

Documentation

Deskline 3.0

Counting Clicks

Version: 1.0.5

Changed by: Christoph Ebner

Last change: 24 November 2015

DESKLINE 3.0 COUNTING CLICKS

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GENERAL/INTRODUCTION

The Deskline 3.0 Counting Clicks is a web service for a simple tracking of usage of specific Deskline 3.0 content on customer websites or portals. To use this web service access rights are required.

The web service is part of Deskline 3.0 Standard Interface and can only be used in addition to Basic Data Interfaces for Service Provider and Shop Items (Brochures).

To call this web service an according user action has to happen on the web site. In case of misuse of this web service the access rights will be taken.

If you have any questions regarding the **Deskline 3.0 Counting Clicks** please contact:

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TECHNICAL DESCRIPTION

XML files are the base for the web service – all mandatory and optional values for requests are passed inside XML files and also the response will be a valid XML file.

Also there is a URL provided with which you can count clicks by passing the attributes with GET method

TARGET ADDRESS

- The target address for the live system is
<http://interface.deskline.net/DSI/ClickCount.asmx>
- WSDL: <http://interface.deskline.net/DSI/ClickCount.asmx?WSDL>
- GET: <http://interface.deskline.net/DSI/ClickCount.asmx/TrackCountClicks>

The target address for the test-environment will be different (*interfacetest.deskline.net*)!

AUTHENTICATION

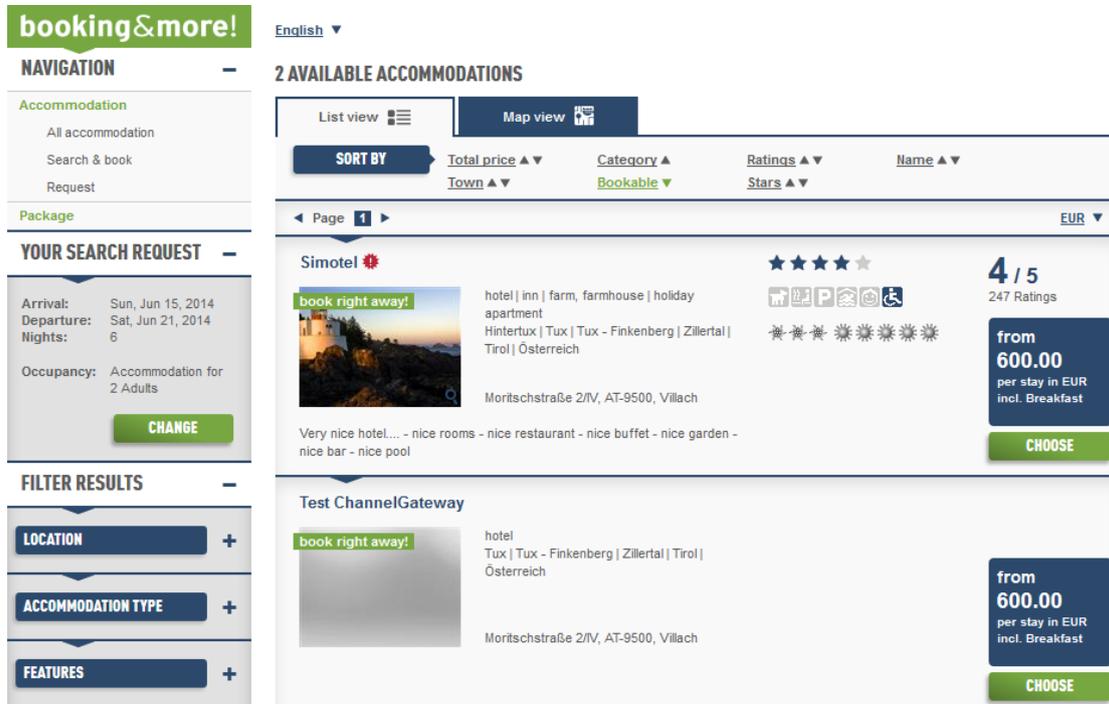
Every software-company will receive a unique code (company code) which will identify them. This code has to be transferred inside the attribute *Company* in the *Request* element.

TEST ENVIRONMENT

A complete test environment is available and can be set up on demand.

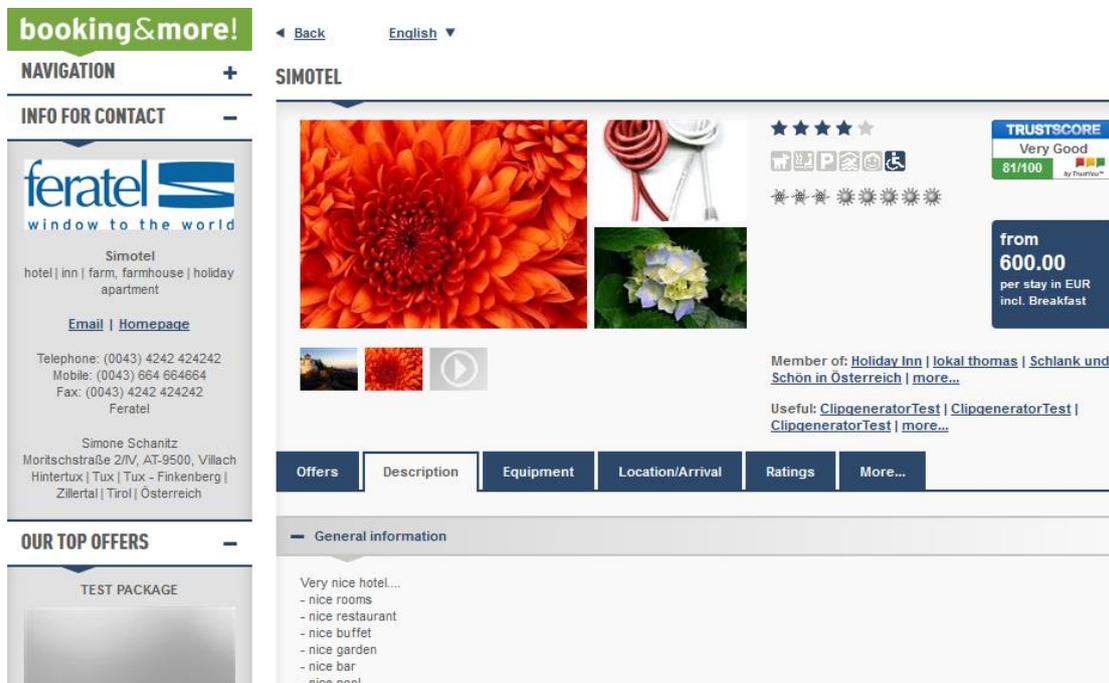
USER ACTION

Show service provider details (SPDetail): Do not use if the service provider is only listed or part of the search result. Only use it, if detailed information of the service provider is called.



The screenshot shows the search results page for 'booking & more!'. On the left, there is a navigation menu with sections for 'Accommodation', 'Package', and 'YOUR SEARCH REQUEST'. The search request details include: Arrival: Sun, Jun 15, 2014; Departure: Sat, Jun 21, 2014; Nights: 6; Occupancy: Accommodation for 2 Adults. Below this is a 'FILTER RESULTS' section with buttons for 'LOCATION', 'ACCOMMODATION TYPE', and 'FEATURES'. The main content area shows '2 AVAILABLE ACCOMMODATIONS'. The first listing is 'Simotel', a 4/5 star hotel with 247 ratings, priced from 600.00 EUR per stay including breakfast. The second listing is 'Test ChannelGateway', also a 4/5 star hotel with 247 ratings, priced from 600.00 EUR per stay including breakfast. Both listings include a 'book right away!' button and a 'CHOOSE' button.

Service providers listed in search result (no click count)



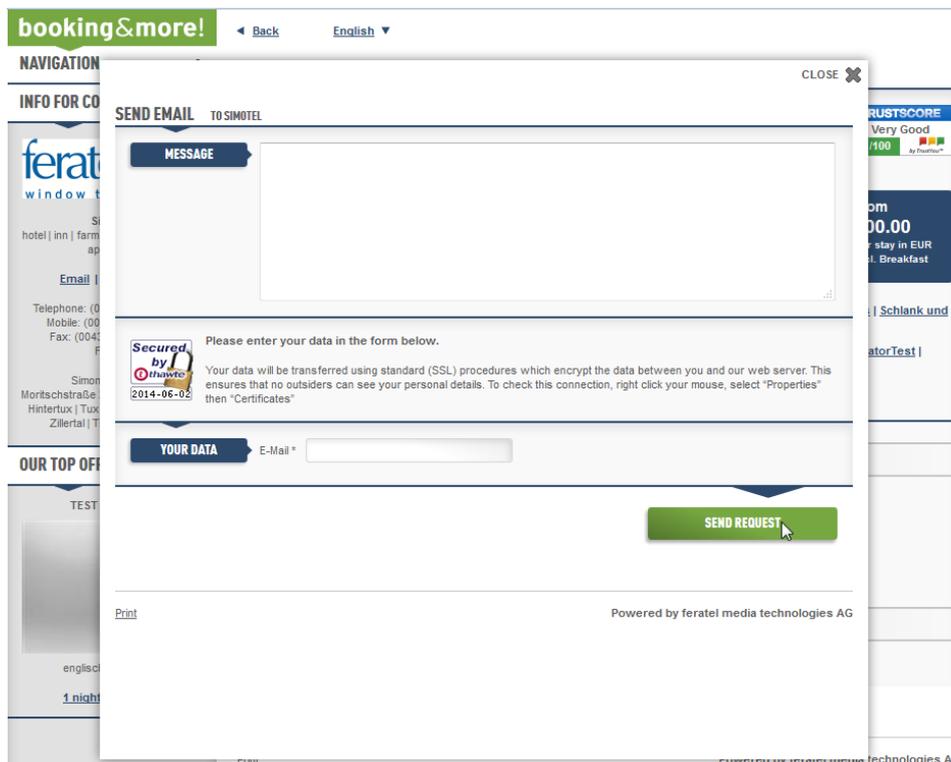
The screenshot shows the detailed information page for 'SIMOTEL'. The left sidebar contains contact information for Simotel, including the feratel logo, phone, mobile, fax, and address: Simone Schanitz, Moritschstraße 2/IV, AT-9500, Villach. Below this is a section for 'OUR TOP OFFERS' with a 'TEST PACKAGE' button. The main content area features a large image of a red flower, a 'TRUSTSCORE' badge showing 'Very Good' (81/100), and a price of 'from 600.00 per stay in EUR incl. Breakfast'. There are also social media icons and a 'Member of: Holiday Inn | lokal thomas | Schlank und Schön in Österreich | more...' link. A navigation bar at the bottom includes tabs for 'Offers', 'Description', 'Equipment', 'Location/Arrival', 'Ratings', and 'More...'. The 'General information' section lists amenities: Very nice hotel..., nice rooms, nice restaurant, nice buffet, nice garden, nice bar, and nice pool.

Detailed information of the service provider is called by the guest (call according web service)

URL of service provider opened (SPURL): the URL of the service provider is clicked in the detailed view of the service provider

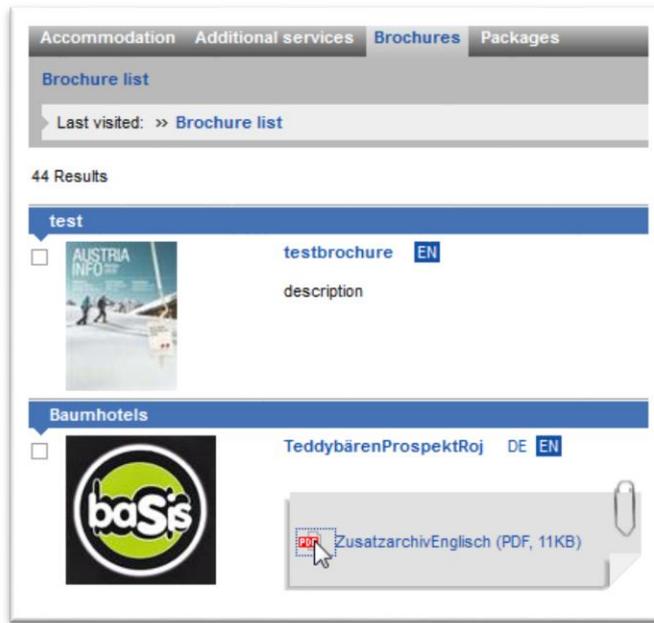


E-mail request sent to service provider (SEmail): E-mail sent to the service provider. Only call the web service if you show e-mail addresses of service providers in detailed view and if you know if an e-mail was actually sent. Onclick on the e-mail address should not be counted!



Only count when Request is committed

Download of brochure done (BrochureDownload): Brochure downloaded



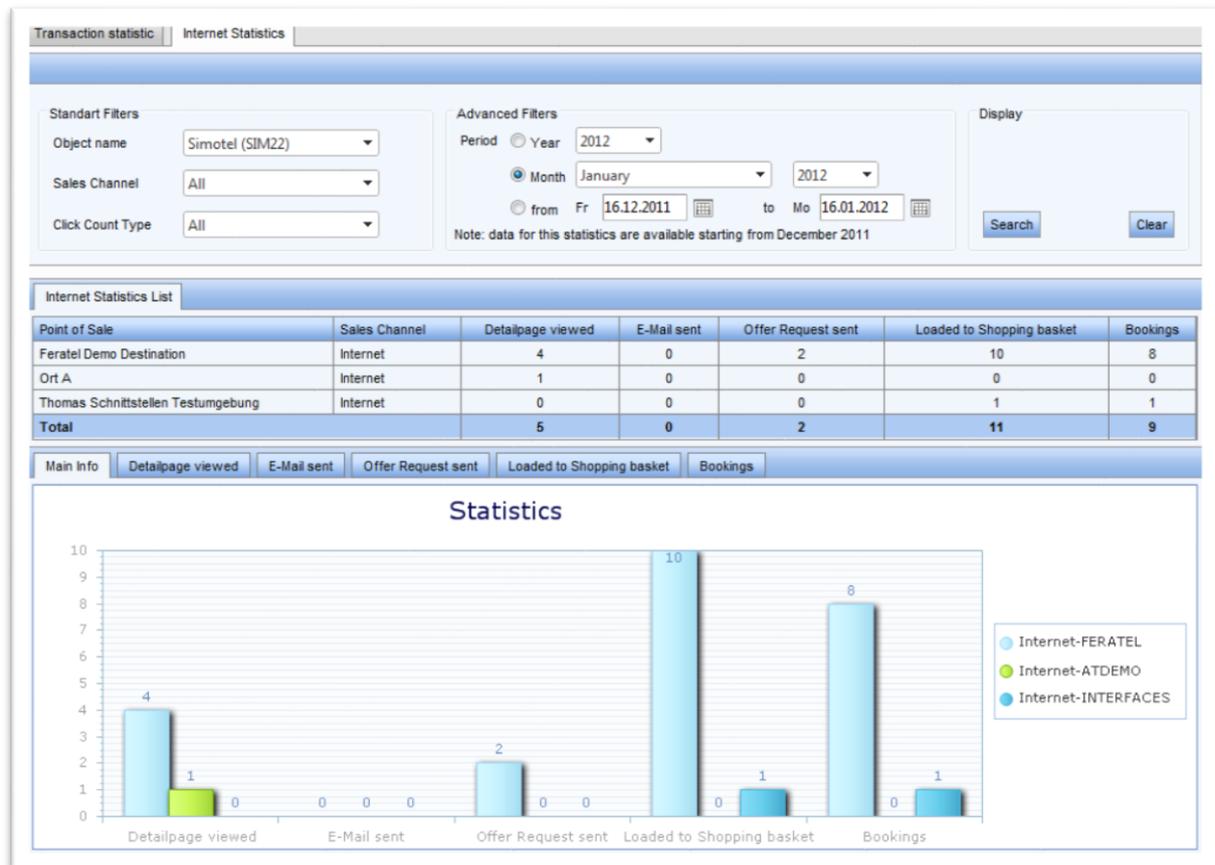
Create OfferRequest, ShoppingCart or Booking:

These three types are counted directly on our side when we get the according request from you. For Example when you create an Offer Request for a certain service provider, we count this as one click. Or you create a shopping cart or you add an Service provider to an existing shopping cart we also count one click. The same for booking.

So we can calculate a correct booking conversion we also need the SessionID of the guest from your system for the above mentioned requests. How you can provide this you can find in the latest Deskline 3.0 Standard Interface documentation (Version: 1.0.64)

SERVICE PROVIDER'S VIEW

If clicks are counted, the service provider is able to see his statistics in the WebClient.



REQUEST FIELDS

Request field	Description	Can be empty?	More than one possible?
Request Company	A unique code assigned from feratel to the external software-company sending requests. This is used to identify the sending company and the IP-address.	<input type="checkbox"/>	<input type="checkbox"/>
Request Originator	The code of the point of sale requesting the data. Provided by feratel.	<input type="checkbox"/>	<input type="checkbox"/>
CountClick DBCode	Every item which onclick can be counted is located on a specific database which has a unique 3- digit long code. The according DBCode for each item is provided in the response of the basic data interface	<input type="checkbox"/>	<input type="checkbox"/>
SalesChannelId	ID of the sales channel which is in use for the web site provided by feratel.	<input type="checkbox"/>	<input type="checkbox"/>
ItemID	ID of the service provider or brochure according to the guest action on the website Note: GET Parameter is called ItemId	<input type="checkbox"/>	<input type="checkbox"/>
CountType	Specifies the action of the web site user. Enumeration: SPDetail: Details to the service provider were opened. Not only listing of several service providers in an overview or search result. (see according screenshots in chapter "User actions")	<input type="checkbox"/>	<input type="checkbox"/>

	<p>SPURL: URL of service provider clicked in detail view of service provider</p> <p>SPEmail: E-mail sent to service provider. If you show e-mail addresses of service providers in a detailed view and if you know that an e-mail was actually sent. Onclick on the e-mail address should not be counted!</p> <p>SPPhone: If you hide phone number and user has to click on it to make it visible, then count the click. Or on mobile devices where user can directly call service provider by clicking on phone number.</p> <p>BrochureDownload: Brochure downloaded</p>		
SessionId	Session Id of the Guest. Needed for the correct calculation of the ShoppingCart Conversion.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

XML REQUEST EXAMPLE

```
<?xml version="1.0" encoding="utf-8"?>
<FeratelDsiRQ xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns="http://interface.deskline.net/DSI/XSD">
  <Request Originator="FERATEL" Company="xxx">
    <CountClick DBCode="FRT" SalesChannelId=" 5A88FEE4-DD09-4E14-97E1-
326586A34A8E" ItemID="DC1DEFE3-999A-4097-A5BF-7BD86A14E28A" CountType="SPDetail"
SessionId="" />
  </Request>
</FeratelDsiRQ>
```

GET REQUEST EXAMPLE

<http://interface.deskline.net/DSI/ClickCount.aspx/TrackCountClicks?Originator=FERATEL&Company=xxx&DBCode=FRT&SalesChannelId=BB556229-E7B1-4F21-9C6A-2BEA7120BF5A&ItemId=DC1DEFE3-999A-4097-A5BF-7BD86A14E28A&CountType=SPDetail&>

XML RESPONSE EXAMPLE

If the call of the web service was successful, the response is as follows:

```
<?xml version="1.0" encoding="UTF-8"?>
<FeratelDsiRS xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" Status="0" Message="Count
click stored successfully!" xmlns="http://interface.deskline.net/DSI/XSD"
/>
```

If the company has no rights to use the interface or if the IP-address is not on the white list the response will be:

```
<?xml version="1.0" encoding="UTF-8"?>
<FeratelDsiRS xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" Status="1"
Message="General access denied."
xmlns="http://interface.deskline.net/DSI/XSD" />
```

GET RESPONSE EXAMPLE

```
<?xml version="1.0" encoding="UTF-8"?>
<string xmlns="http://interface.deskline.net/DSI/XSD">OK</string>
```

CHANGE LOG

This document will be changed during the further development process and will be documented here.

Version	Description of changes done
1.0.0 (2012-01-16)	<ul style="list-style-type: none"> • First version
1.0.1 (2012-06-26)	<ul style="list-style-type: none"> • Provided GET method to count clicks
1.0.2 (2012-11-14)	<ul style="list-style-type: none"> • Provided Response example for GET method
1.0.3 (2014-06-03)	<ul style="list-style-type: none"> • New type SPPhone • Changed screens to new web layout
1.0.4 (2015-09-29)	<ul style="list-style-type: none"> • New types SPOfferRequest, SPShoppingCart, SPBooking • New Attribute SessionId (needed for correct calculating of the shopping cart conversion)
1.0.5 (2015-11-24)	<ul style="list-style-type: none"> • Improvement in saving clicks for SPOfferRequests, SPShoppingCart and SPBooking. Clicks were saved on our side when we get the according requests