SUMMARY OF MONTH

SALES ACTIVITIES

MARKETING ACTIVIES

STRUCTURING TEAMS

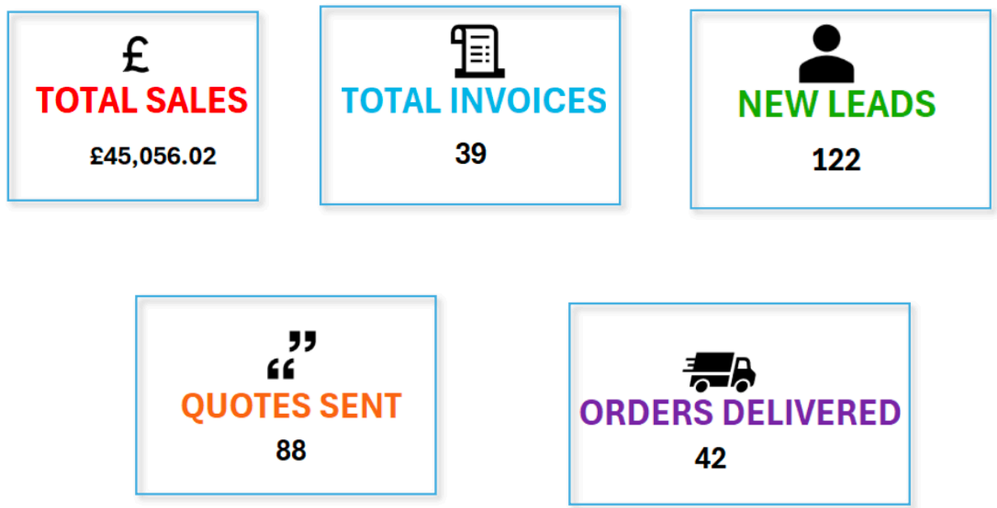
PARTNERING

PROJECT COMPLETION

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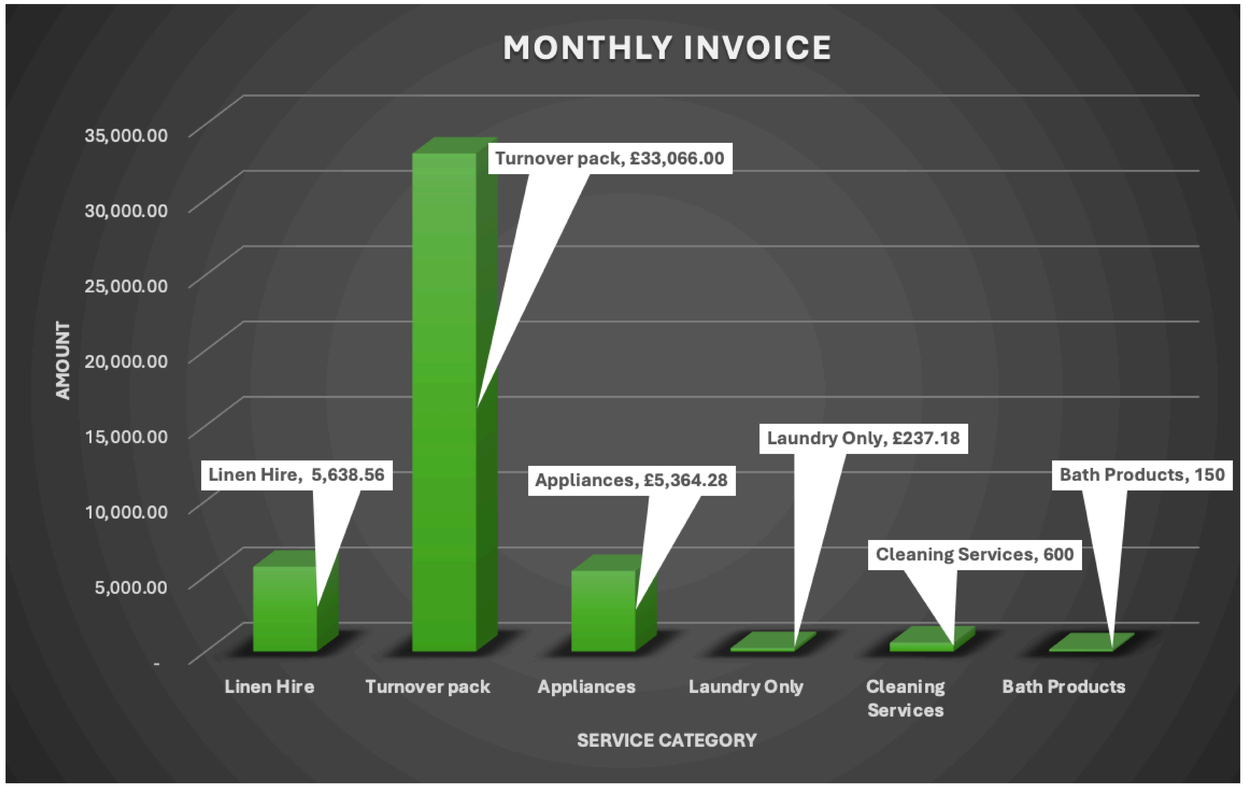
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SALES & MARKETING SUMMARY



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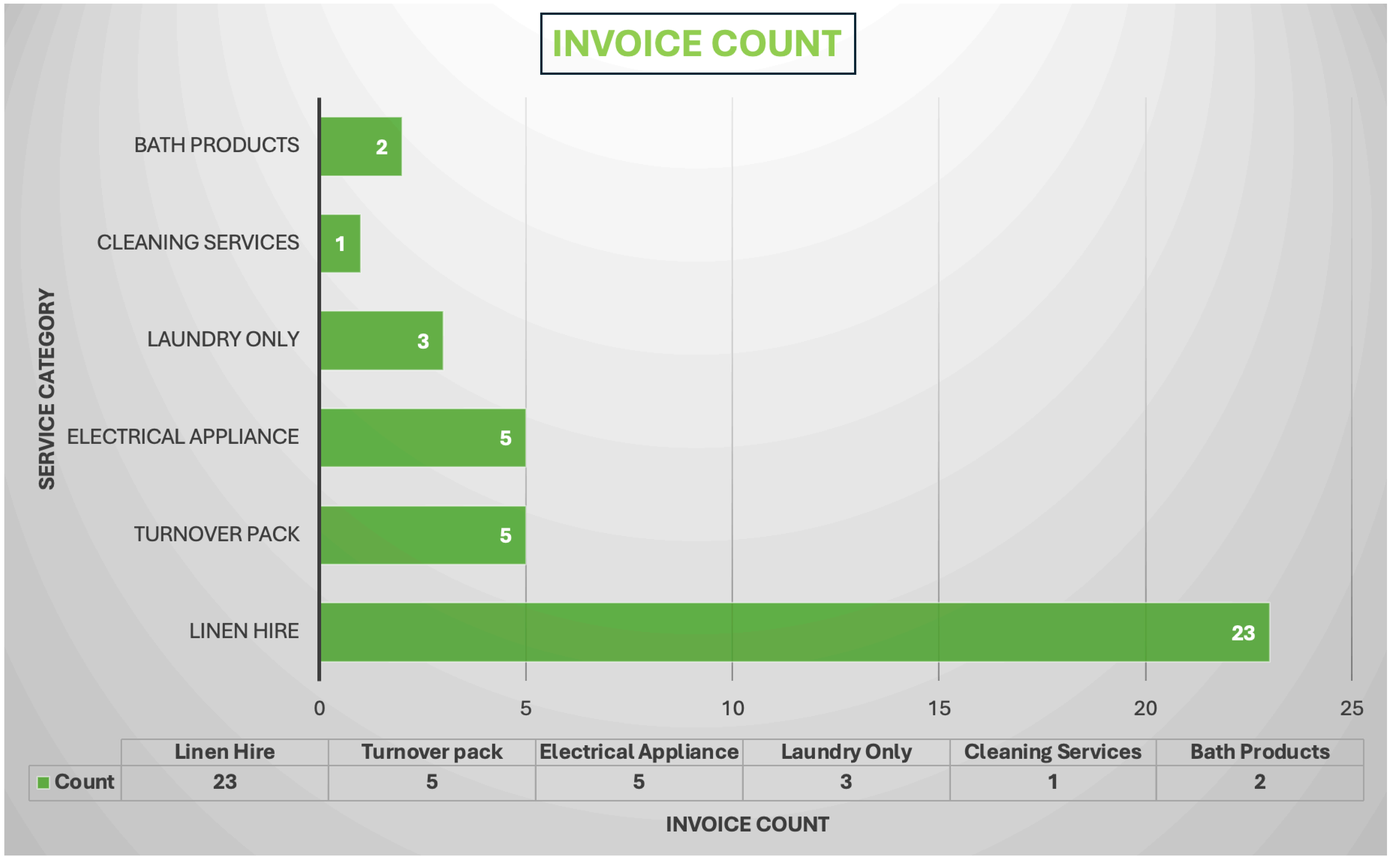
DETAILED GLANCE OF SALES (1/11/2024 – 30/11/2024)



TOTAL AMOUNT -£45,056.02

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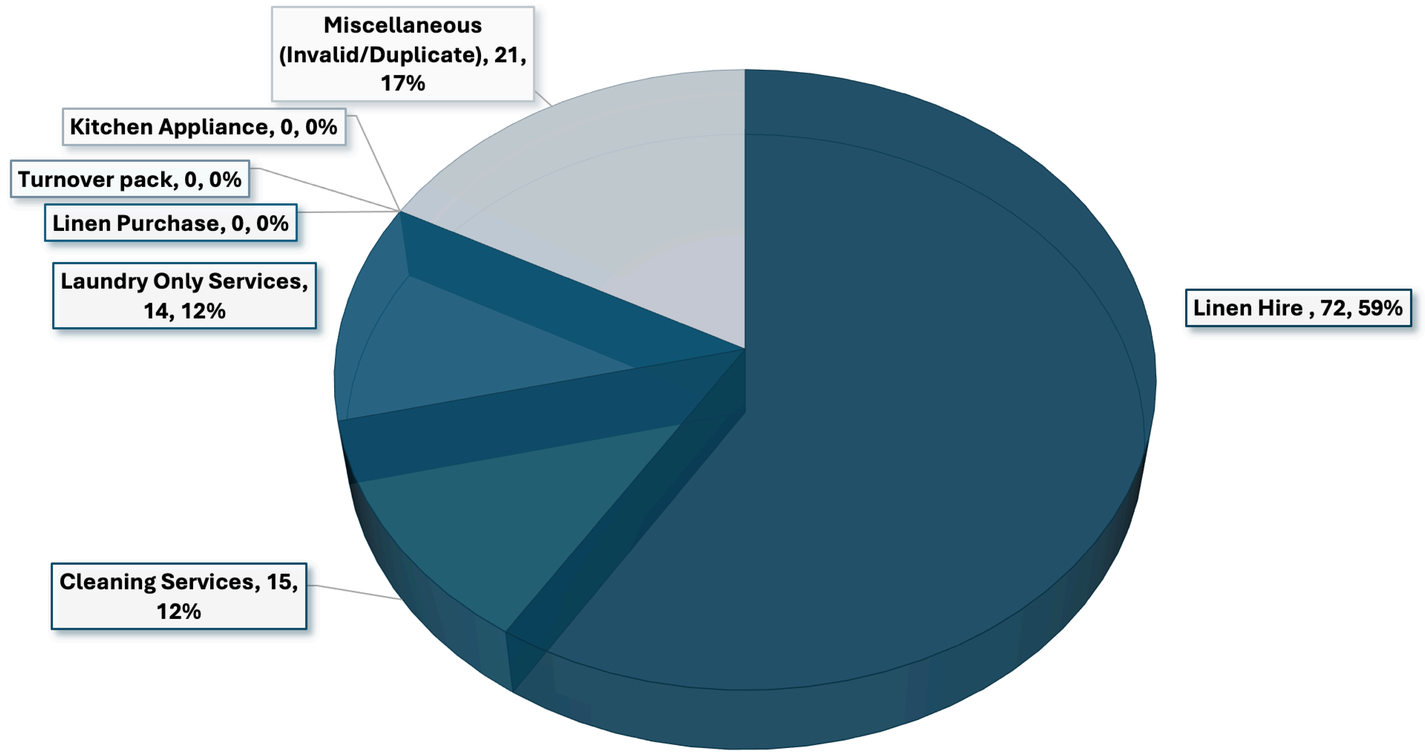
INVOICE DETAIL



	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Bath Products
Count	23	5	5	3	1	2

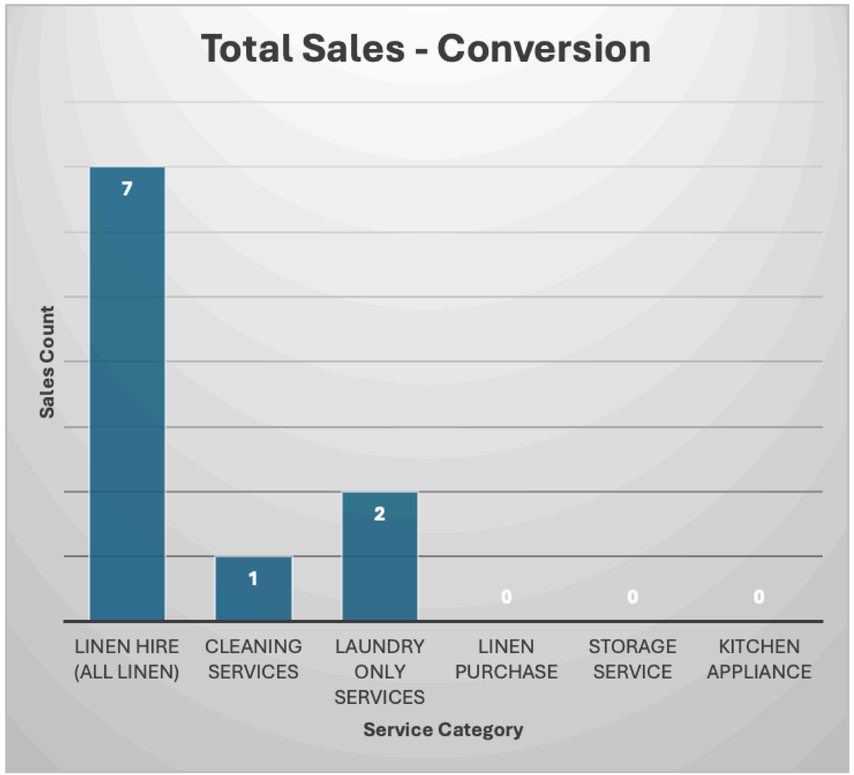
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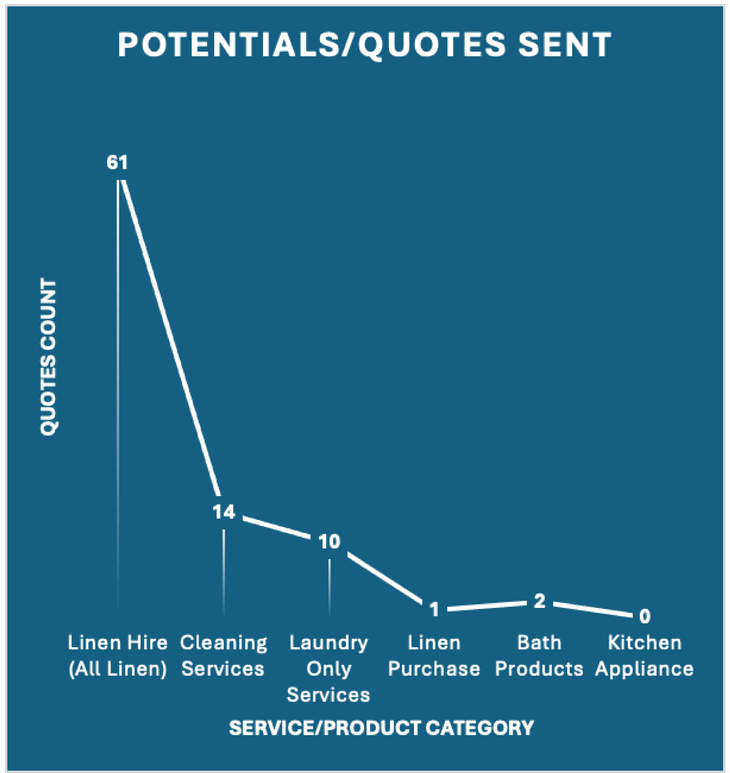
TOTAL LEADS



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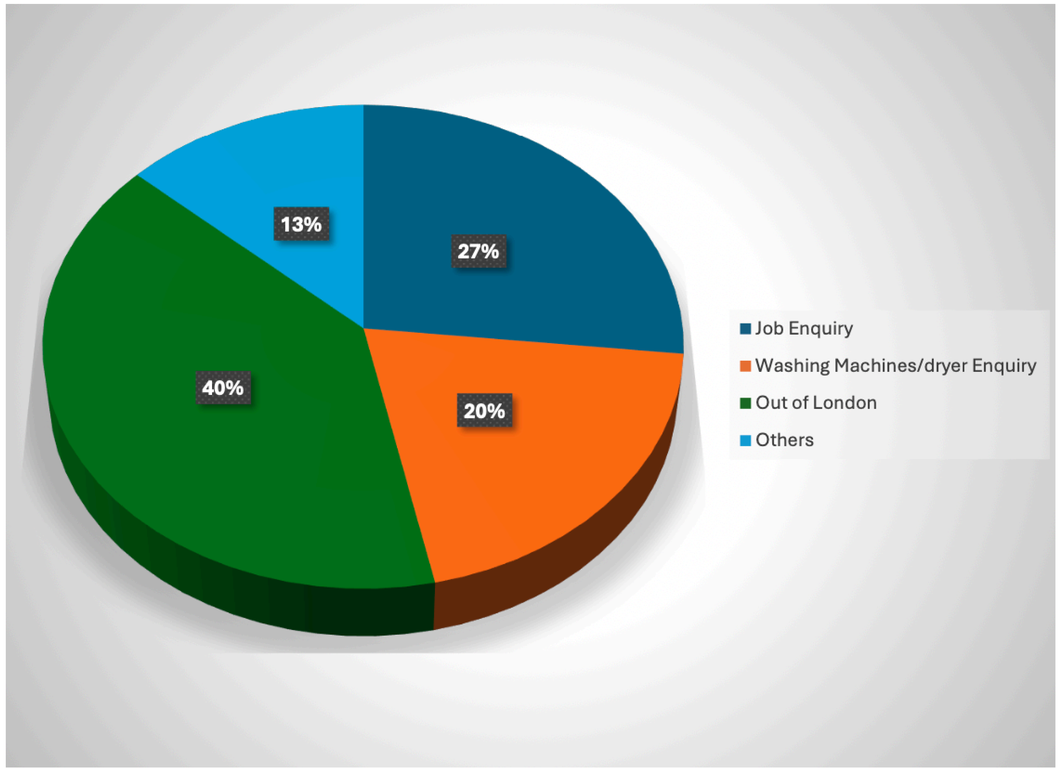
SALES TEAM PERFORMANCE





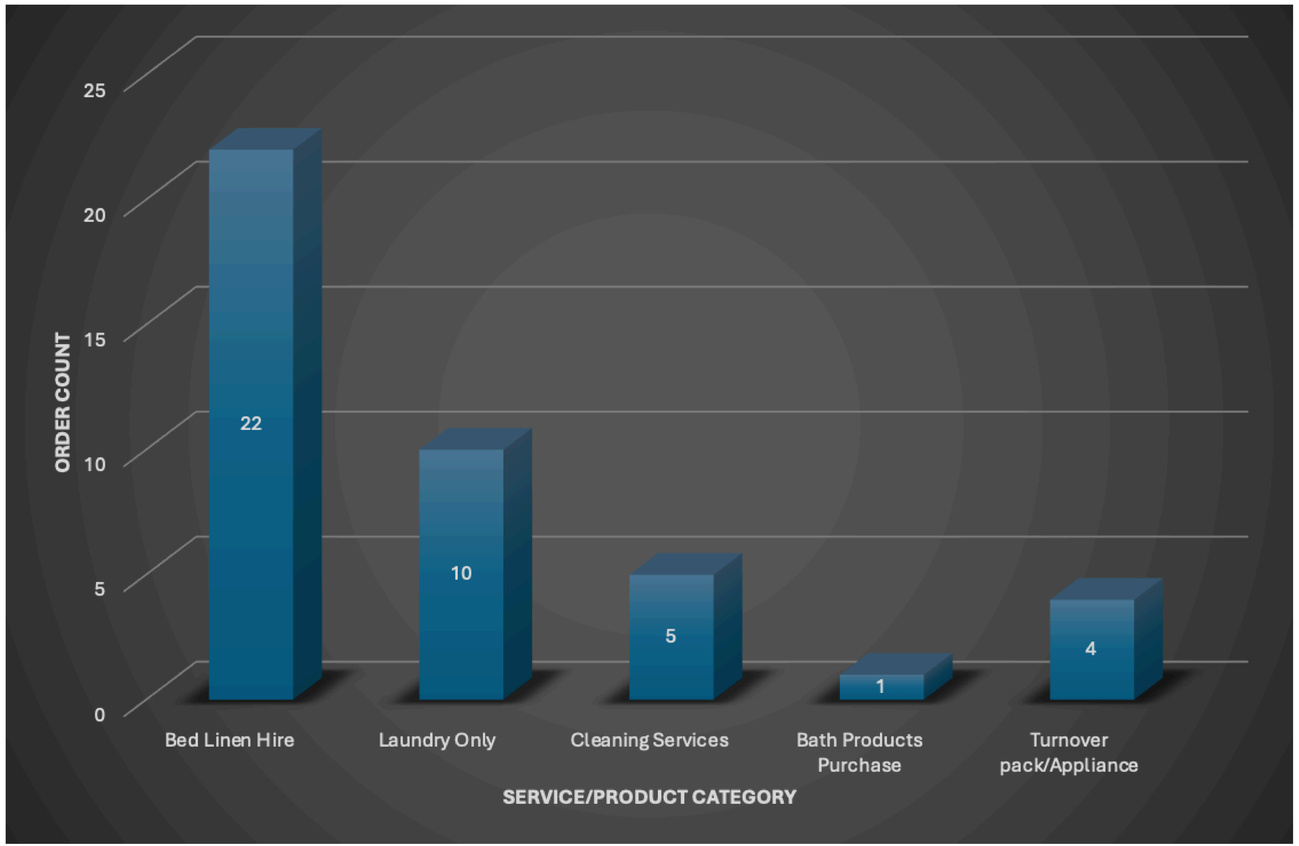
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CLIENT FEEDBACK



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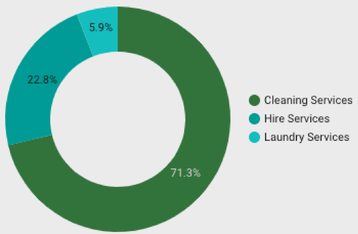
ORDERS DELIVERED



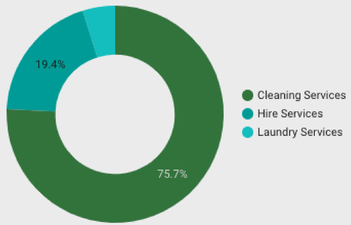
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MoM PAID MEDIA ACTIVITY

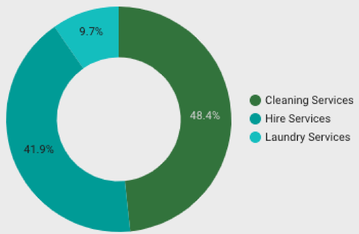
Clicks: 1.05K



Cost: £3.81K



Conversions: 31



Campaign	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£2,883.23	14,597	747	5.12%	£3.86	15	£192.22	2.01%
Hire Services	£738.58	2,625	239	9.1%	£3.09	13	£56.81	5.44%
Laundry Services	£184.72	775	62	8%	£2.98	3	£61.57	4.84%

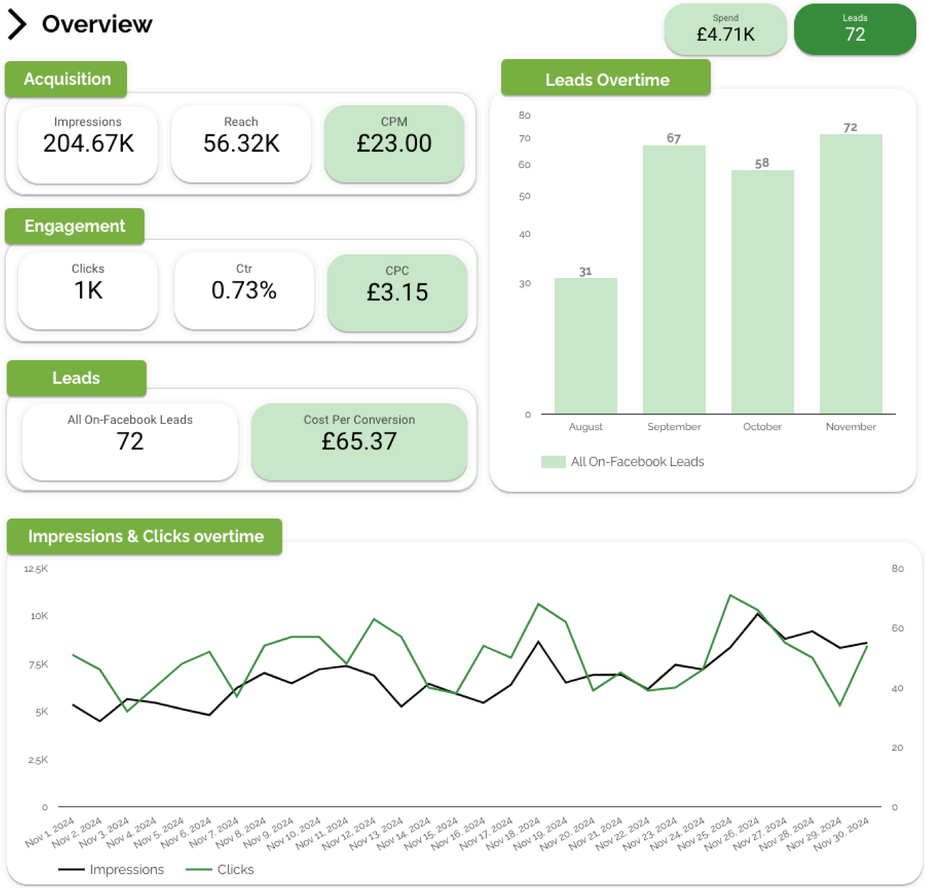
Month and Year	Impr.	Clicks	CTR	Cost	CPC	Conv	CVR	CPA	Search IS	Top IS	Abs Top IS
2024 July	1925	83	4.3%	£138.17	£1.66	0	0.0%	£0.0	18%	70%	30%
2024 August	2932	192	6.5%	£691.83	£3.60	6	3.1%	£115.3	48%	82%	41%
2024 September	2632	238	9.0%	£1,086.85	£4.57	13	5.5%	£83.6	53%	84%	50%
2024 October	1136	99	8.7%	£450.55	£4.55	8	8.1%	£56.3	31%	77%	26%
2024 November	775	62	8.0%	£184.72	£2.98	3	4.8%	£61.6	34%	69%	16%
Grand Total	9400	674	7.2%	£2,552.12	£3.79	30	4.5%	£85.1	40%	78%	37%

Account name: Londonist Ho

Campaign	Impr.	Clicks	CTR	Cost	CPC	Conv	CVR	CPA	Search IS	Top IS	Abs Top IS
Hire Services	12468	1440	11.5%	£5,384.58	£3.74	55	3.8%	£97.9	51%	86%	57%
Laundry Services	9400	674	7.2%	£2,552.12	£3.79	30	4.5%	£85.1	40%	78%	37%
Cleaning Services	14607	747	5.1%	£2,883.25	£3.86	15	2.0%	£192.2	14%	67%	23%
Grand Total	36475	2861	7.8%	£10,819.95	£3.78	100	3.5%	£108.2	33%	76%	38%

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MoM META ACTIVITY



Months (Day)	Impressions	Reach	Clicks (All)	Frequency	CTR	CPC	Amount Spent	Results	Cost Per Result	CVR	CPM
Aug	61,424	51,615	541	1.2	0.9%	£2.47	£1,336.86	31	£43.12	5.7%	£21.76
Sep	205,390	155,018	1520	1.3	0.7%	£1.72	£2,621.71	76	£34.50	5.0%	£12.76
Oct	155,085	120,250	1433	1.3	0.9%	£2.10	£3,014.76	69	£43.69	4.8%	£19.44
Nov	204,666	163,785	1493	1.2	0.7%	£3.15	£4,706.76	73	£64.48	4.9%	£23.00
Grand Total	626,565	490,668	4987	1.3	0.8%	£2.34	£11,680.09	249	£46.91	5.0%	£18.64

Campaign Name	Impressions	Reach	Clicks (All)	Frequency	CTR	CPC	Amount Spent	Results	Cost Per Res	CVR	CPM
hospitality_commercial_laundry_leadform	84,088	71,787	756	1.2	0.9%	£2.23	£1,689.62	35	£48.27	4.6%	£20.09
hospitality_linen_hire_leadform	279,282	227,689	2373	1.2	0.8%	£2.96	£7,016.91	167	£42.02	7.0%	£25.12
hospitality_linen_hire_website	122,794	102,068	1261	1.2	1.0%	£1.73	£2,187.49	18	£121.53	1.4%	£17.81
hospitality_storage_services_leadform	140,401	89,124	597	1.6	0.4%	£1.32	£786.07	29	£27.11	4.9%	£5.60
Grand Total	626,565	490,668	4987	1.3	0.8%	£2.34	£11,680.09	249	£46.91	5.0%	£18.64

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MARKETING ACTIVITIES



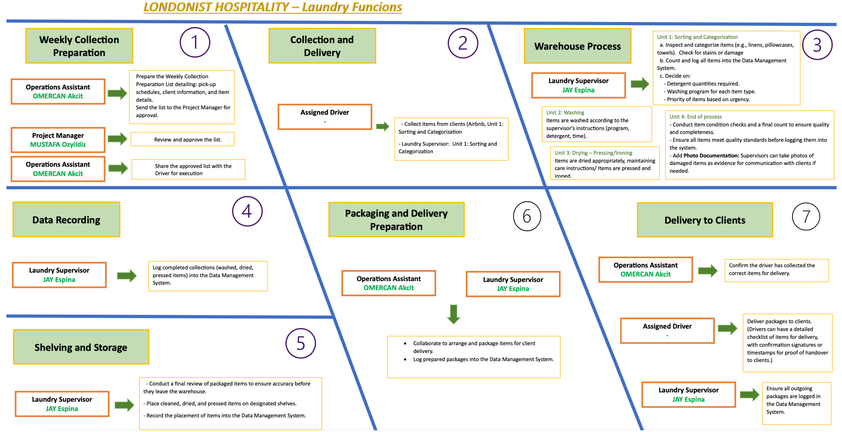
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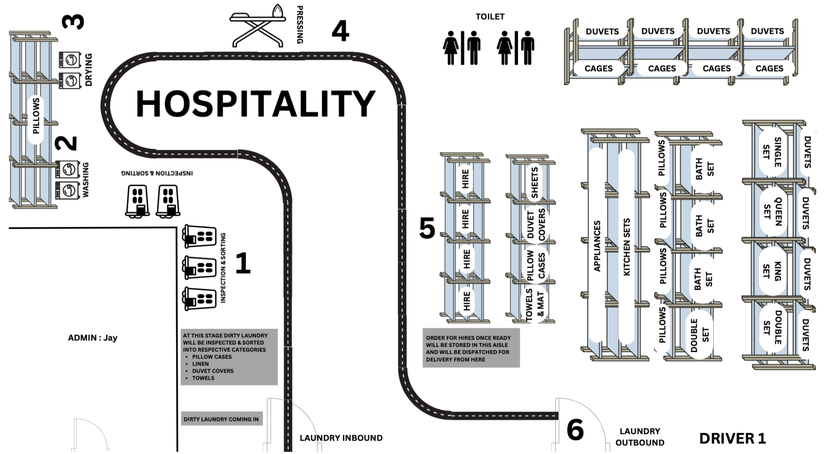
STRUCTURING TEAMS

LONDONIST HOSPITALITY –SALES AGENTS - Selling Workflow

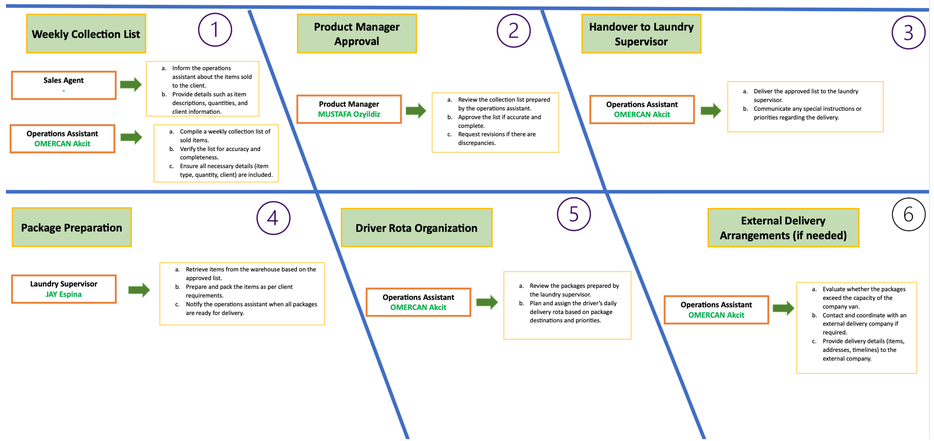


LONDONIST HOSPITALITY – Laundry Funcions





LONDONIST HOSPITALITY – Delivery Workflow



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SUSTAINABILITY

It starts with renewable.

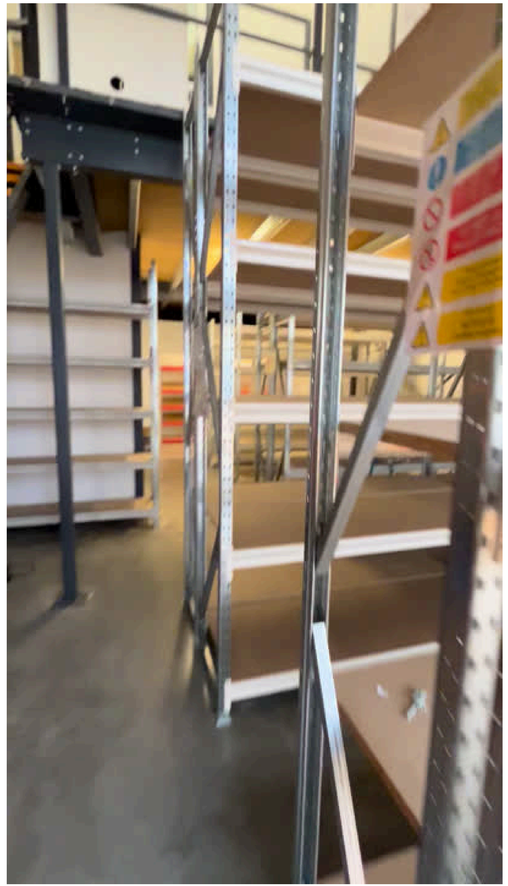
Our sugar cane bottles are made from… you guessed it… sugar cane, which is a renewable resource. This means they require less water to produce than single-use bottles. They're carbon neutral, recyclable, and best of all, totally reusable.

More about sustainability



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PROJECT COMPLETION



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NEW JOINER



JAY ESPINA - LAUNDRY SPV

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THANK YOU!

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