

Stay 22 & You



THE HANDBOOK



written by the team from:



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 (formerly POP) and Optimized Redirect as part of their Let Me Allez suite of affiliate products, there really is a lot to try out in this service to make additional affiliate revenue on your blogs.

So for this handbook, 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!

But, 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 an extra 5% in revenue share to your base commission on us! (Additional T&Cs may apply, of course.)

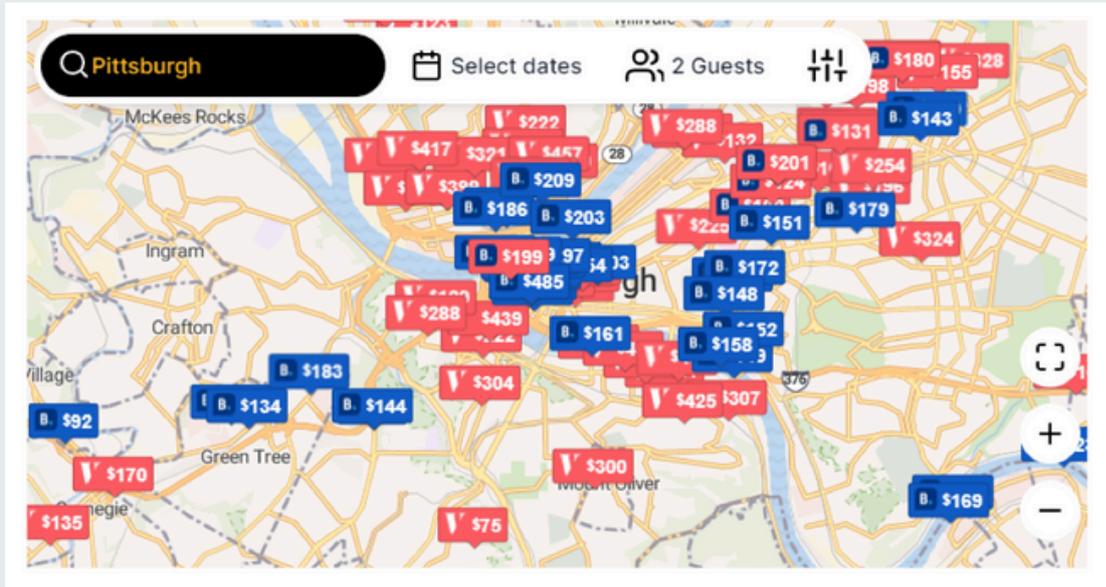
As always, if we can be of assistance please feel free to shoot us an email at jeremy@thisweekinblogging.com or chris@thisweekinblogging.com or drop a question in our private [Facebook group for bloggers](#)!

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

What is Stay22?



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 with even more products all designed to help those in the media make the most they can using technology and AI to better serve our readers.

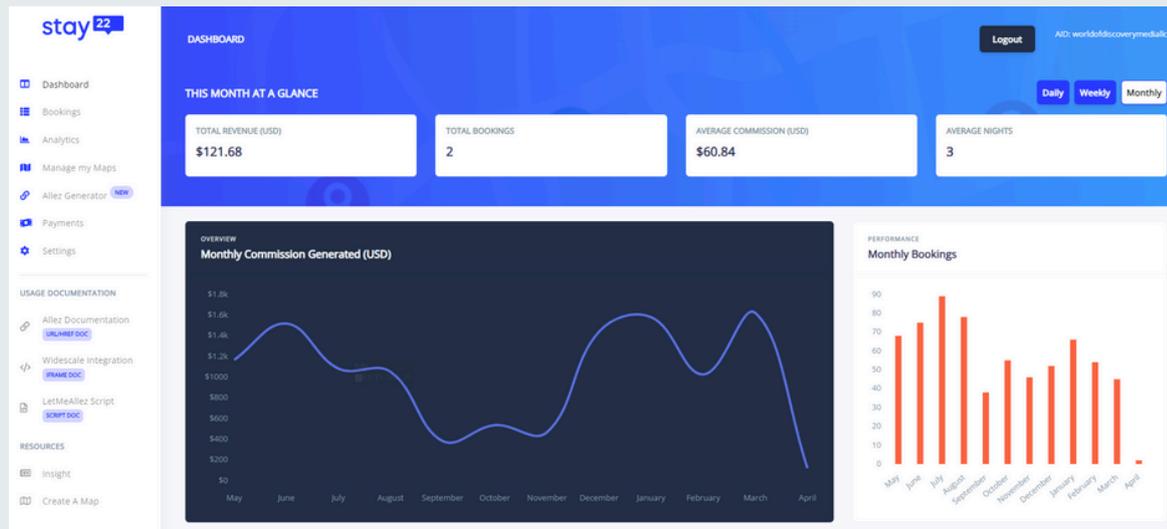
So, what all does Stay22 include? Let's break that down further.

As of publication, Stay22 includes many partnered travel programs including Booking.com, Kayak, Vrbo, Expedia (from flights to hotels to cruises), TripAdvisor, Trivago, Hotels.com, 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 deep link builder.
- **Maps:** Embed city or regional level maps on your site that allows 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 pop-up tool in the Let Me Allez (LMA) suite of products that utilizes AI to detect when a user may be likely to book and issues a pop-up in the background for the booking service they're most likely to use.
 - **Nova** was formerly called **POP** and renamed in May 2024.
- **Optimized Redirect:** A smart detection tool in the Let Me Allez (LMA) suite of products that finds existing links to partnered programs (e.g. a direct link to Booking) and redirects them to Stay22 to affiliates routed through a single affiliate dashboard.
 - Optimized Redirect also uses AI for smart detection as well- taking a homepage booking link (e.g. Booking.com) and identifying the relevant destination in your content and redirecting the user to that city's landing page (e.g. Booking.com's Oslo landing page on a post about Oslo).
- **More Products in Development:** Stay22 is also working on many products using AI and machine learning to help satisfy user needs as part of Let Me Allez. Be on the lookout for more announcements soon!

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

The Link Generator tool is used to create tracking links. It includes the following fields and instructions:

- Paste the merchant's URL:** (Currently supports links from Booking, Vrbo, Expedia, and Hotels.com)
- Your AID:** (This is required so we can track your clicks and earnings!)
- Campaign(s):** (Optional, used to track custom information important for your business)
- Your Allez link:**
- Generate >>** (Button)

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 into the respective box, add a tracking campaign ID you would like included in reporting under **Campaign(s)** 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.

Let Me Allez (LMA) Products

The suite of products within the **Let Me Allez** toolset includes items like **Optimized Redirect** and **Nova**. These tools are script-based solutions that must be installed within the header code of your website.

The script can be provided by your account rep upon request and is able to incorporate limited restrictions in the **Optimized Redirect** tool upon request (e.g. not allowing Booking.com links to be picked up in **Optimized Redirect** if you wish for the links to remain on the native platform). These limited restrictions are only for **Optimized Redirect**, and do not impact other components like **Nova**.

- **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 via a plugin like Code Snippets.

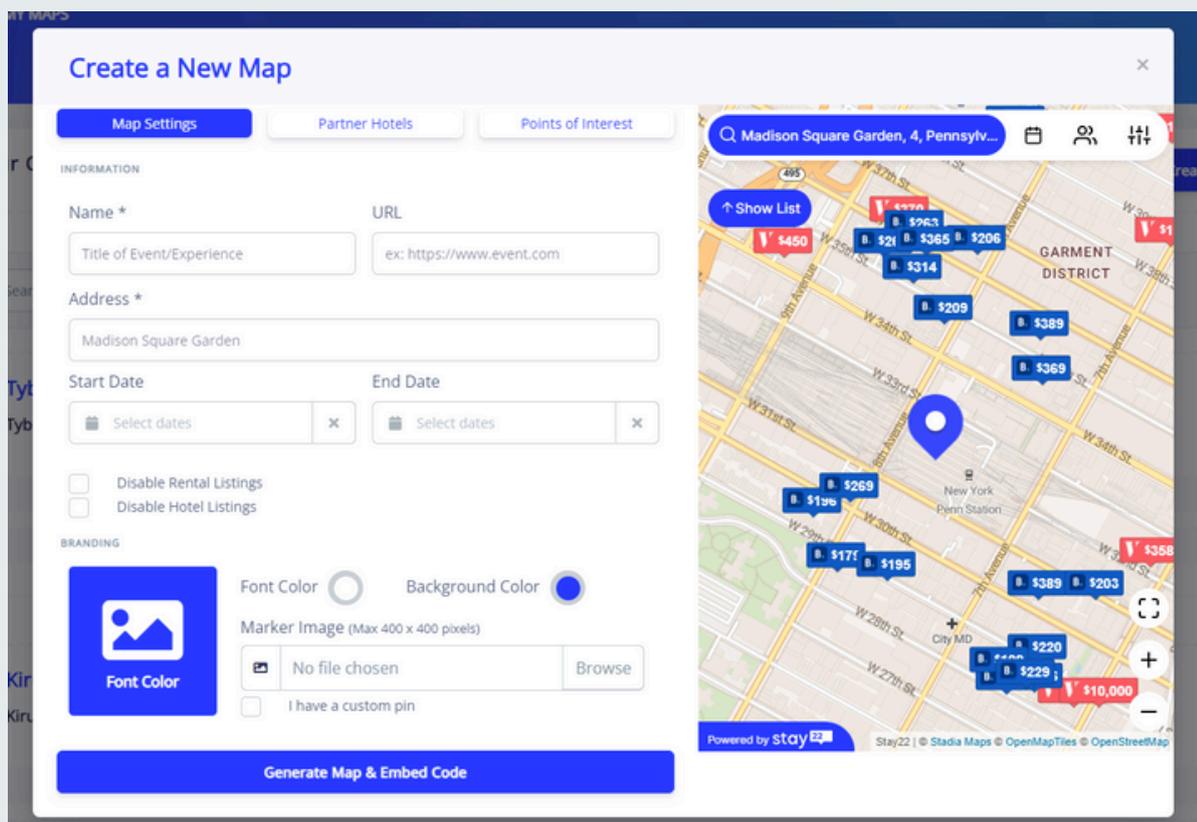
Once the source code is installed, clear your website's cache (available on some themes or in caching plugins like WP Rocket) and the tools will begin to function.

While **Optimized Redirect** links should function automatically, note that **Nova** may have an optimization period as the toolset begins to analyze your site and readers behind the scenes. Many bloggers have reported a delay of upwards of 30 days before reliable bookings begin with **Nova**.

Likewise, it is worth noting that the **Let Me Allez** script does not make any permanent changes to your website. The redirected links in **Optimized Redirect** 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.

Optimized Redirect 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 to 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 **Optimized Redirect** take them to the pages they are more likely to book from!

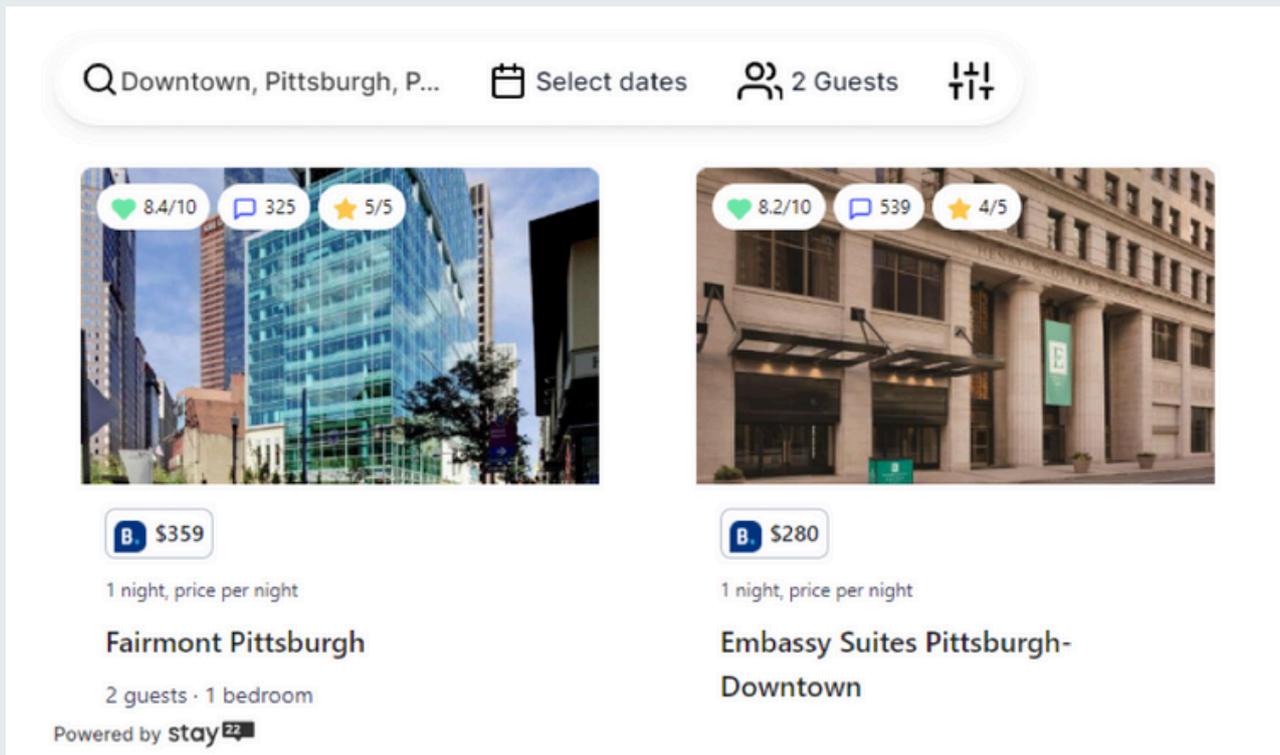
Maps



Stay22 **Maps** can be created under the **Manage My Maps** tab on the left side of the hub's dashboard. Click the **Create a New 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 fill in any other applicable details you would like fixed (e.g. displayed start and end dates).

When finished, click **Generate Map & Embed Code** 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.

An example script to start with includes the following:

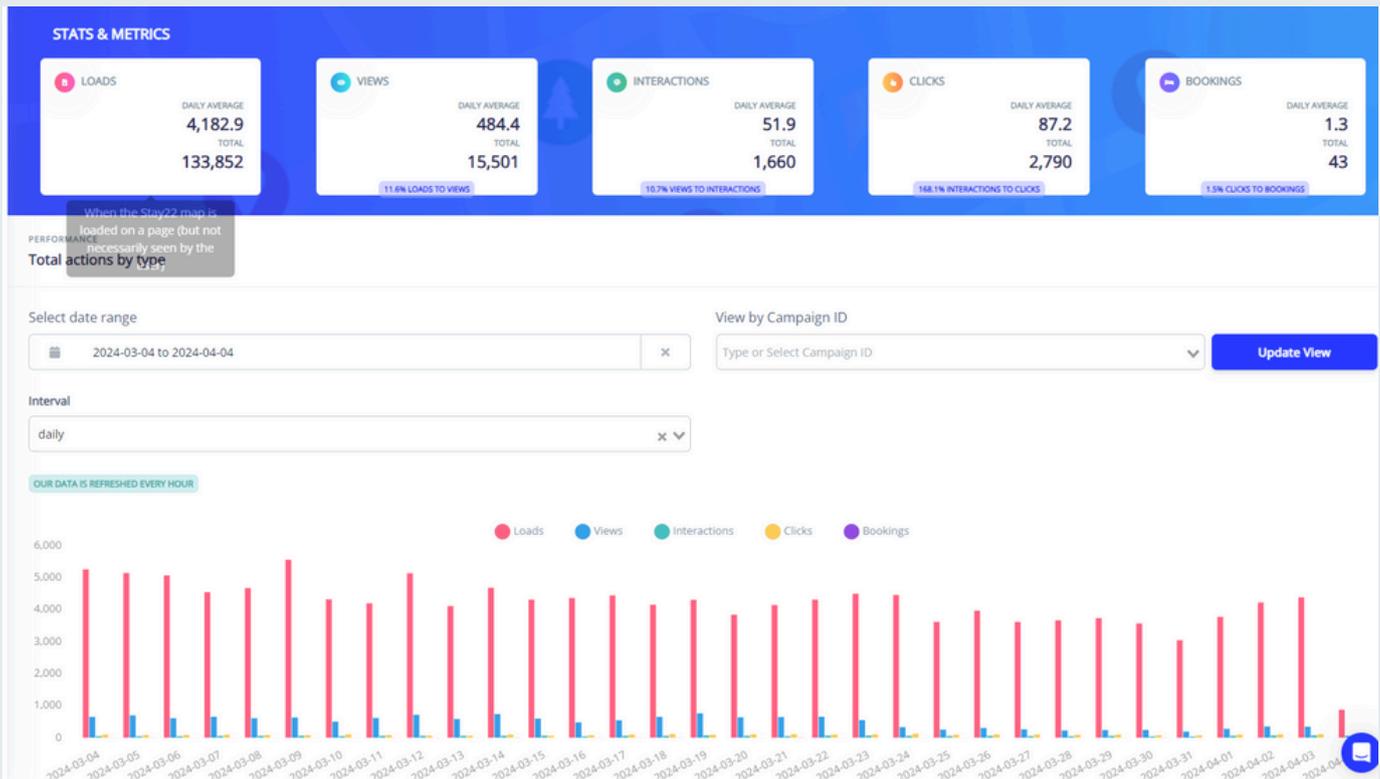
```
<iframe src="https://www.stay22.com/embed/gm?&aid=[YOURAID]&address=[ADDRESS]&campaign[CAMPAIGNID]&checkin=&maincolor=FFFFFF&fontcolor=&viewmode=listview" id="stay22-widget" width="110%" height="460" frameborder="0">
</iframe>
```

Items denoted in bold inside 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.

Breaking Down Stay22 Analytics



There are three main ways to work with your Stay22 analytics- on the **Bookings** tab, the **Analytics** tab, the **Page Analytics** tab, and via exported data in Excel.

The **Analytics** tab on the Stay22 hub focuses almost exclusively on Maps performance for those who have this tool (or the ListView variant) installed on your sites.

Across the top are five **Stats & Metrics** that give you a quick look at your map performance- **Loads**, **Views**, **Interactions**, **Clicks**, and **Bookings**.

- **Loads** is a representation of the total number of map script loads on your site whether a user has seen the map or not.
- **Views** is a representation of the actual views a map receives from a user when scrolling through your site.
- **Interactions** is a representation of the number of times a user has engaged with your map including scrolling through, adding dates, etc.
- **Clicks** is a representation of the number of times a user has clicked to an outgoing booking page (e.g. clicking a link to VRBO).
- **Bookings** is a representation of the number of sales made via the map widget.

From left to right, this presents a high level view of the customer journey from script load to booking. In the Views, Interactions, Clicks, and Bookings boxes, the final stat is a percentage of users who have made it to the next step.

For example, if you have 10,000 daily loads and 1,000 daily views on average, you have a 10% loads to views rate. 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.

If your percentage of views is low compared to loads, 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.

- You may see that the Interactions to Clicks metric is much higher than any other calculation. This takes into account multiple clicks from a single user, so a high number, such as 800%, may indicate that a user is clicking the map a minimum of eight unique times in a single interaction.

Below 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 **Stats & Metrics** breakout (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 **Bookings** trends only, turning off the four metrics for a chart-view here is valuable.

The screenshot displays a performance dashboard with the following sections:

- Filters:** Select date range (2024-02-01 to 2024-03-31), Campaign IDs (All), Commission Type (All), Provider (All), and Payment status (All).
- Sort options:** Sort by (Booked date), Sort order (Descending), and a button to "Update Bookings".
- PERFORMANCE Individual Booking Performance Summary:** Four key metrics: AFFILIATE REVENUE (USD) at \$2,647.46, TOTAL BOOKINGS at 99, AVERAGE COMMISSION (USD) at \$26.50, and AVERAGE NIGHTS at 2.62.
- PERFORMANCE Bookings from 2024-02-01 to 2024-03-31:** A table with columns for Product, Provider, Category, Booked Date, Start Date, End Date, Booking Status, Payment Status, Commission, Nights, and Campaign IDs. A note indicates "Booking Status: Up to 72 hours processing time".

PRODUCT	PROVIDER	CATEGORY	BOOKED DATE	START DATE	END DATE	BOOKING STATUS	PAYMENT STATUS	COMMISSION	NIGHTS	CAMPAIGN IDS
ALLEZ		ACCOMMODATION	2024-03-30	2024-06-09	2024-06-14	approved	PENDING	US\$33.76	5	zanzibarwheretostay
LMA		ACCOMMODATION	2024-03-30	2024-05-08	2024-05-09	approved	PENDING	US\$13.66	1	livingthedream, wheretostayinflam
		ACCOMMODATION	2024-03-30			approved	PENDING	US\$1.93		
LMA		CAR	2024-03-29	2024-10-04	2024-10-07	approved	PENDING	US\$1.08		discovertheburgh, pittsburghmuseums

2024-05-01 to 2024-05-07 Filter by domain ⓘ

Your individual page performance ⓘ

Q Search Sort by Descendi Hide Columns Save filters Clear filters ⌵

Domain	Page	Total Bookings	Total Clicks	EPC	Earned	Pending
https://www.discovertheburgh.com	/visit-pittsburgh-guide	1	35	US\$0.62	US\$0.00	US\$21.70
https://www.discovertheburgh.com	/pittsburgh-flower-nurseries	1	14	US\$0.67	US\$0.00	US\$9.32
https://www.livingthedreamrtw.com	/reservations-for-french-laundry	1	55	US\$0.08	US\$0.00	US\$4.17

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.

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!

For the **Page Analytics** tab to work properly, it is worth noting that you must have all of your domain URLs claimed on the **Settings** tab. Without having the domains included here, 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.

The **Bookings** tab is where Stay22's most robust data analysis can be performed, and features snapshots of **Overall Performance** at the top, an array of sorting options including data ranges, campaign IDs, commission types, providers, payment status, and more filters.

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 for Let Me Allez products, Map for maps, and more), the **Provider** (graphical logos only), an array of **Booking Data**, **Campaign IDs**, and more.

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

- For deep links created with the **Allez** 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 **Let Me Allez** products (LMA), 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 deeplinks are not created in advance.

K	L	M	N	O	P	Q	R	S	T	U	V
startDate	endDate	cancelDate	provider	commissionType	destinationCity	destinationCountry	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 Town	US	lma	pop	phone	US	Chrome
2024-05-26	2024-05-28		booking	CPA	Pilvička 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

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

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 at this time. When reaching out to your account rep for this, provide more details about the kind of data you're looking for, the data 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 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, numerically, filtered to only include specific terms (e.g. "Oslo" as a city) or for other data (e.g. "LMA" 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 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.

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. No/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.

Thanks!

At [This Week in Blogging](#)_, we try to stay on the cutting edge of what products and services are truly supporting bloggers and creators, and that's why we've spent so much time diving into the ins and outs of Stay22.

It has enabled our sites to be monetized effectively, and it's a tool that we proudly stand beside and encourage bloggers to use to add crucial revenue into their business, so they can focus on taking their sites to the next level.

Cheers,

Jeremy & Chris

