



THE **DATA**
APPEAL
COMPANY



Quick Guide

Get started with your Travel Appeal Dashboard !


Table of Contents

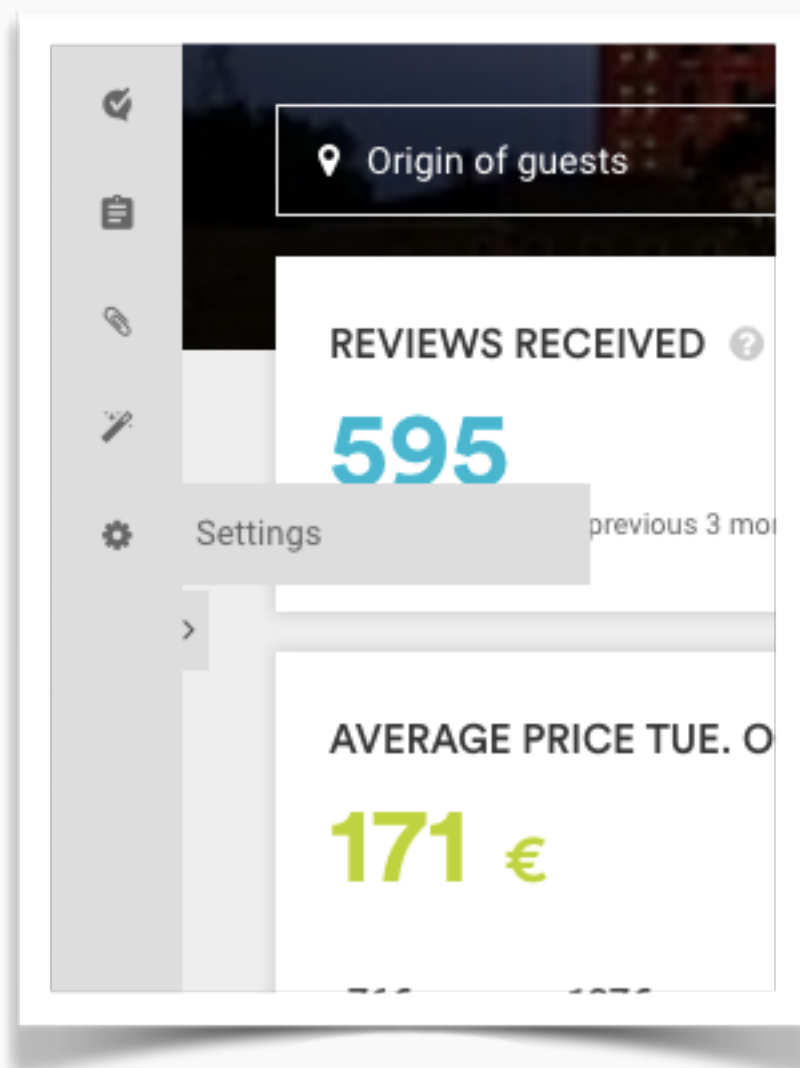
Channels Settings	3
Competitors Settings	4
Collaborators Settings	5
Reply to Reviews	6
Reports	7 - 8
Web Listener	9
Contacts	10

Channel Settings

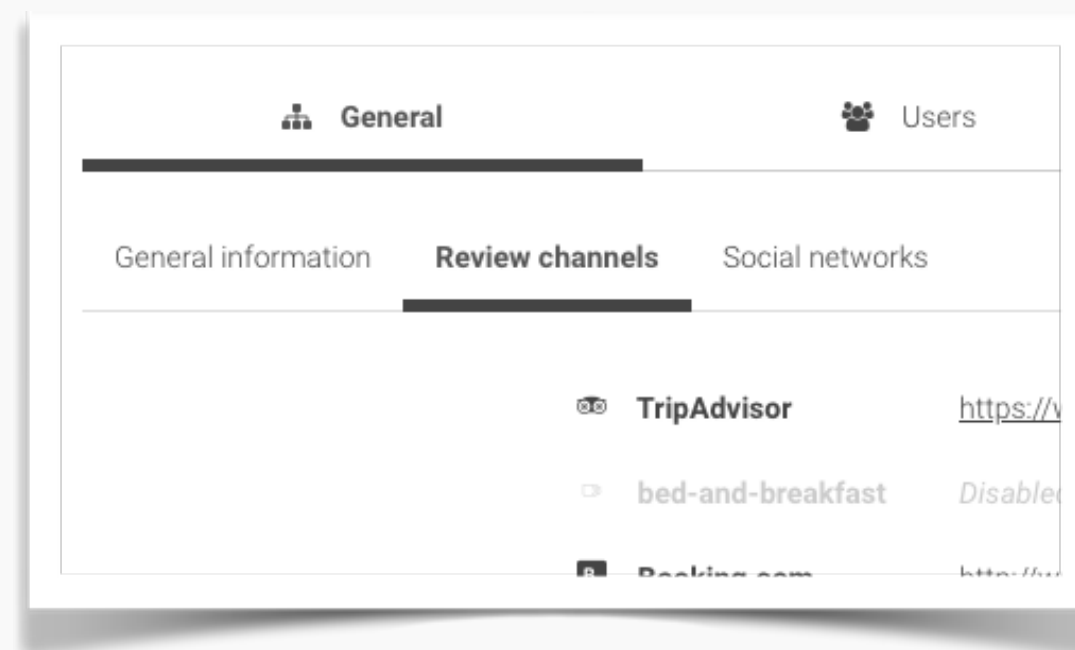
How do I setup my channels?

Travel Appeal analyze contents from reviews and social network channels. Here how to setup the channels you want to monitor about your entity

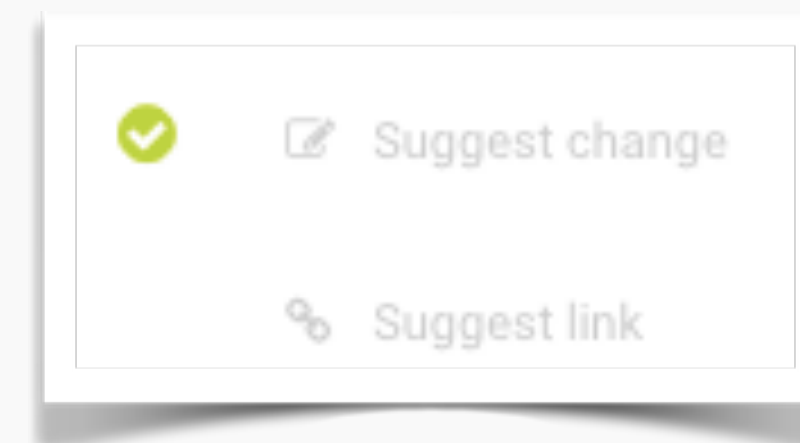
Click on  from the lateral menù



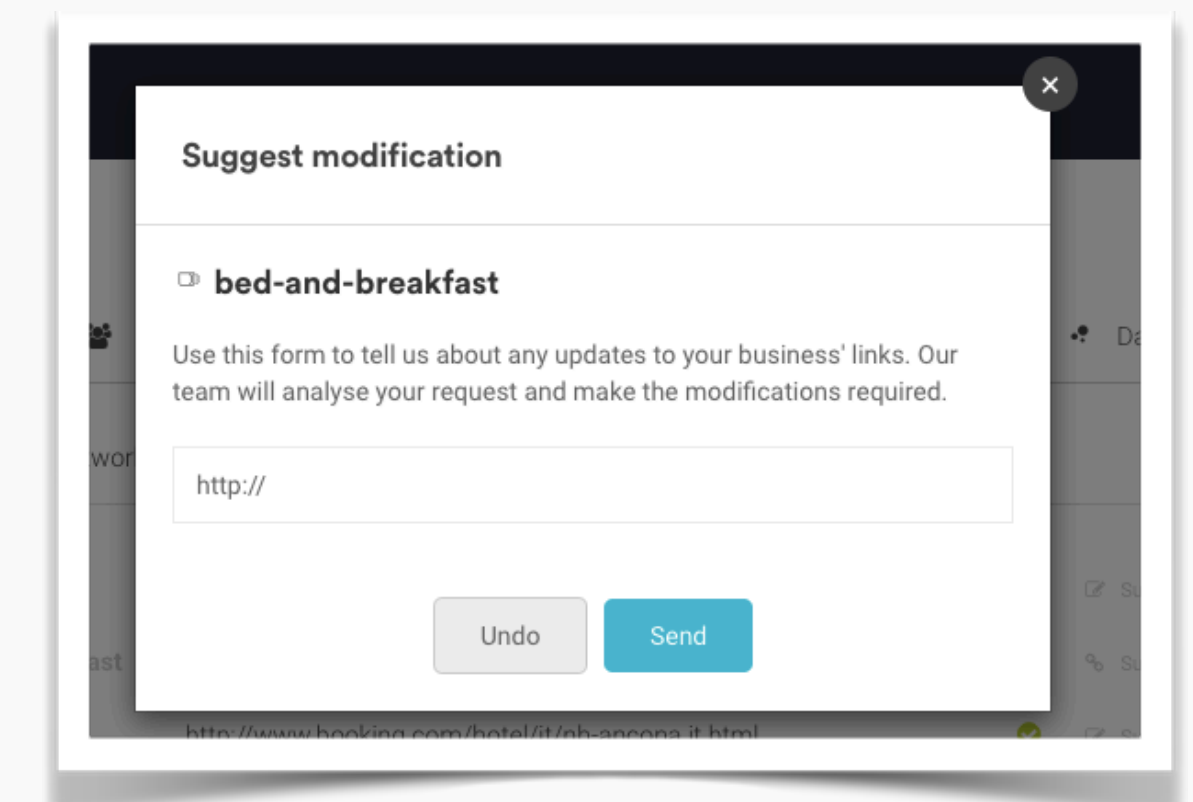
On "General" select Review channels or Social Network




Click on Suggest to set new channels or Change to suggest a modification



Type on the window the URL requested and click **Send**




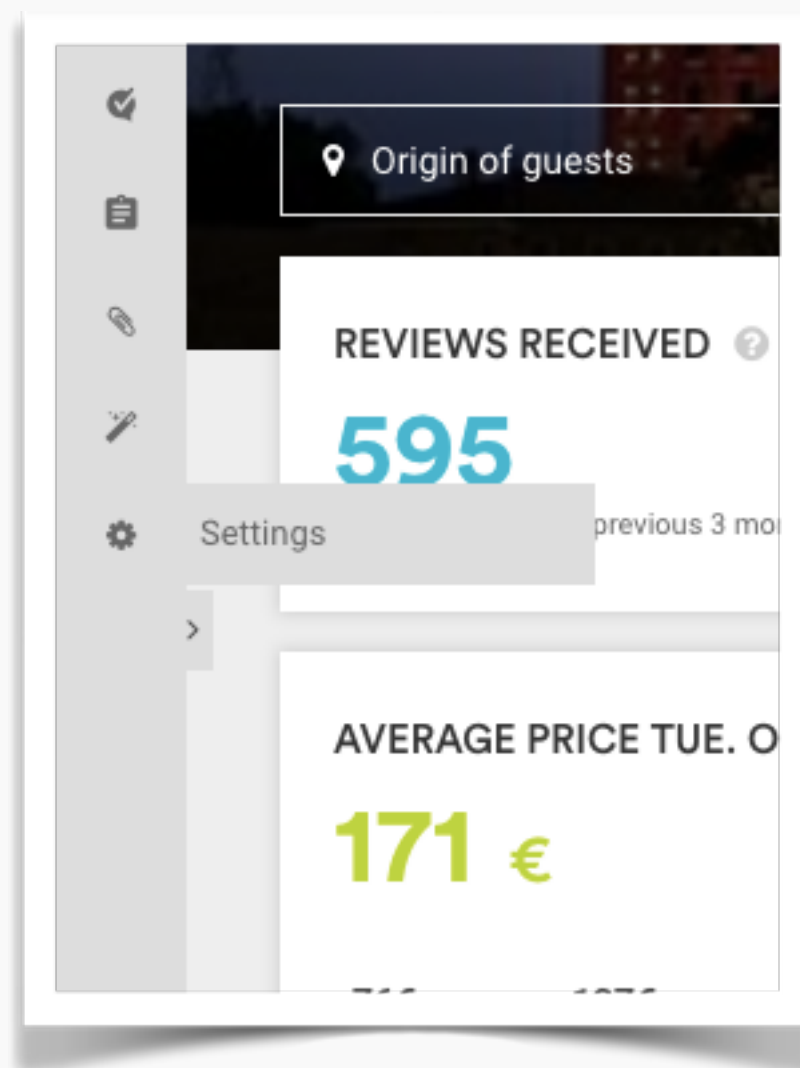
 It might take up to a few days to validate your request.

Competitors Settings

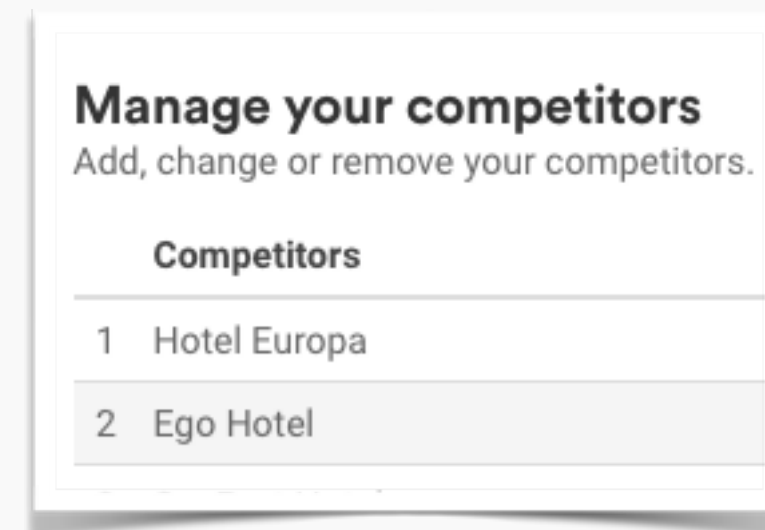
How do I set up my competitors?

Travel Appeal analyze contents from your competitors' reviews and social network channels. Here how to setup your competitors to monitor their performance.

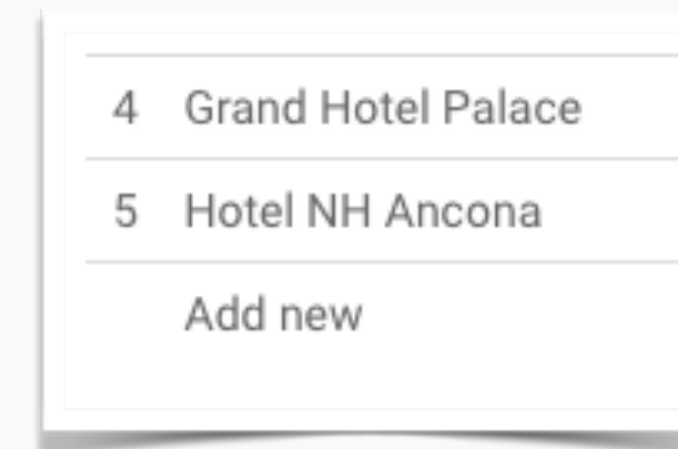
Click on  from the lateral menù



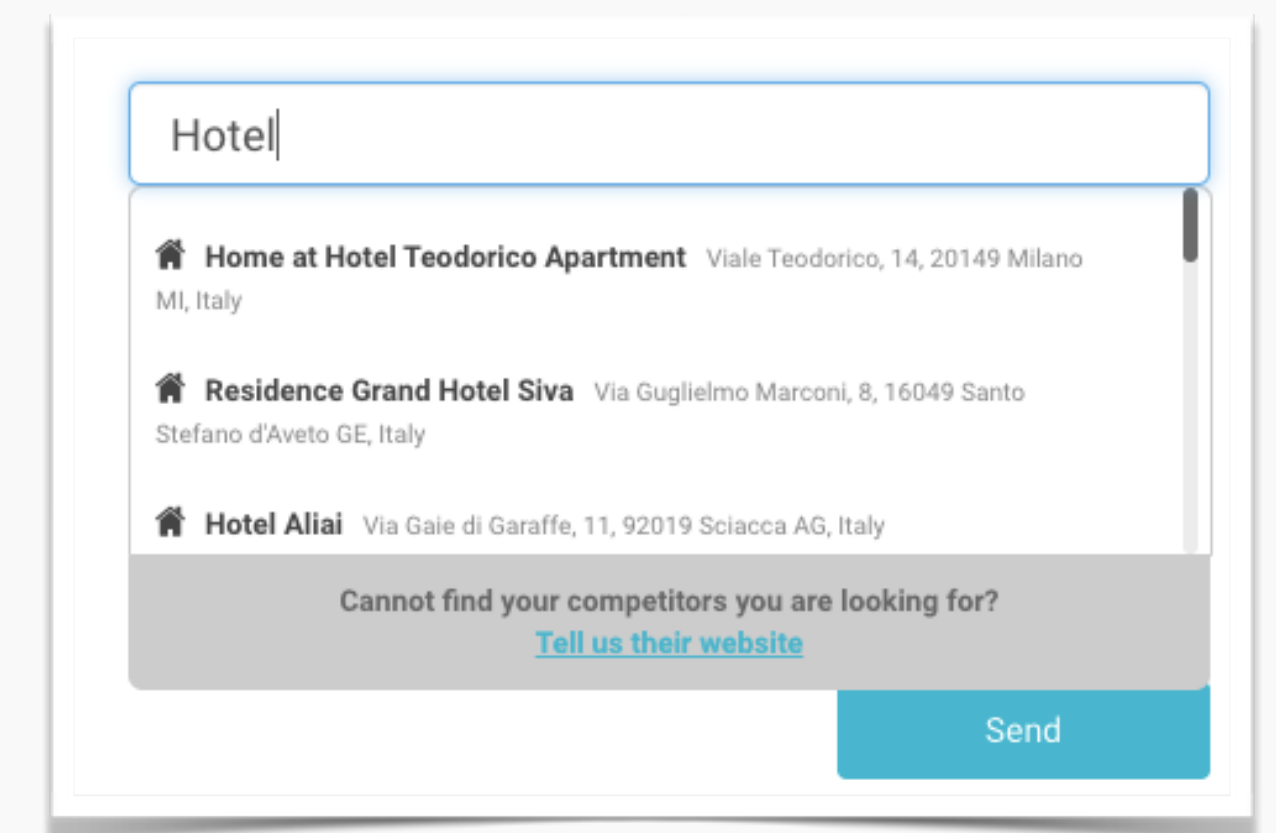
On "Competitors" you find the list of the competitors you are currently monitoring




Click on Add New to set a new competitor or select Change/Delete options



Type on the window the name of the competitor (if not available in the dropdown list click Tell us their website) and click **Send**



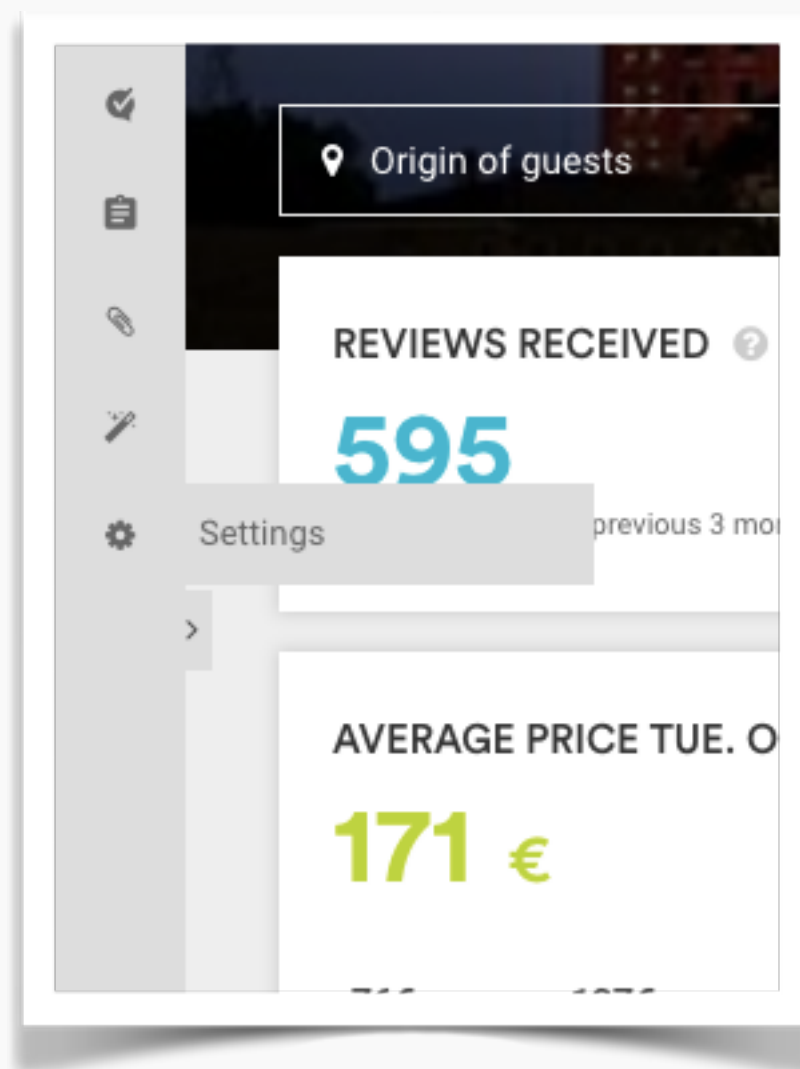
 It will take up to a few days to validate your request.

Collaborators Settings

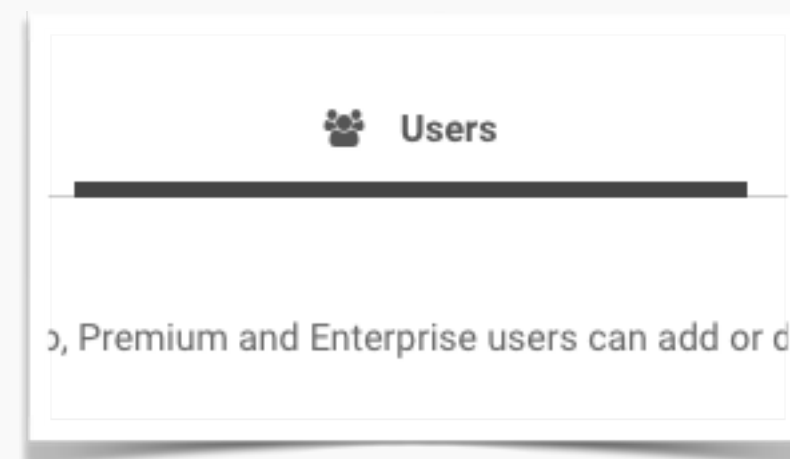
How do I set up my collaborators?

Travel Appeal allows you to share your Dashboard with your team members. Assign them a role, manage their tasks, and share reports to create successful team synergies.

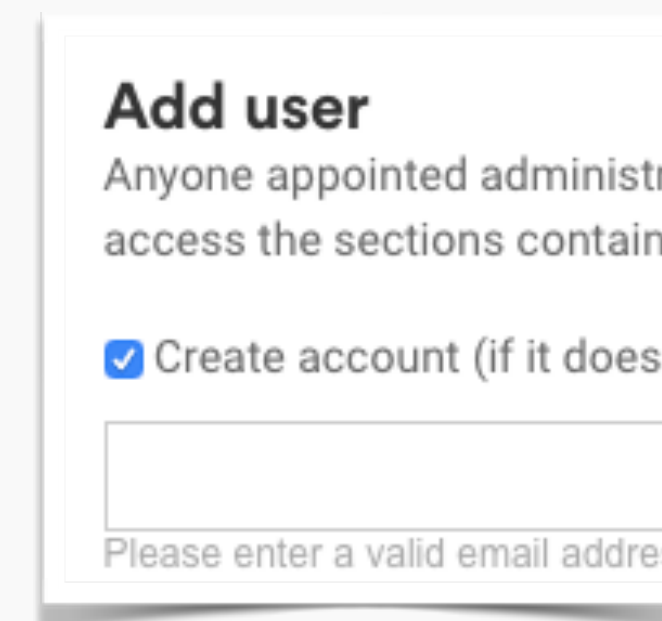
Click on  from the lateral menù



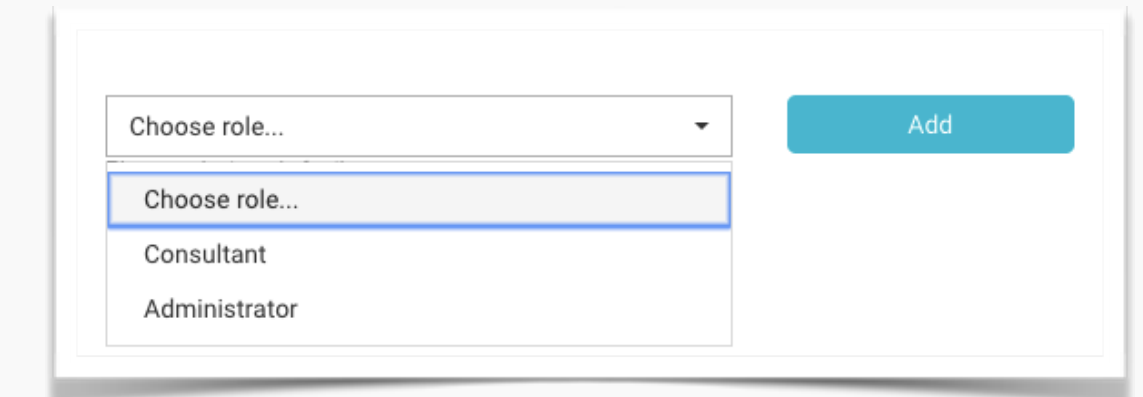
On "General" select Users



On Add User type the email of your new collaborator



Choose the collaborator's role and click **Add**



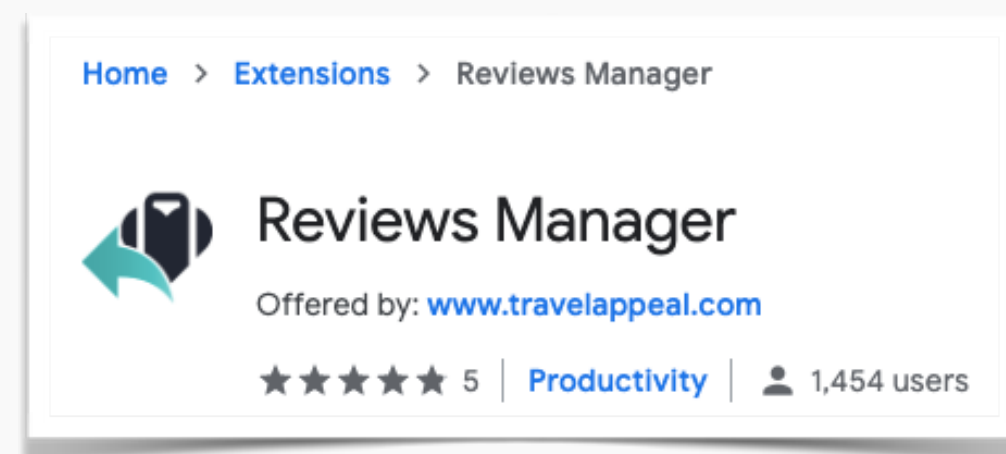
i Admin collaborators will have full access. Consultants won't be able to modify settings and access reports and marketing tools.

Reply to reviews


How do I reply to reviews from different channels?

Travel Appeal allows you to reply directly from your Dashboard to your reviews posted on the different reviews channels.


Open Google Chrome and install the extension “Reviews Manager”



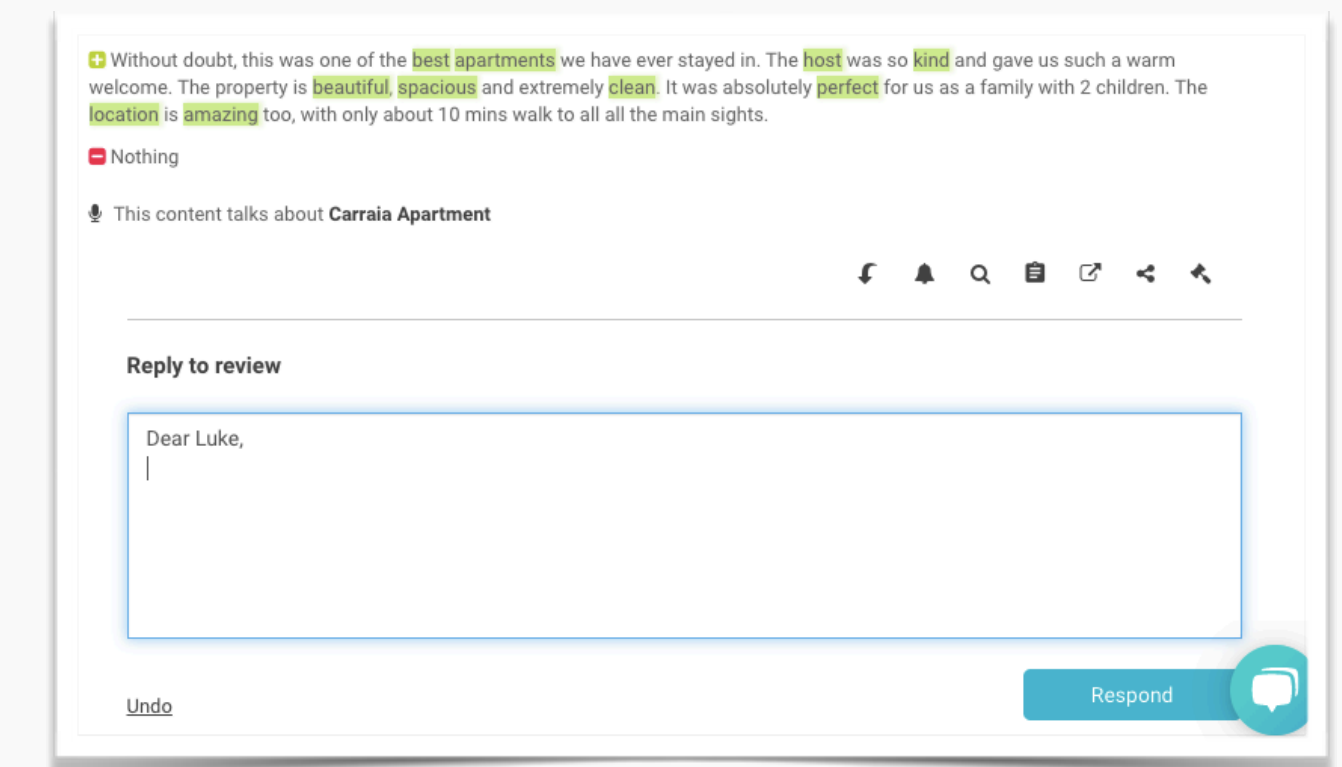
To install the extension, use this [Direct Link](#)


On the dashboard click on  below the review you want reply to



 Only for the first time a pop-up window will appear asking you to insert the login credentials of the Review Channel of your entity.

Type your reply and click on **Respond** to submit it

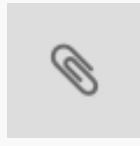


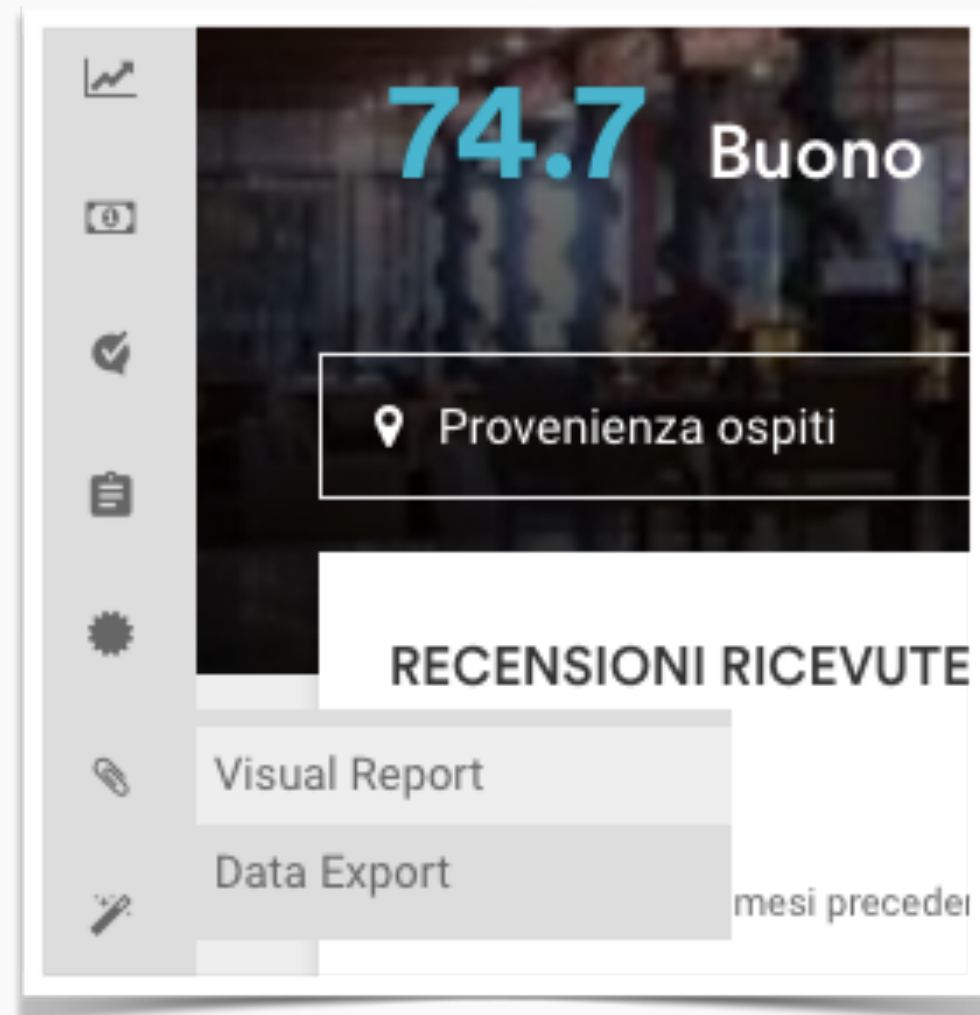
 The publication timing depends exclusively on the review channel. In the meantime you will see your reply under the review

Visual Report

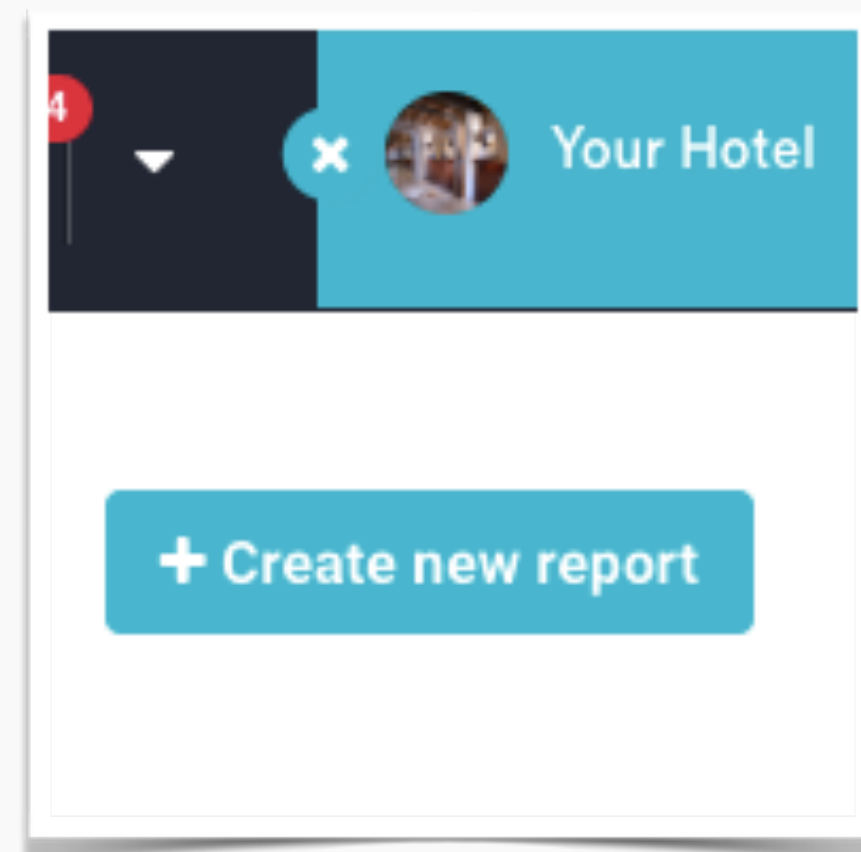
How do I create a Visual Report?

Visual Reports allow you to quickly create and share with your collaborators customizable reports including your preferred Dashboard data and insights.

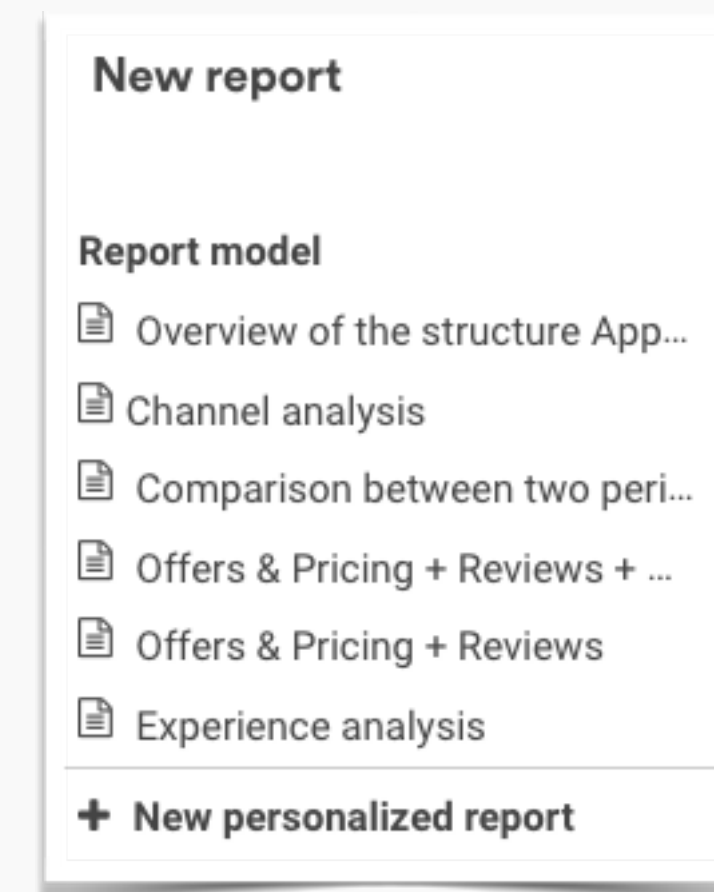
Click on  from the lateral menù and select Visual Report



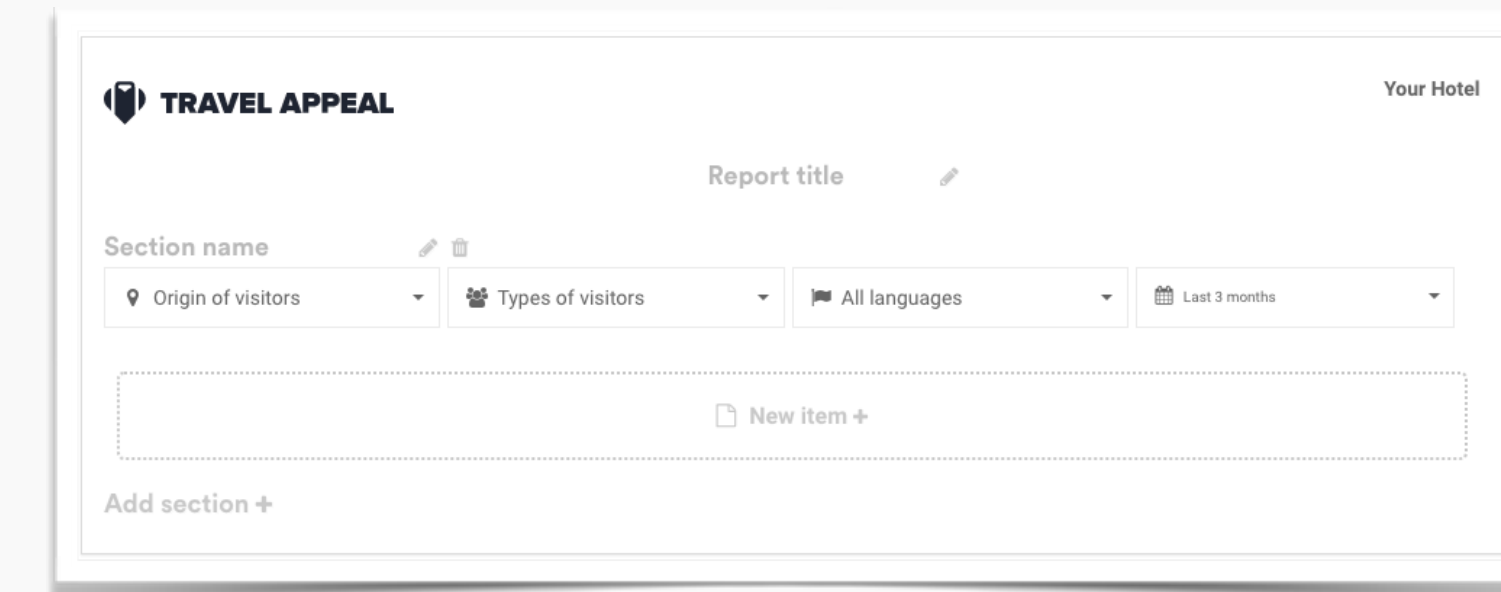
Select **+ Create new report** on the Top Right of the page to start building your report




Choose a Report Model template or build your own Report from scratch by selecting + New personalized report



Customize your Report by using filters, adding Sections and choosing Elements to be visualized in the report



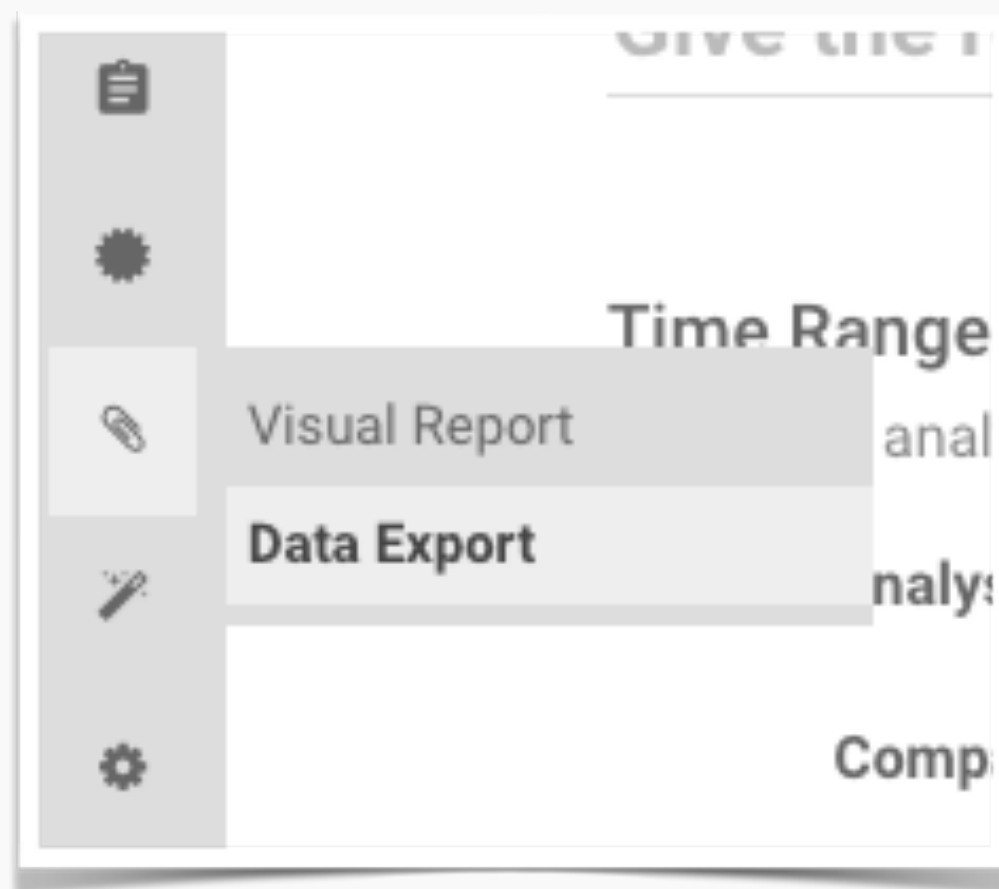
 Do you want the report to be emailed periodically with updated data? Schedule an automatic sending program!

Data Export

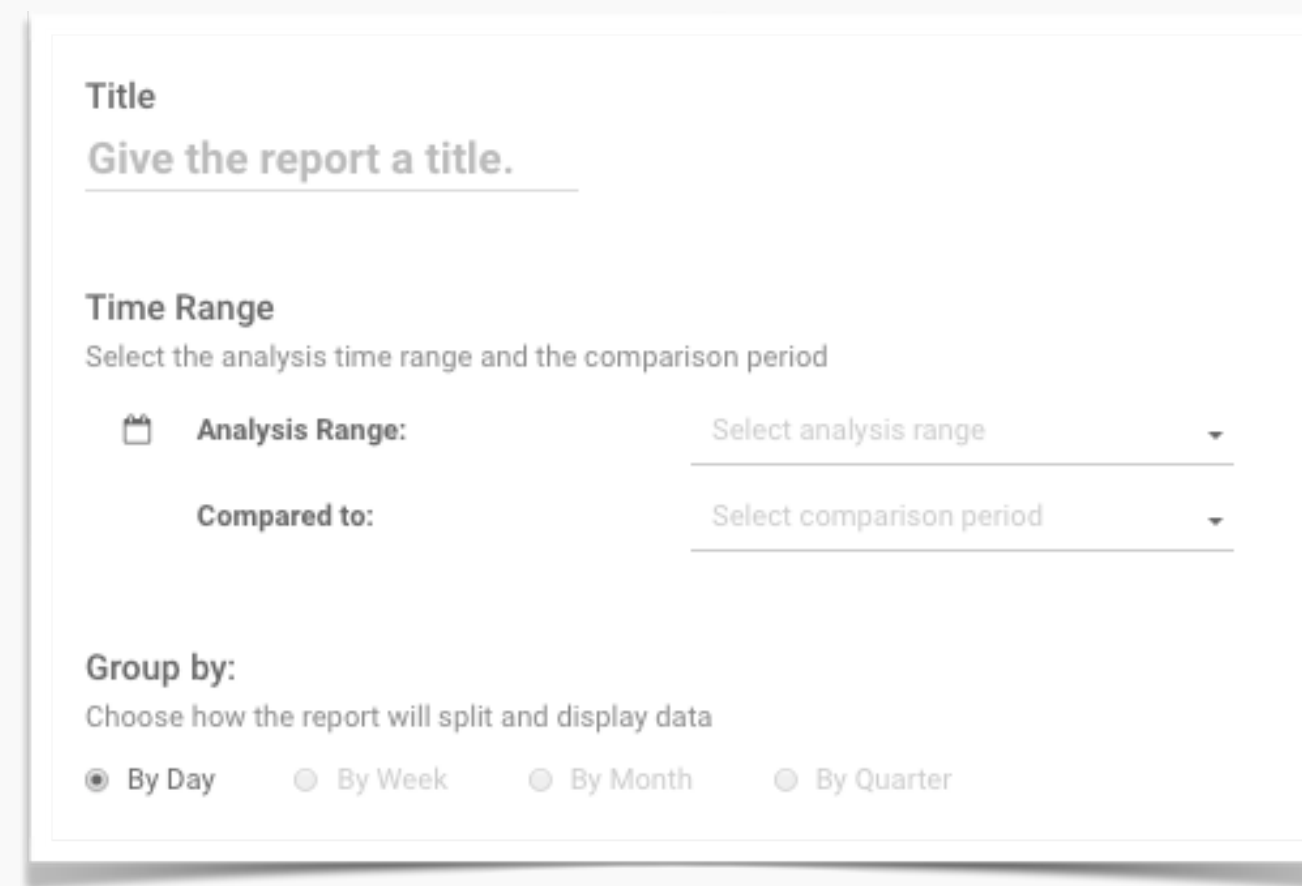
How do I download a Data Export?

This feature enables you to export a comprehensive, detailed report of your property on Google Spreadsheet. The spreadsheet is editable, so you can create your custom analysis on top of it.

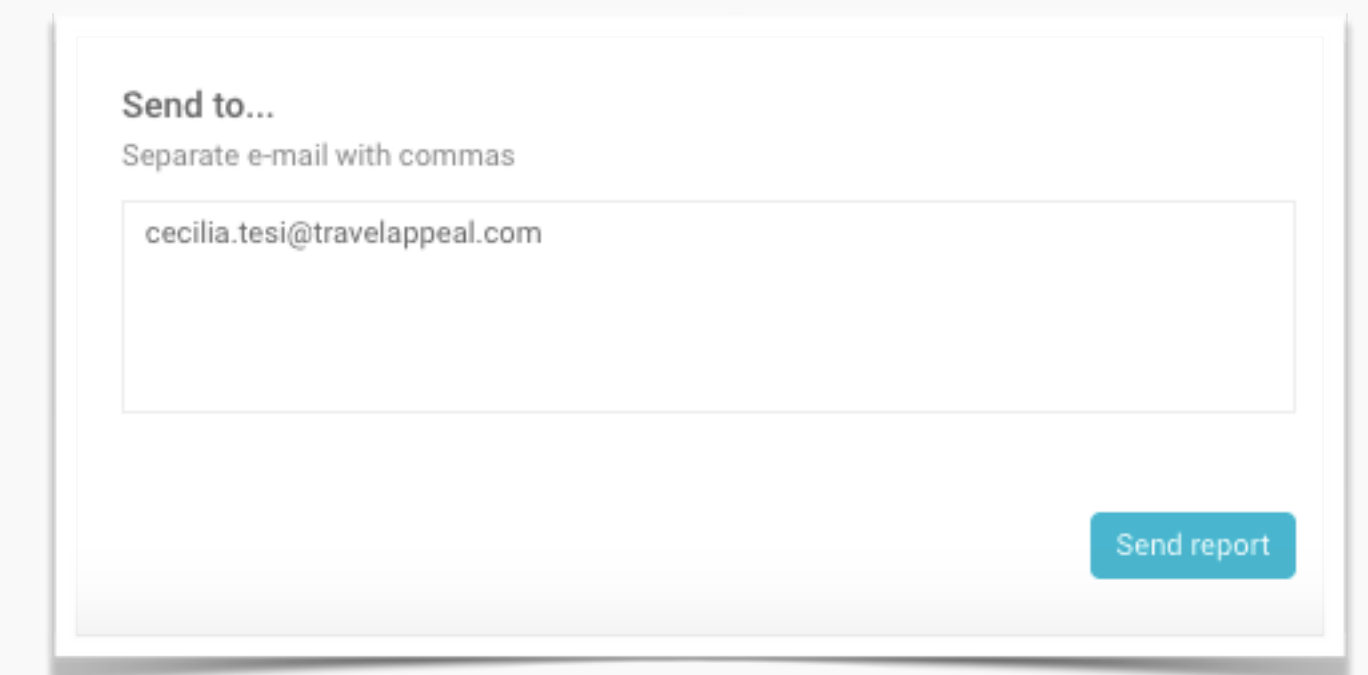
Click on  from the lateral menù and select Data Export




Select the Time Range you want to analyze and how you want to see data to be grouped by

A screenshot of a configuration form for the Data Export feature. The form has three main sections: 'Title' with a text input field containing 'Give the report a title.'; 'Time Range' with two dropdown menus labeled 'Analysis Range' and 'Compared to'; and 'Group by' with four radio button options: 'By Day' (selected), 'By Week', 'By Month', and 'By Quarter'.

When you are ready insert the email to which the Export will be forwarded and click **Send report**


A screenshot of a form for specifying the email recipient. It has a title 'Send to...' and a subtitle 'Separate e-mail with commas'. Below is a text input field containing the email address 'cecilia.tesi@travelappeal.com'. A blue 'Send report' button is located at the bottom right of the form.

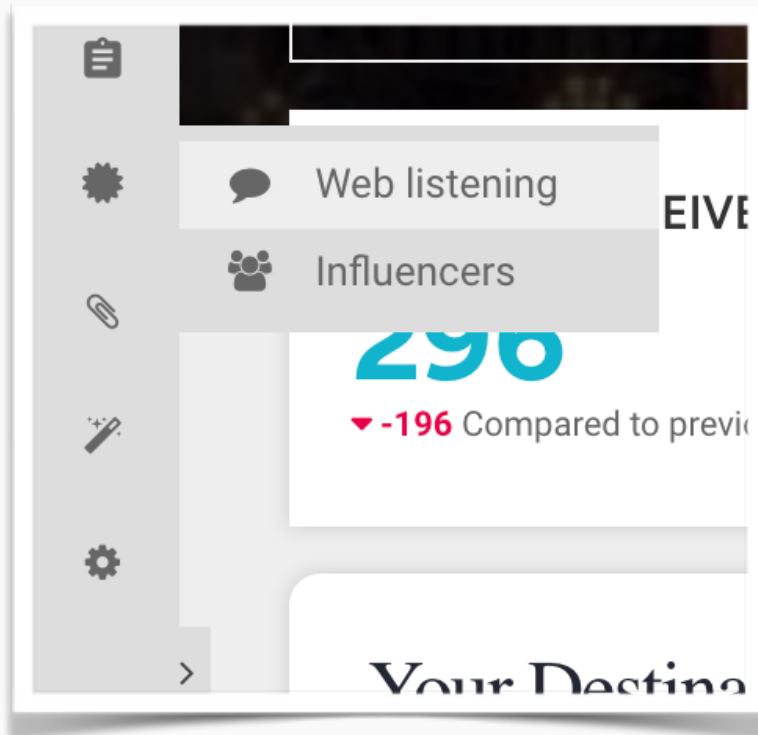
 Please note that the Export might take up to 30 minutes to be received


Web Listener

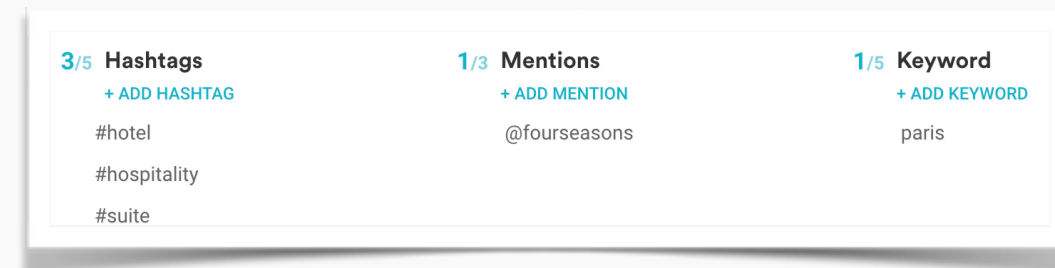
How do I set up my hashtags, mentions and keywords?

This feature enables you to track the performance of hashtags (#), mentions (@) and keywords you use on your Social Network communication helping you to improve your Social Media Marketing strategy.

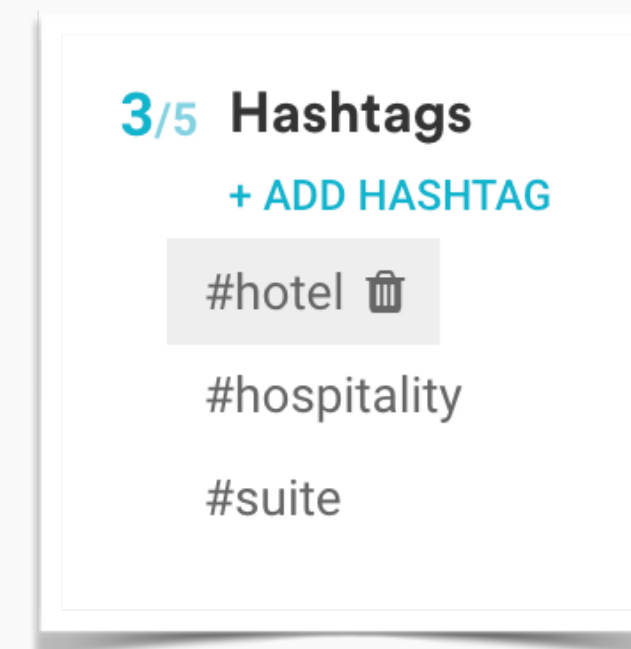
Click on  from the menu on the left hand-side and select Web Listening



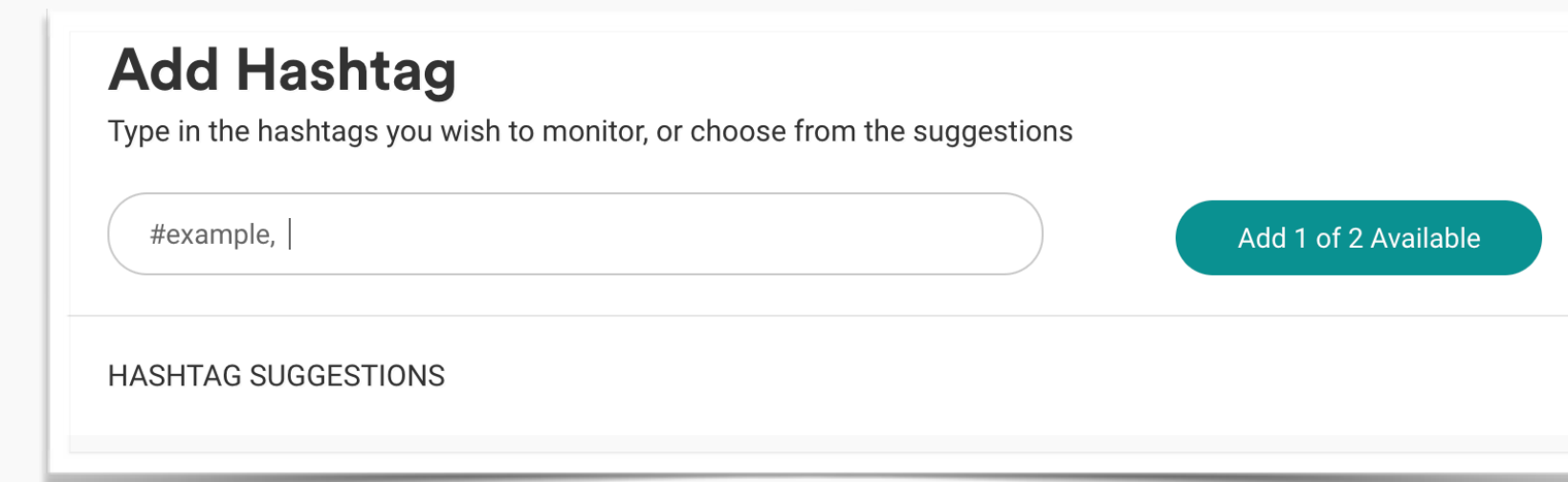
Click on  to expand the list of #,@ and keywords set up by default. You will be able to customize your selection in the next steps




In order to delete a #,@ or keyword just move your cursor next to it and select the trashcan icon that will pop up automatically



In order to add a #, @ or keyword select the option **+ ADD HASHTAG** or **+ADD MENTION** or **+ ADD KEY WORD** and enter your choices following the instructions that will appear in the box below



 Please note that the new results will be available after 24h.

Contacts & Help Center

Do you need assistance?

Our Customer Support will be glad to assist you, don't hesitate to reach out!



Email

support@datappeal.io



Support Form

[Click here to open a ticket](#)

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