). To ensure proper merchandising on site, **deactivate the BASIC promotion and create a new SAME DAY promotion**
- **When creating promotions with no end dates**, we recommend building a seamless user experience by providing a checkbox or option to select "no end date". This is preferred over allowing the selection of 06-06-2079 as the maximum promotion end date.

How to retrieve active promotions



```
1 query {  
2   property(id: String!, idSource: IdSource!) {  
3     promotions(pageSize: Int!, after: String, filter: FiltersInput): Promotions  
4   }  
}
```

Here is the syntax of the `property` query to retrieve all active promotions for a specified property.



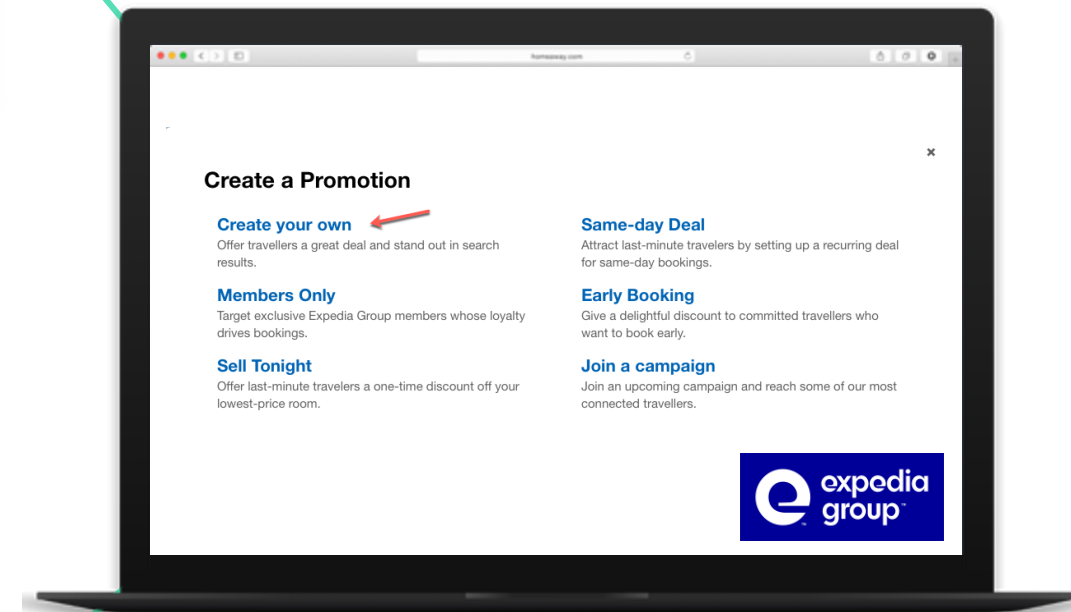
How to create a basic promotion



```
1 createSingleDiscountPromotion(  
2   propertyId: String!  
3   propertyIdSource: IdSource!  
4   promotion: SingleDiscountPromotionCreateInput!  
5 ): Promotion
```

Here is the syntax of the `createSingleDiscountPromotion` mutation, to create any single promotion.

Its response, if created successfully, includes the promotion ID that can be used to update the promotion, if necessary.



How to modify a promotion



```
1 updateSingleDiscountPromotion(  
2   promotion: SingleDiscountPromotionCreateInput!,  
3   propertyId: ID!  
4   propertyIdSource: IdSource!  
5 ): Promotion!
```

Here is the syntax of the `updateSingleDiscountPromotion` mutation, to modify a single promotion. Specify only those fields that need to be modified.

We recommend that you retrieve the latest data stored for the promotion on the Expedia platform (by issuing the `property` query and specify the promotion ID) before issuing this mutation.

The screenshot shows a web interface for configuring booking dates. It includes a dropdown for 'Specific days and times', date pickers for 'From' and 'To' (both set to 09/05/2019), a section for 'Only on the following days' with checkboxes for all days of the week (all checked), and a section for 'Between these times' with time pickers (00:00 am to 11:59 pm). At the bottom are 'Save and Preview' and 'Cancel edit' buttons, and the Expedia Group logo is in the bottom right corner.

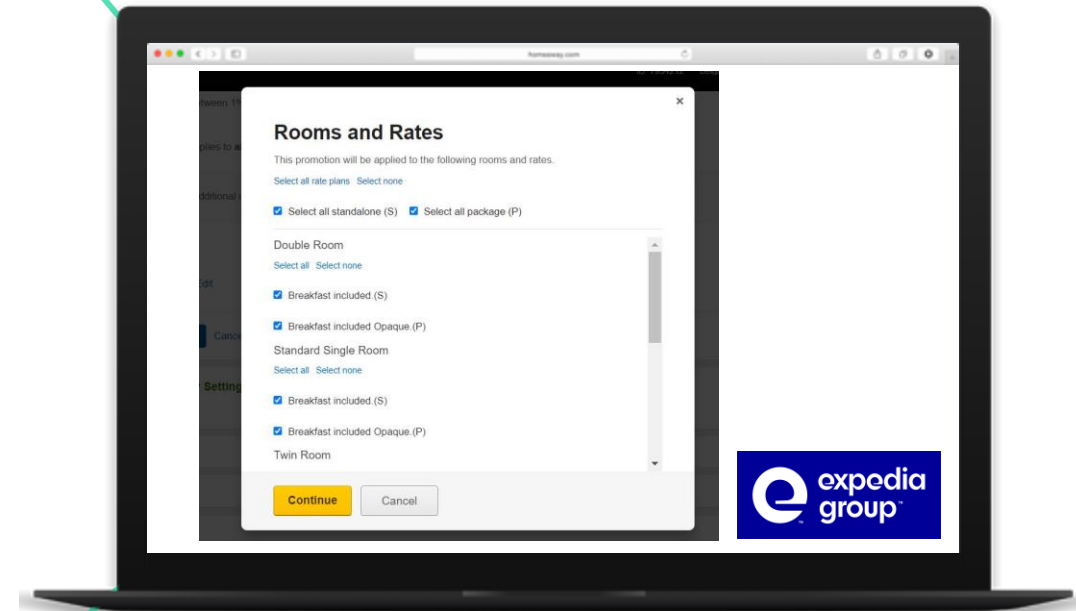
Modifying promotions across products



```
"eligibleRatePlans": [  
  {  
    "id": "204971917"  
  },  
  {  
    "id": "204971921"  
  },  
  {  
    "id": "204971925"  
  },  
  {  
    "id": "204971926"  
  },  
  {  
    "id": "204971928"  
  }  
]
```

A single promotion can be attached to multiple rate plans.

Partners do not need to create multiple promotions in this instance.





Review promotion specifications [here](#)

- If you have read the documentation and are ready to continue, reach out to your Account Manager to discuss next steps



Test the integration

- Once permissions have been provided, you will be able to run queries offered by the Lodging Supply GraphQL API in our [interactive GraphQL Explorer](#)
- We will provide a test plan which you can use for testing as these will be required to pass certification
- Once self-testing has been completed, you are ready for certification



Go live

- Once you have been certified by our support teams, you are ready to release this functionality into production. Communicate with your customers so they know to take advantage of your new capability!



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