

Where Are My Guests Booking From [New]

To get the most out of your marketing, it's important to know where your bookings originate.

Using OnceHub's **Booking Analytics** feature combined with **UTM parameters**, you can better understand your booking traffic, identify visitor sources, and make data-driven decisions.

Booking Analytics

The **Booking Analytics** feature, found in the left-hand menu of your OnceHub account, provides detailed insights into your booking traffic and visitor sources. Using filters, you can analyze data and identify trends.

Using UTM Parameters with Booking Analytics

Combine Booking Analytics with UTM parameters for even more powerful tracking.

UTM parameters are tags added to your booking URLs that track the source, medium, and campaign of each visitor. This allows you to pinpoint the exact origin of each booking.

Learn how to add **UTM parameters** to your Booking Calendar.

Benefits of Using UTM Parameters:

- Gain insights into which campaigns and platforms drive the most bookings.
 - Evaluate the success of your marketing efforts.
 - Make data-driven decisions to optimize your strategies.
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Tracking Bookings with External Redirects

You can also track booking sources using external tools. Redirect guests to an external URL after they book, such as a "Thank You" page on your website.

OnceHub automatically adds any captured UTM parameters to this URL, allowing you to use your own analytics tools to track booking sources.

See our **Booking Calendar redirect guide** for more information.

Tracking Bookings with Duplicate Booking Objects

If you have a simple setup using one or two booking links (Booking Calendars or Booking Pages) and prefer not to use UTM parameters for tracking, duplicating booking links can be an effective alternative.

You can duplicate booking calendars to track bookings from specific sources or campaigns.

1. Duplicate Your Booking Calendar:

- Navigate to the **Booking Calendars Lobby** using the left-hand menu.

- Find the booking calendar you wish to duplicate, click on the three dots (...), and select **Duplicate**.

2. **Assign Meaningful Names:**

- Name each duplicated calendar based on its purpose or source. For example, “John’s Booking Calendar – Website Visitors” or “Marketing Campaign Calendar” can help you easily identify their origin.

3. **Share Your Booking Calendars:**

- Use **Page Designer** to copy the URL for sharing your calendar as a standalone page.
- Alternatively, use **Embed Designer** to generate the embed code to place on your website.

Once you’ve shared your duplicated Booking objects and have started receiving bookings, you can use Booking Analytics to monitor performance. Navigate to Booking Analytics in your account and filter by the names you assigned to your calendars or pages to see booking insights for each object.
