THIS WEEK IN BLOGGING | stay22

A GUIDE FOR TRAVEL BLOGGERS

The Stay22 Handbook

Everything a travel blogger should know about Stay22: live-pricing maps, deep links, script-based tools, and analytics, all in one easy-to-navigate resource.



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By Jeremy & Chris of This Week in Blogging

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SECTION 01

Introduction

Welcome to our handbook to Stay22 for travel bloggers!

We (Jeremy and Chris of This Week in Blogging) have been using Stay22 on our travel blogs for many years now, and have become quite the fans of the service for their novel affiliate tools for travel writers.

From their very first product (maps with live API pricing) to more recently developed tools like Nova, Spark, and LinkSwap as part of their script-enabled products, and an even more recent expansion into the YouTube marketplace, there really is a lot to try out in this service to make additional affiliate revenue on your blogs.

So for this handbook (now updated to version 2.0!), we wanted to curate everything you as a travel blogger should know about Stay22 in one easy-to-navigate resource. While we fully expect more products and tools to come out in the coming years (which will be updated into this handbook in the future), this resource should give you a great start to increasing your earnings on travel affiliates with Stay22!

> **NEW MEMBER BONUS**
>
> As an added bonus, our friends at Stay22 have a special for new members to the program. Join using our link or mention This Week in Blogging during your onboarding call, and you will receive a **$200 referral bonus after 100 completed bookings**. (Additional T&Cs may apply, of course.)

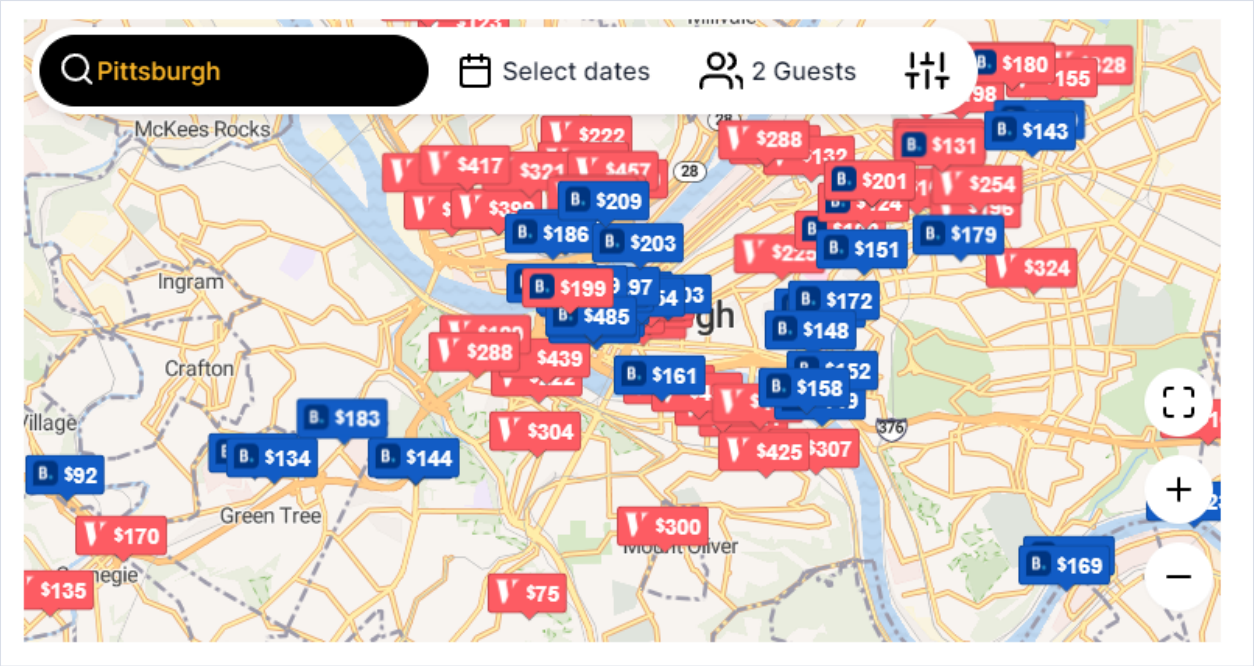
As always, if we can be of assistance, please feel free to shoot us an email at jeremy@thisweekinblogging.com or chris@thisweekinblogging.com or drop a question in our private Facebook group for bloggers!

We wish you luck on your affiliate journey and hope Stay22 will be a rewarding and valuable experience for you as it has been for us!

Jeremy and Chris
This Week in Blogging

SECTION 02

What is Stay22?



A Stay22 map showing live API pricing for hotels in Pittsburgh.

Stay22 began in 2016 when the founder was attending an e-sports tournament in Germany and could not get a good handle on where to stay.

He created a map of hotels, built a feature that integrated live API pricing, shared it on Reddit, and it, naturally, blew up. The light bulb went off about live pricing being necessary in travel communities, and Stay22 was born.

At the start, Stay22 focused primarily on being a tech solution for events. Companies that hosted events, like the previously mentioned e-sports tournament, would incorporate hotel maps on attendee pages to recommend hotels and earn a little extra commission on the back end.

At some point along the line, bloggers started to discover the maps, joined, started to like the product, and Stay22 realized the potential of expanding to include the more public-facing blogging community, and the rest is history.

Since then, Stay22 has grown to include an array of member travel services and even more products, all designed to help those in the media make the most they can using technology to better serve our readers.

So, what all does Stay22 include? Let's break that down further.

As of publication, Stay22 includes many partnered travel programs including **Booking.com, Kayak, Vrbo, Expedia** (from flights to hotels to cruises)**, TripAdvisor, Get Your Guide, Hotels.com, Agoda**, and their subsidiaries.

On the product side, Stay22 includes many tools that we will discuss in greater detail in this guide:

Deep Linking	Create affiliate links to all landing pages within partnered programs using the Allez Generator.
Maps	Embed city or regional level maps on your site that allow users to see live API pricing for any given date.
ListView	A variant of the maps that shows hotels in a widget-style listing with live API pricing for any given date.
Nova	A tool in the script-enabled product line (within the Script Builder tab) that recognizes when a user may be likely to book and opens a new tab in the browser for the booking service they're most likely to use.
LinkSwap	A tool in the Allez suite of products that finds existing links to partnered programs (e.g. a direct link to Booking) and redirects them to Stay22 so affiliates are routed through a single affiliate dashboard. LinkSwap takes a homepage booking link (e.g. Booking.com) and identifies the relevant destination in your content, redirecting the user to that city's landing page (e.g. Booking.com's Oslo landing page on a post about Oslo). It also has the ability to update broken links!
Spark	Another tool which finds booking-associated keywords within articles, like "book a hotel" or "hotels in Norway," that are not currently linked and adds associated affiliate links automatically, helping to fill in gaps for deep linking in existing content.
YouTube	A new workflow that helps identify affiliate linking opportunities within YouTube video descriptions and generates Stay22 links to be inserted in existing videos.
More in Development	Stay22 is always working on many novel products, suppliers, and inventory categories to help satisfy user needs in the world of affiliate marketing. Be on the lookout for more announcements soon!

SECTION 03

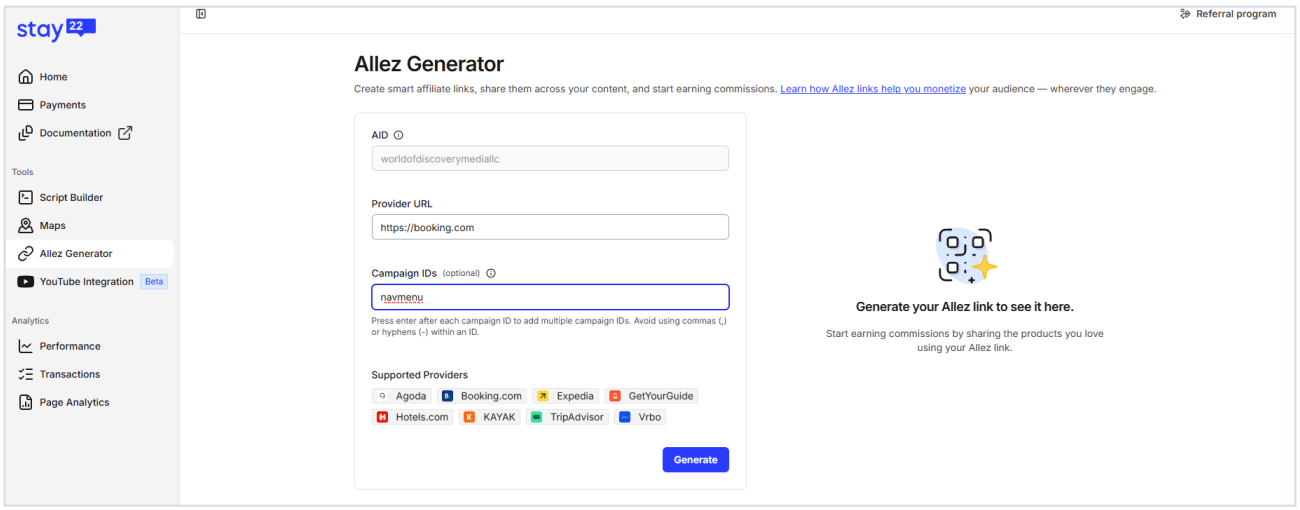
How to Use Stay22 Products

The following are brief tutorials on how to utilize the primary products on Stay22's member hub.

Allez Deep Links

To create deep links on Stay22, click the **Allez Generator** link on the left sidebar to open the link generator widget. This tool is quite simple as all you have to do is paste a partnered company's URL (such as a hotel booking page, city hotel summary page, etc.) into the respective box, add a tracking campaign ID you would like included in reporting under **Campaign IDs** (optional, but recommended for additional data collection) and click the **Generate** button.

This will create a unique Stay22 tracking link that includes your **AID** affiliate information, destination URL, and the tracking campaign ID that you can incorporate on your website, such as adding a link to a relevant keyword in an article or in a custom promotional box. A QR code is also generated if you prefer to use that style of link in associated content as well.



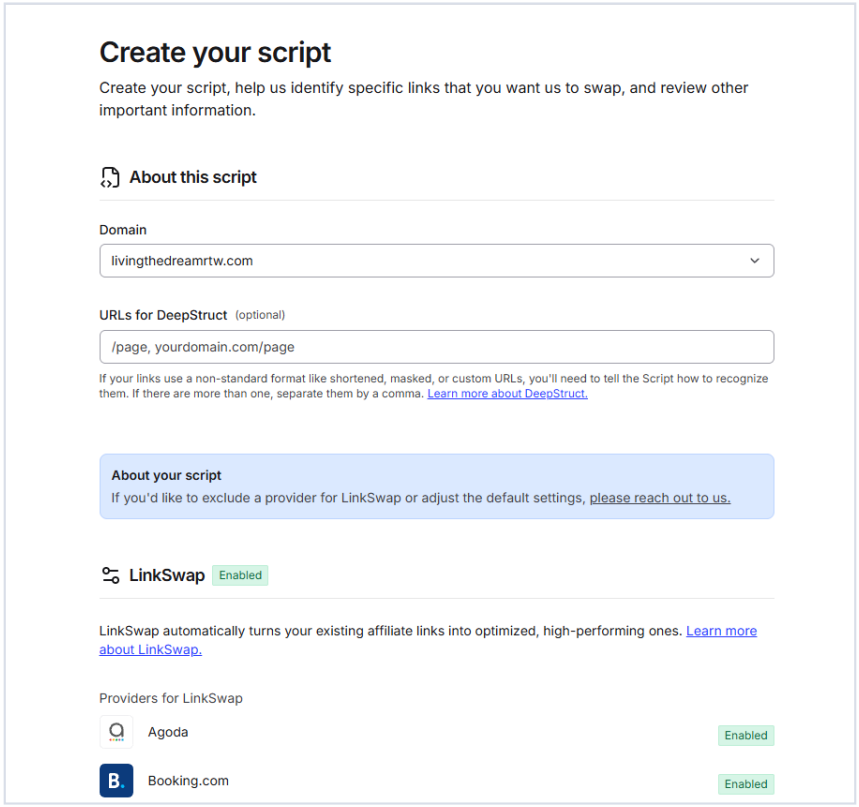
The Allez Generator in the Stay22 member hub.

> **NOTE**
>
> The Allez Deep Links feature on Stay22 is *not* part of their script-based product lines and requires manual creation by the blogger.

Script Builder Products for Passive Monetization

The suite of products within the Allez toolset includes items like LinkSwap, Nova, and Spark. These tools are script-based solutions that must be installed within the header code of your website.

To build a script to add to your site, head to the **Script Builder** tab on the sidebar and click the button labeled **Create Script**. When creating a script, you only need to select the brand URL you want to create the product for, and all associated tools will be turned on by default. (Your account rep can help you disable specific tools or brands if required.)



Creating a script in the Script Builder tab.

The output is JavaScript-based code that will need to be installed on your site either via settings within your theme or a third-party plugin (e.g. WPCode, AdInserter, Code Snippets, etc.). Stay22 has additional recommendations for installation here.

> **WARNING**
>
> When installing code onto your blog, it is advised to **never edit your theme's source code directly**, as this risks breaking your site. Instead, your theme may have an ability to insert code into the header of your site safely, or you can use a plugin like Code Snippets. When in doubt, discuss installation concerns with your host or a developer.

Once the source code is installed, clear your website's cache (available on some themes or in caching plugins like WP Rocket) and the tools will begin to function shortly thereafter.

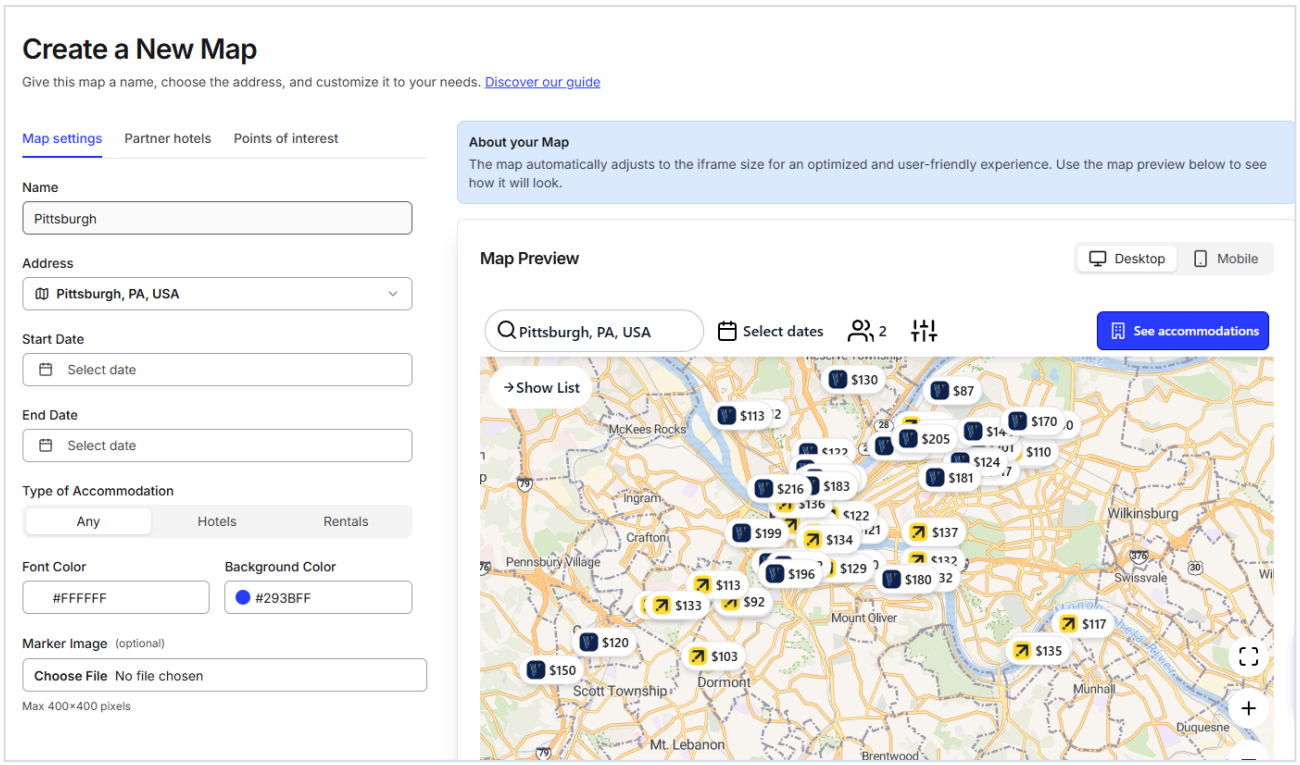
While LinkSwap and Spark should begin to function somewhat quickly as the script analyzes your content, note that Nova may have an optimization period as the toolset begins to analyze your site and readers a bit more behind the scenes. Many bloggers have reported a delay of upwards of 30 days before reliable bookings begin with Nova, so don't panic if you don't see any bookings right away.

Likewise, it is worth noting that the Stay22 script does not make any permanent changes to your website. The redirected links in LinkSwap and newly inserted links via Spark are only applied when the script is live. Removing the script will turn off all of the associated functions, and links will revert back to their originally linked destinations.

> **TIP: LINKSWAP LANDING PAGES**
> LinkSwap also features the ability to redirect website landing pages (e.g. Expedia.com) to city/region destination pages based on the content of the article (e.g. a link to Expedia.com on an article about Oslo may automatically redirect to Expedia's Oslo landing page). Get creative here and test out making booking widgets on your site to inspire readers to click and let LinkSwap take them to the pages they are more likely to book from!

Maps

Stay22 **Maps** can be created under the **Maps** tab on the left side of the hub's dashboard. Click the **Create Map** button in the top right and fill in the applicable settings including map name, destination address (e.g. Oslo, Norway, or a specific address), and any other applicable details you would like fixed (e.g. displayed start and end dates).

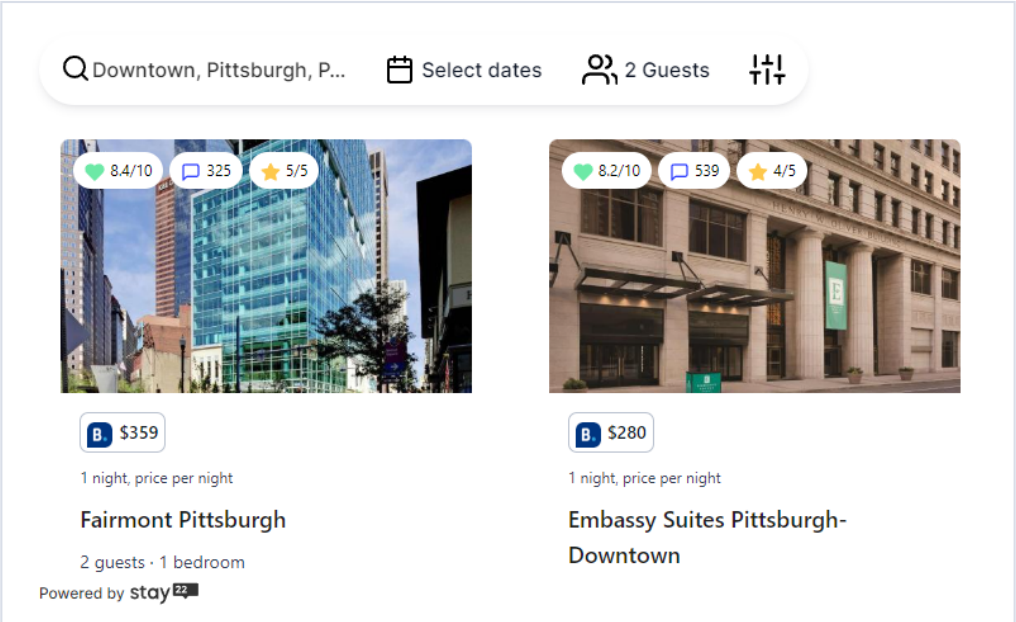


The Create a New Map screen in the Maps tab.

When finished, click **Generate Map** and an iframe code will be exported that you can install on your site in an article, as a reusable block, or via global insertion tools like AdInserter.

ListView

At this time, the **ListView** variant to maps does not have a way to generate in the hub dashboard. However, as it is a variant of the Maps plugin code, simple modifications can be made to the exported HTML to insert **ListView**-style hotel blocks on your site.



A ListView widget showing hotels with live pricing.

An example script to start with includes the following:

```
<iframe
  src="https://www.stay22.com/embed/gm?&aid=[YOURAID]&address=[ADDRESS]
    &campaign=[CAMPAIGNID]&checkin=&maincolor=FFFFFF&fontcolor=&viewmode=listview"
  id="stay22-widget" width="110%" height="460" frameborder="0"></iframe>
```

Copy tip: the line breaks above are for display only. Paste the code into your site as a single line, with no spaces inside the URL.

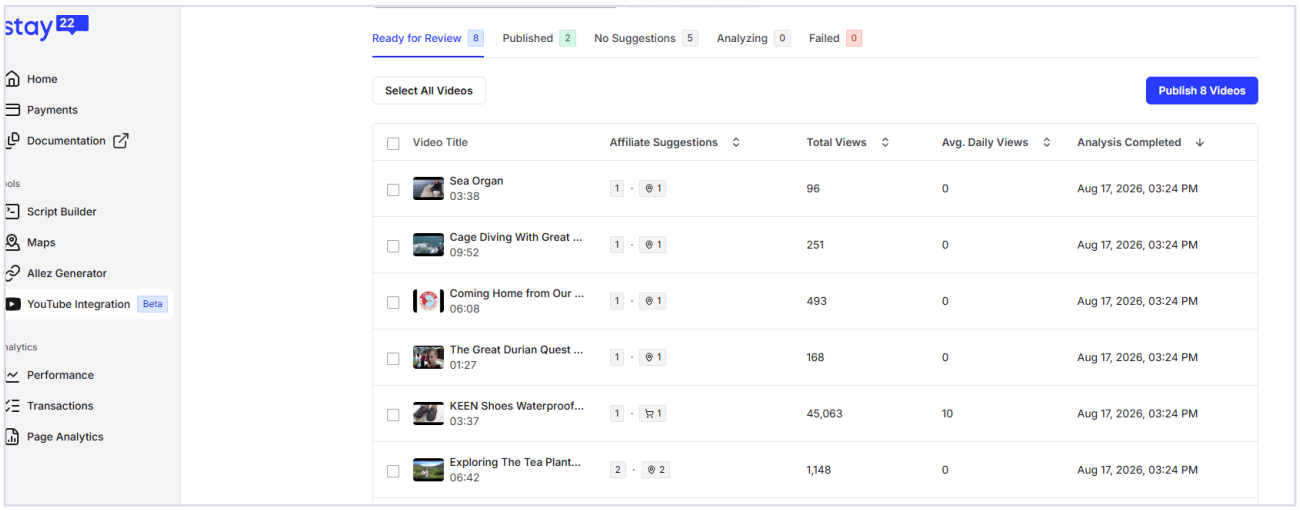
Items in brackets above must be customized as follows:

- **`[YOURAID]`** with your Stay22 tracking AID.
- **`[ADDRESS]`** with the address or location you want to show (e.g. “Downtown Pittsburgh” works for me).
- **`[CAMPAIGNID]`** with any tracking code you’d like associated with ListView (e.g. “PittsburghListView”).

When finished, this iframe code can be installed on your site in the same fashion as maps for an alternative layout view.

YouTube Integration

A recent new affiliate avenue created by Stay22 is the ability to generate custom affiliate links that can be inserted into YouTube video descriptions automatically, found under the **YouTube Integration** tab on the sidebar.



The YouTube Integration dashboard, with affiliate suggestions per video.

This page is designed to make automatic recommendations for affiliate integration. Once you connect your YouTube channel to Stay22, their dashboard will populate a table with the **Video Title**, **Total Views**, **Average Daily Views**, and a summary of **Affiliate Suggestions**.

Once loaded, you can sort videos with the highest average daily views to target videos currently getting traffic, and click the **Affiliate Suggestions** box next to the video name to see a recommendation.

These typically add a separate text block with copy such as “Recommended Places to Visit” and automatically flag a destination with a clickable affiliate link corresponding to a specific timestamp in your video.

If you like the copy, all you have to do is click **Publish to YouTube** and your description will automatically update to include the affiliate link and timestamp tag in just a few seconds, unlocking more affiliate revenue potential within YouTube descriptions! (This is also available as a bulk insertion feature!)

SECTION 04

Breaking Down Stay22 Analytics

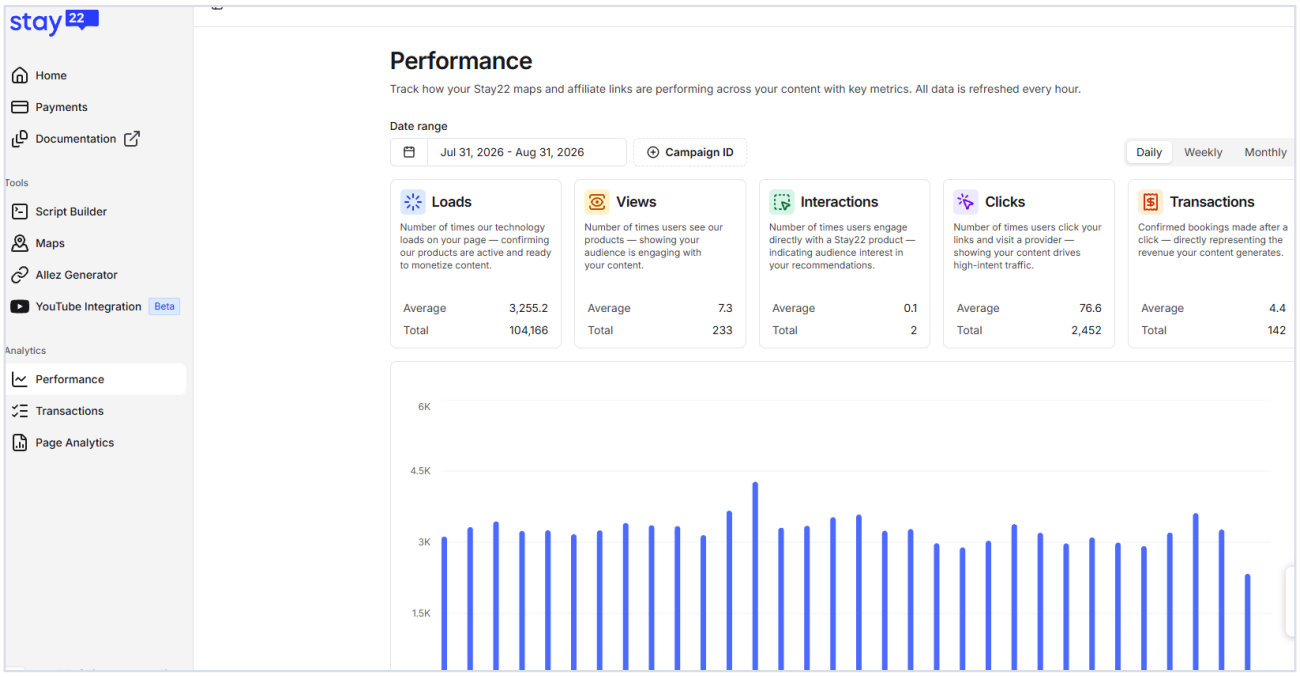
There are several ways to work with your Stay22 analytics: on the **Performance** tab, the **Page Analytics** tab, the **Transactions** tab, and via exported data in Excel.

Performance

The **Performance** tab on the Stay22 hub showcases the customer journey from loads to bookings in one quick snapshot.

Across the top are five metrics that give you a quick look at your map performance:

Loads	The total number of product loads on your site including Maps, ListView, and the Allez script. Multiple loads from the same user are only counted once.
Views	The actual views a Map or ListView receives from a user when scrolling through your site, as long as the iframe is viewed a minimum of 33% of the screen. It does *not* include Allez loads, such as Spark or Nova.
Interactions	The number of times a user has engaged with your Map or ListView including scrolling through, adding dates, etc.
Clicks	The number of times a user has clicked on Stay22 products including Maps, ListView, and Allez links on-page. Multiple clicks from the same user are only counted once.
Transactions	The number of sales made via all Stay22 products.



The Performance tab, showing the five metrics and daily chart.

From left to right, this presents a high-level view of the customer journey from script load to booking, and is particularly useful for tracking Map or ListView performance. In the Views, Interactions, Clicks, and Transactions boxes, the final stat is a percentage of users who have made it to the next step.

> **EXAMPLE**
>
> If you have 10,000 daily loads and 1,000 daily views on average, you have a 10% loads-to-views rate for your Map. If you have 100 interactions in that same period, you have a 10% views-to-interactions rate, etc.

This data is a novel way to think about the client journey and where you may have room for improvement for Map or ListView placements.

If your percentage of views is low compared to loads, and you have a map product installed on all pages of your site (for example, in a footer), you may want to test placing your map higher on the page for greater viewability. If your interactions to views are low, perhaps change your branded copy ahead of the map to encourage readers to use them more, etc.

> **NOTE**
>
> You may see that the Interactions-to-Clicks metric is much higher than any other calculation. This happens because Clicks tracks all interactions with Stay22 products, not just Maps or ListView. As such, it can appear noticeably higher than the other steps.

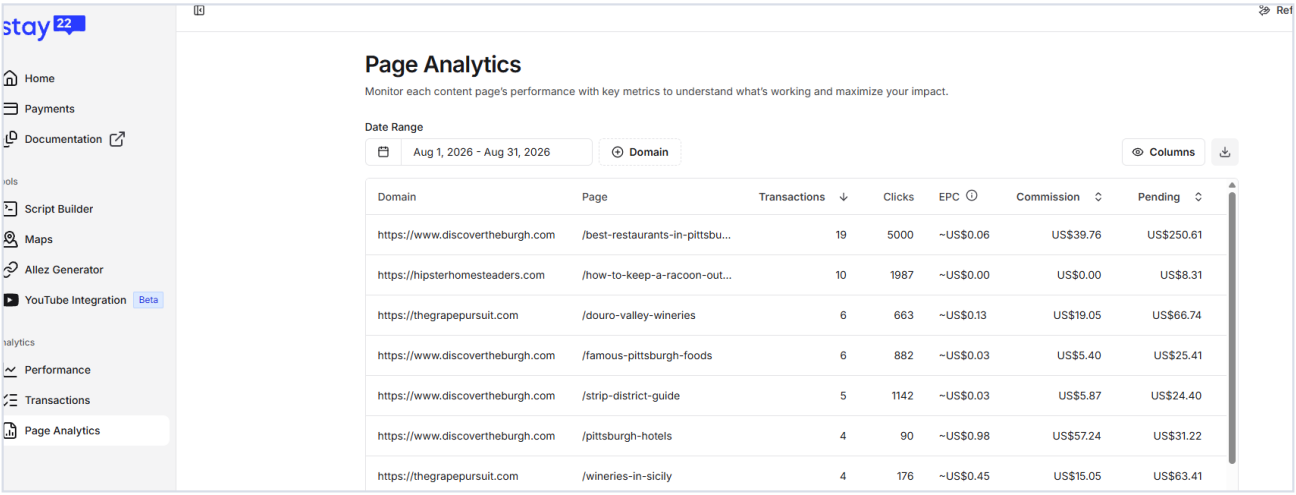
Above this section you have the ability to change the data for date ranges, campaign IDs, and selected intervals (e.g. daily vs. monthly), which will update the metrics (for date range) and the graphical display of data below.

The graphical display here breaks out the five categories from the top in chart format so you can look at the data in a different format for seasonal trends and other analyses.

Although the y-axis scale is displayed based on the Loads threshold (as it is likely your highest figure of the five metrics), clicking the name of a respective metric will turn it off (displaying a strikethrough) and the chart will update automatically. For those who want to analyze Transactions trends only, turning off the four other metrics for a chart view here is valuable.

Page Analytics

The **Page Analytics** tab is your resource for all page-level conversions. Here, you can see what pages on your site have resulted in bookings, and the total number of outbound clicks, sales, earnings, and calculated EPC for each.



The Page Analytics tab, with conversions and earnings for each page.

This tab provides valuable insights on seeing what articles on your site convert well, and lets you trace back any trends in bookings to their source.

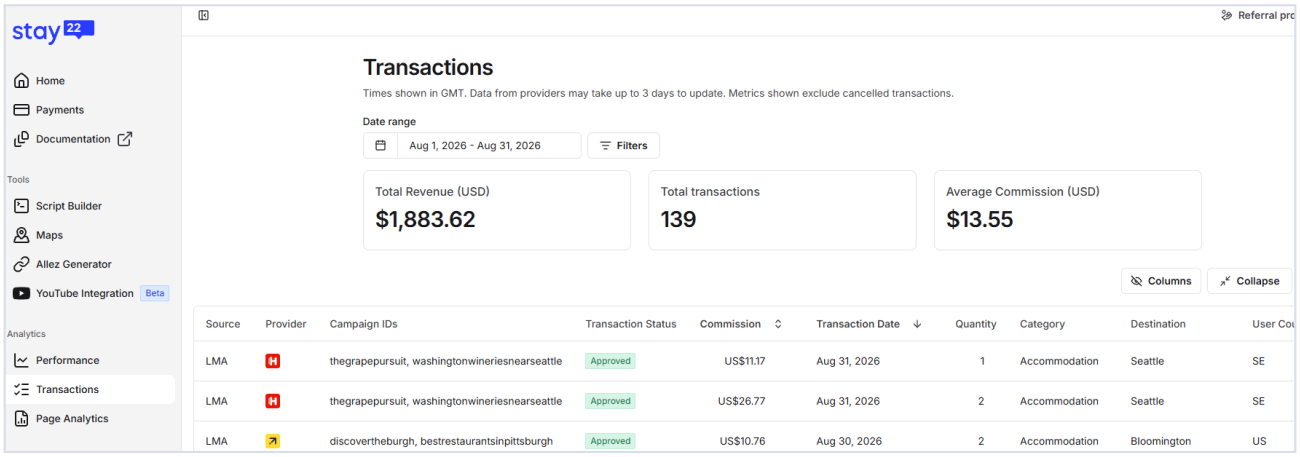
Is one article contributing a disproportionately high number of bookings and/or revenue? Take a look at that page and see what may be a contributing factor there, be it article topic, link/map placements, or something else entirely. The success of that article could potentially be repeated on others!

BEFORE YOU START

For the **Page Analytics** tab to work properly, you must have all of your domain URLs claimed on the **Settings** tab. Without the domains included there, you may receive an error in the data being populated. Within the Settings tab, scroll to the **Company Information** section, click edit, and add the domains that you have included on Stay22 if you have not done so already.

Transactions

The **Transactions** tab is where Stay22's most robust data analysis can be performed (and is the tab we here at TWIB look at the most), and features snapshots of overall performance at the top and an array of sorting options including date ranges, campaign IDs, commission types, providers, payment status, and more filters.



The Transactions tab, with summary totals and a booking-level table.

Once you select the filters of choice, a table is generated showing a list view of your booking data (including total revenue, total bookings, average commission, and average nights booked) and a table of your bookings with an array of columns including the **Product** used (Allez for deep links, LMA, short for LetMeAllez, for script products, Map for maps, and more), the **Provider** (graphical logos only), and an array of additional data like **Campaign IDs**, **Transaction Date**, and more.

While many of these columns are self-explanatory (e.g. **Booked Date** is the user booking date, and the **Start Date** and **End Date** feature the travel dates of the user), the **Campaign IDs** may include two unique elements to consider:

- For deep links created with the **Allez Generator** link builder, the campaign ID you added to the link will be shown here (e.g. "hotelsinfooter" could be used here for a link placed in a global footer widget to help track conversions, or "Oslo" can be used on a link placed in articles about Oslo to correlate booking data with article topics).

- For sales made with the AI-based **Script Builder** products, you can also place a Campaign ID in the code for the broad product set, but individual URL data may also be appended here to help give you a better understanding of where a product was loaded (e.g. “wheretostayinoslo” may be created for a post titled Where to Stay in Oslo as a campaign ID). This generation is only provided for the LMA suite of products, where deep links are not created in advance.

Exporting to Excel

The final place to analyze data via Stay22 is by exporting data to Excel. This can be done either by clicking the **Export** button at the top of the table, or by contacting your account rep for an export on the backend.

K	L	M	N	O	P	Q	R	S	T	U	V
startDate	endDate	canceledDate	provider	commissionType	destinationCity	destinationCoun	product	source	device	userCountry	browserName
2024-01-01	2024-01-04		expedia	CPA	New York	US	lma	pop	phone	US	Chrome
2024-06-09	2024-06-10		expedia	CPA	Pittsburgh	US	lma	pop	desktop	US	Chrome
2024-01-05	2024-01-09		expedia	CPA	Houston	US	lma	pop	desktop	US	Chrome
2024-01-23	2024-01-24		hotelscom	CPA	Pittsburgh	US	map	pop	desktop	US	Chrome
2024-05-23	2024-05-26		expedia	CPA	Seattle	US	lma	pop	desktop	US	Chrome
2024-01-03	2024-01-03		expedia	CPA			lma	pop	phone	US	Chrome
2024-01-03	2024-01-03		expedia	CPA			lma	pop	phone	US	Chrome
2024-01-03	2024-01-04		booking	CPA	Bogotá	CO	lma	pop	phone	CO	Chrome
2024-01-04	2024-01-05		expedia	CPA	Cranberry Towns	US	lma	pop	phone	US	Chrome
2024-05-26	2024-05-28		booking	CPA	Plitvička Jezera	HR	allez	direct	desktop	US	Chrome
2024-01-04	2024-01-05		expedia	CPA	Glen Allen	US	lma	pop	phone	US	Chrome
2024-04-04	2024-04-07		expedia	CPA	Baton Rouge	US	lma	pop	desktop	US	Chrome

An exported Transactions spreadsheet, ready for filtering and pivot tables.

The latter may be an idea to consider if you are looking for additional details not provided in the current iteration of the Stay22 dashboard (like breaking out **Nova** bookings from the general **LMA** product code). While these updates will roll out in a future update to the analytics dashboard, they are presently not available. When reaching out to your account rep for this, provide more details about the kind of data you’re looking for, the date ranges (e.g. all account history or just the last month), and more.

Excel files are suitable for further data manipulation either via **Filters** or **Pivot Tables**.

Filters

Filters can be applied to spreadsheets by highlighting all of your data (Select All by clicking the box to the left of the A column above Row 1), opening the **Data** tab, and clicking **Filter**. This will allow your data to be sorted by column using a drop-down button displayed in the first row (A1, B1, C1, etc.).

Filters here can run the spectrum of organization. Columns can be sorted alphabetically or numerically, or filtered to only include specific terms (e.g. “Oslo” as a city) or other data (e.g. “Nova” in data sheets exported by your account rep).

With Filters, you can isolate specific data sets and booking criteria for further calculations (e.g. sum functions) or other visual displays (e.g. charts) to help you take a deeper dive into your performance.

Pivot Tables

Pivot Tables are a unique function that is a variant of filtering, as you can export new tables that organize your data as a function of more than one variable.

With your data highlighted, open the **Insert** tab and click **Pivot Table** from the menu. A popup will appear that will prompt you to select a blank cell (to the right of your data or a new tab) where the table will be created.

When you do this, a box should appear that will prompt you to open the Pivot Table settings to build your table. While this has a learning curve, a good first analysis can be to look at preferred booking engines by country.

To create this table, drag **Provider** from the listed metrics into the **Rows** box, **User Country** in the **Columns** box, and one more **User Country** into the **Values** box. The final element there should default to **Count of User Country** but can be adjusted to other calculations.

ROWS	COLUMNS	VALUES
Provider	**User Country**	**Count of User Country**

This table will then show an organized summation of your bookings by country to see if a specific country prefers a specific booking service.

The sky is the limit on the number of combinations you may be able to organize by via Pivot Tables. Organize by Provider, Product Type (e.g. Nova/MAP/Allez), and Commission? Or what about Country, Product Type, and Commission?

These variants may help you get a better understanding of what services convert the best on a user-to-user level or perhaps on a commission-to-commission basis, to name a few.

$164

$187

$98



THIS WEEK IN BLOGGING

stay22

Questions? We're happy to help.

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or drop a question in our private Facebook group for bloggers

We wish you luck on your affiliate journey!

$153

$212

Disclosure: This Week in Blogging may receive a referral bonus when new members join Stay22 through our link.

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