londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/02/2025 – 28/02/2025

londonist
HOSPITALITY

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£106,542.87

TOTAL INVOICES

71

NEW LEADS

63

QUOTES SENT

45

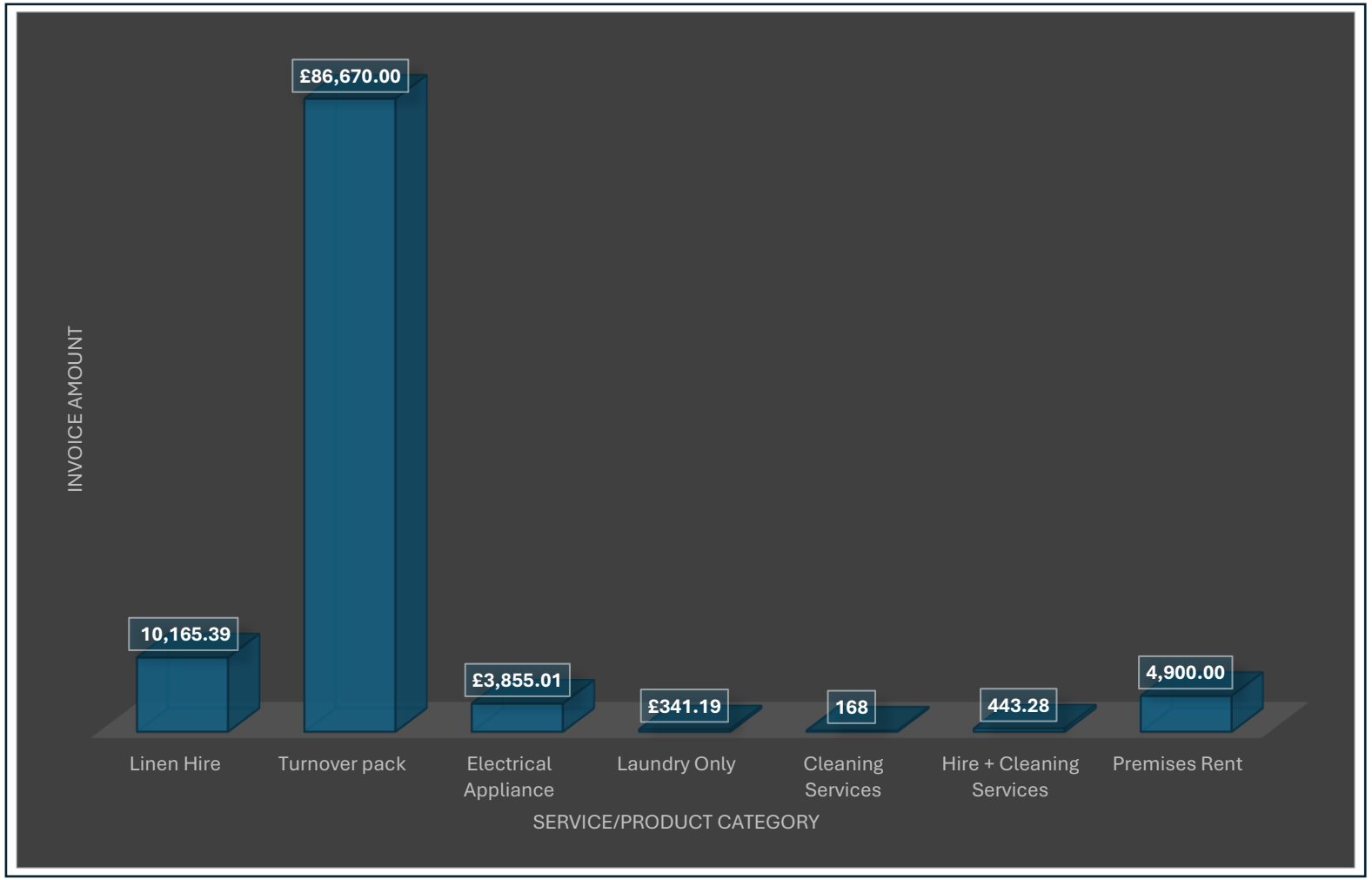
CONVERSIONS

8

ORDERS DELIVERED

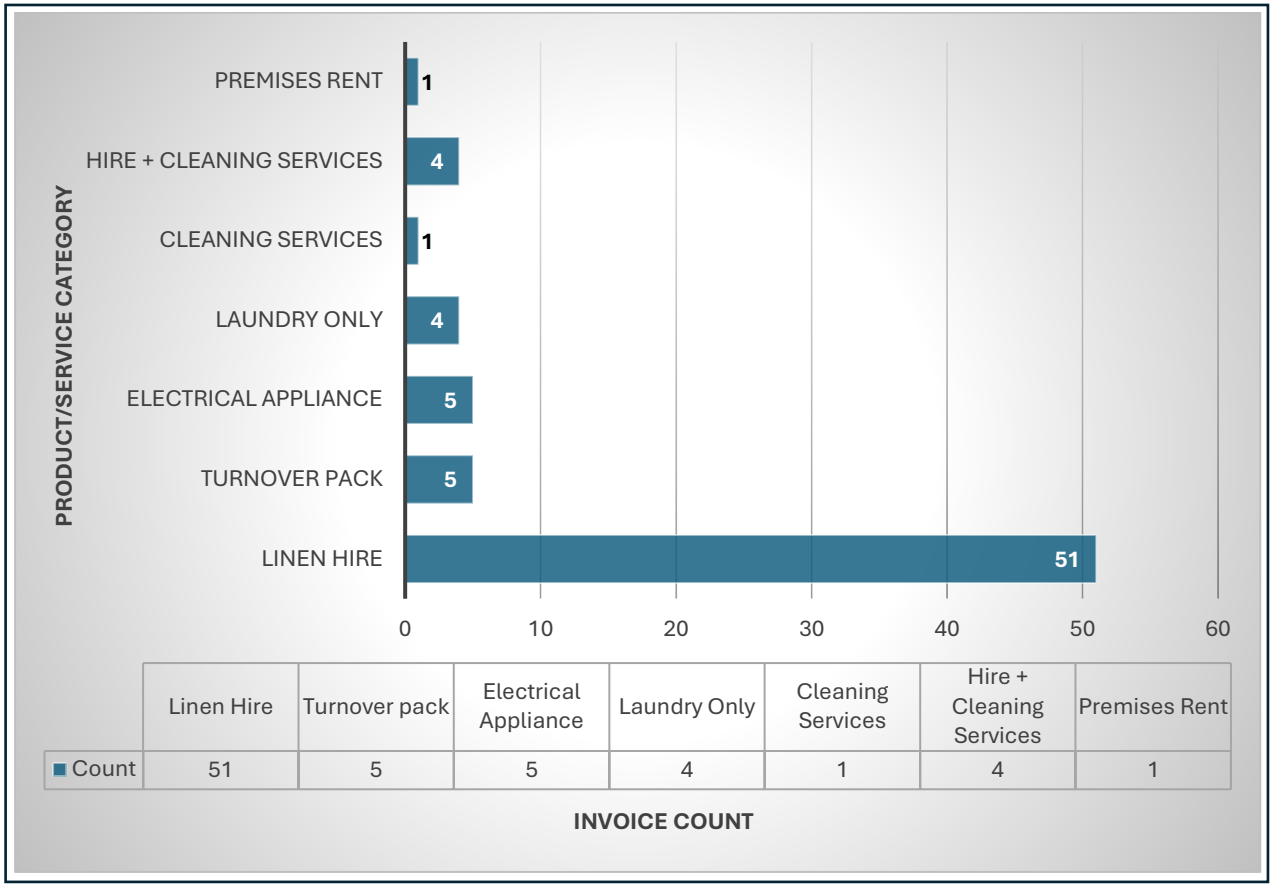
91

DETAILED GLANCE OF SALES

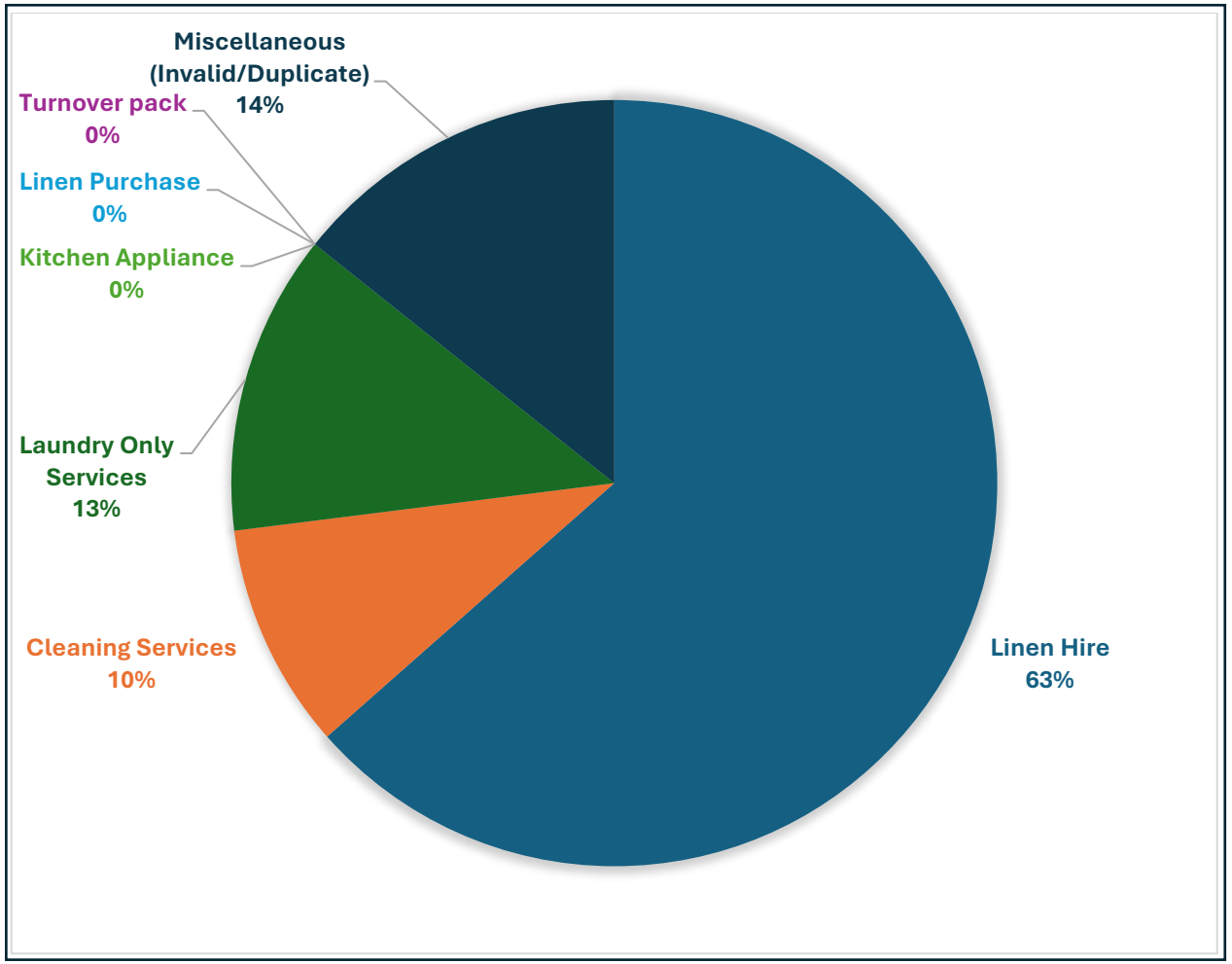


TOTAL AMOUNT - £106,542.87

TOTAL INVOICE COUNT (71)

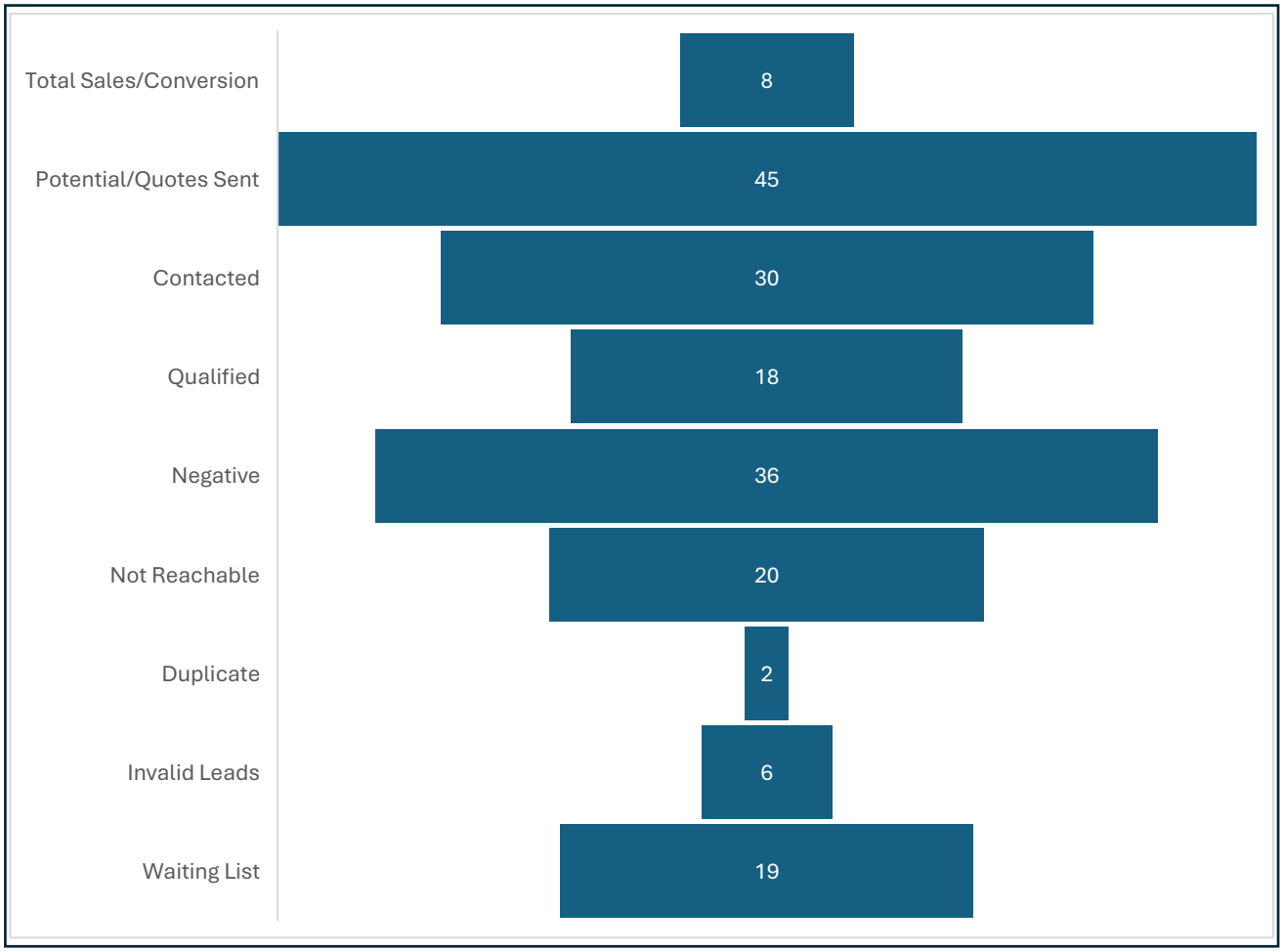


LEADS RECEIVED DURING THE MONTH (63)



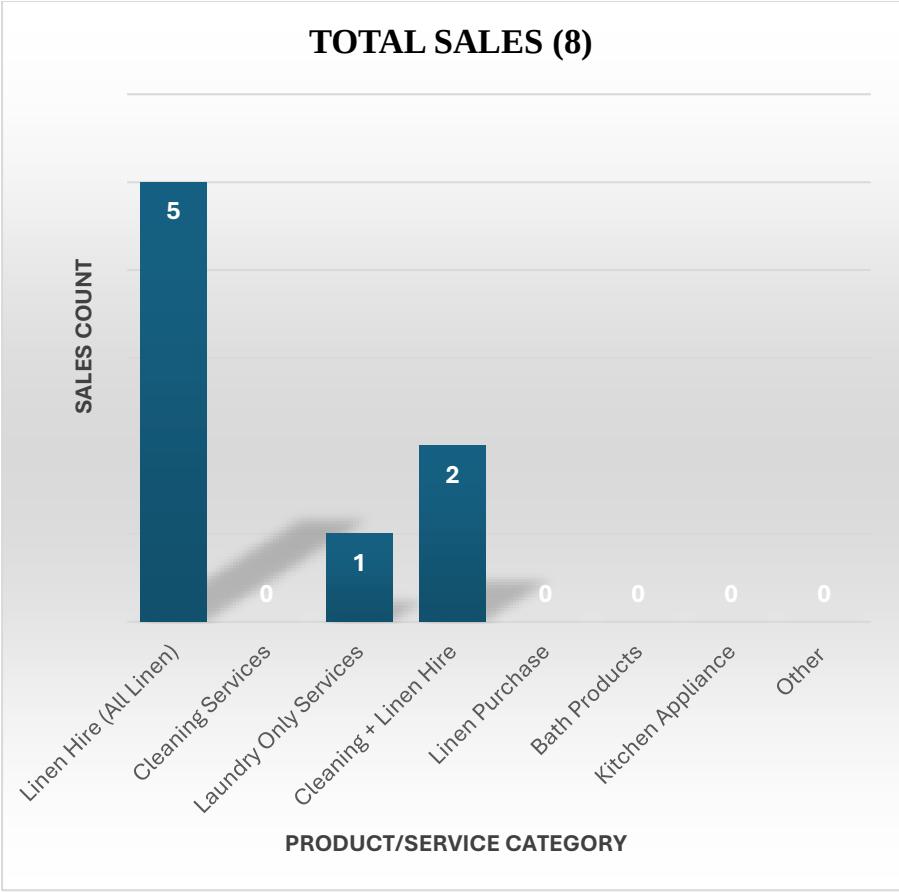
SALES TEAM ACTION DURING THE MONTH

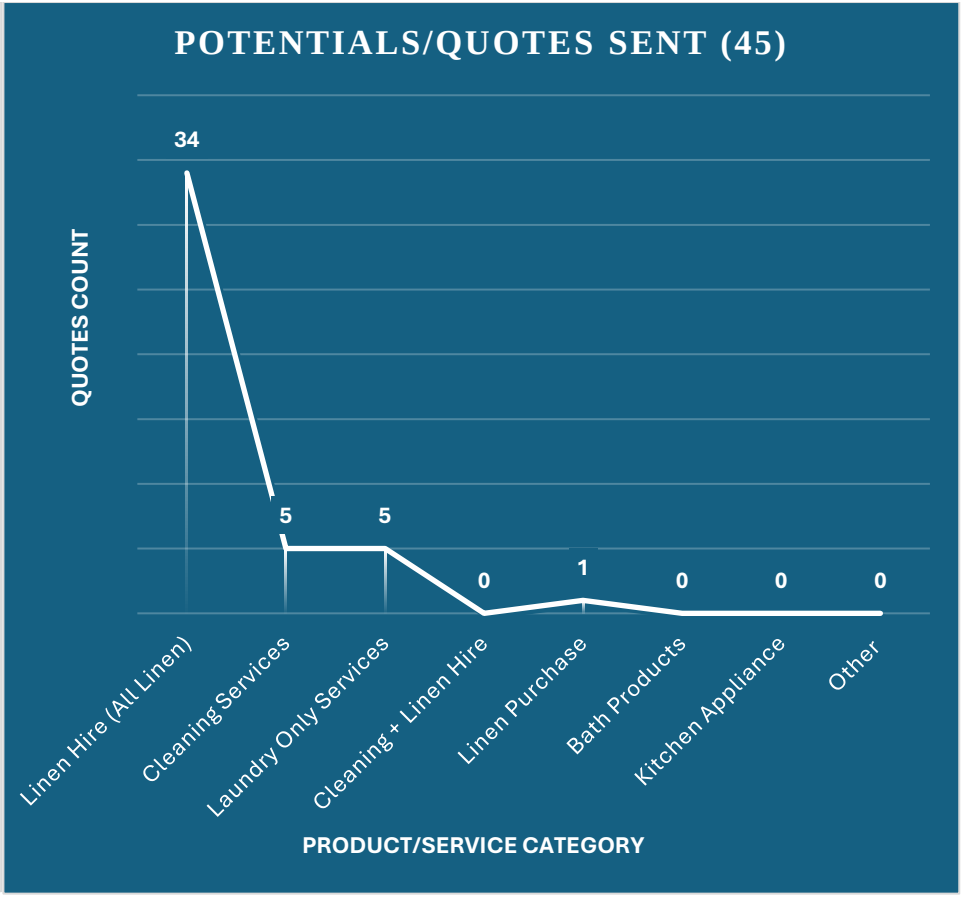
PERFORMANCE SUMMARY



Proposal Sent: High Potential **Qualified:** Medium Potential **Low Potential:** On-going Conversation (Contacted, Waiting List)

DETAILED GLANCE - SALES AND POTENTIALS





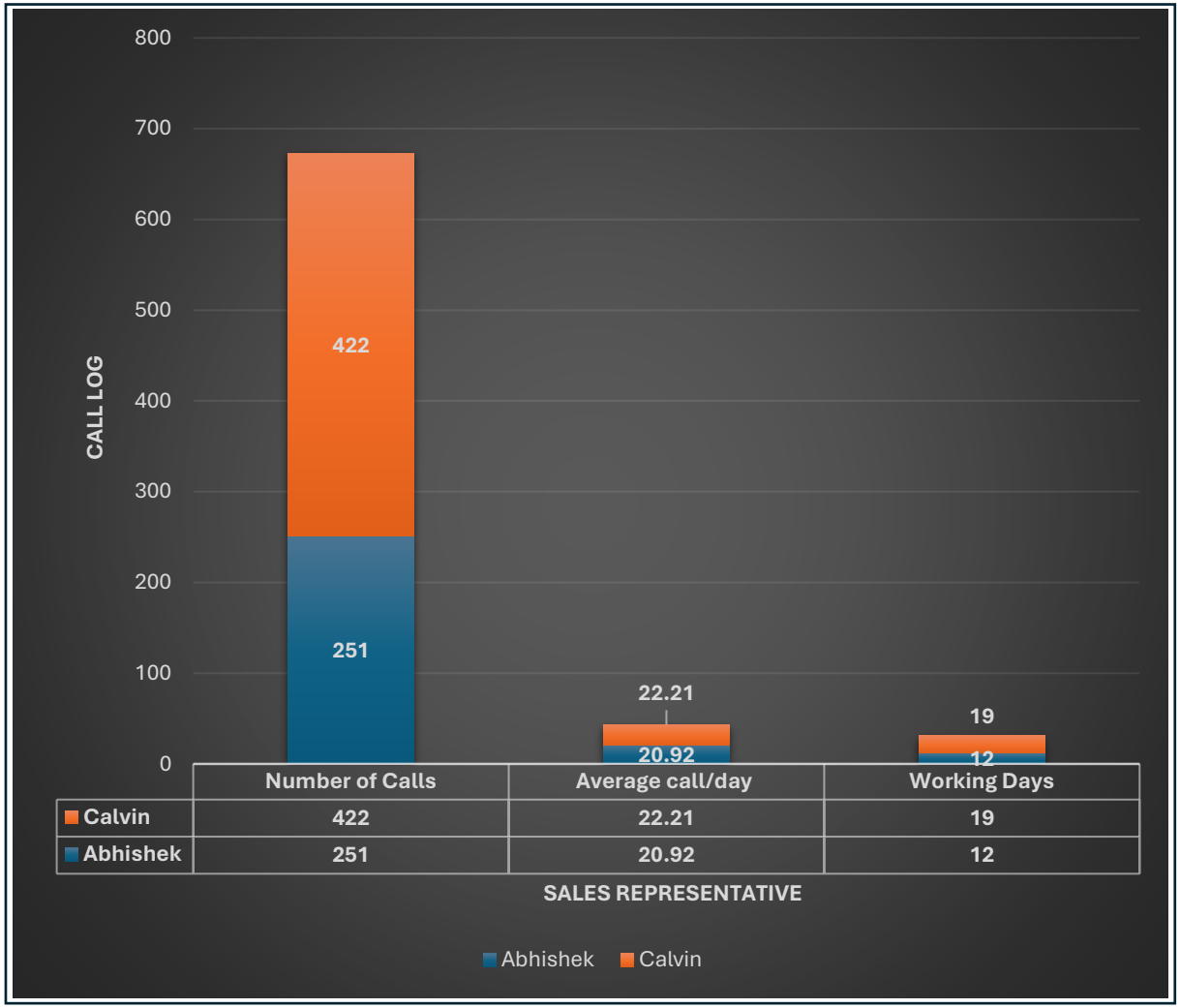
Other refers to Job enquiries/invalid services/invalid contact details etc.

NOTE: Total Number of leads reached during February'25 – *137*

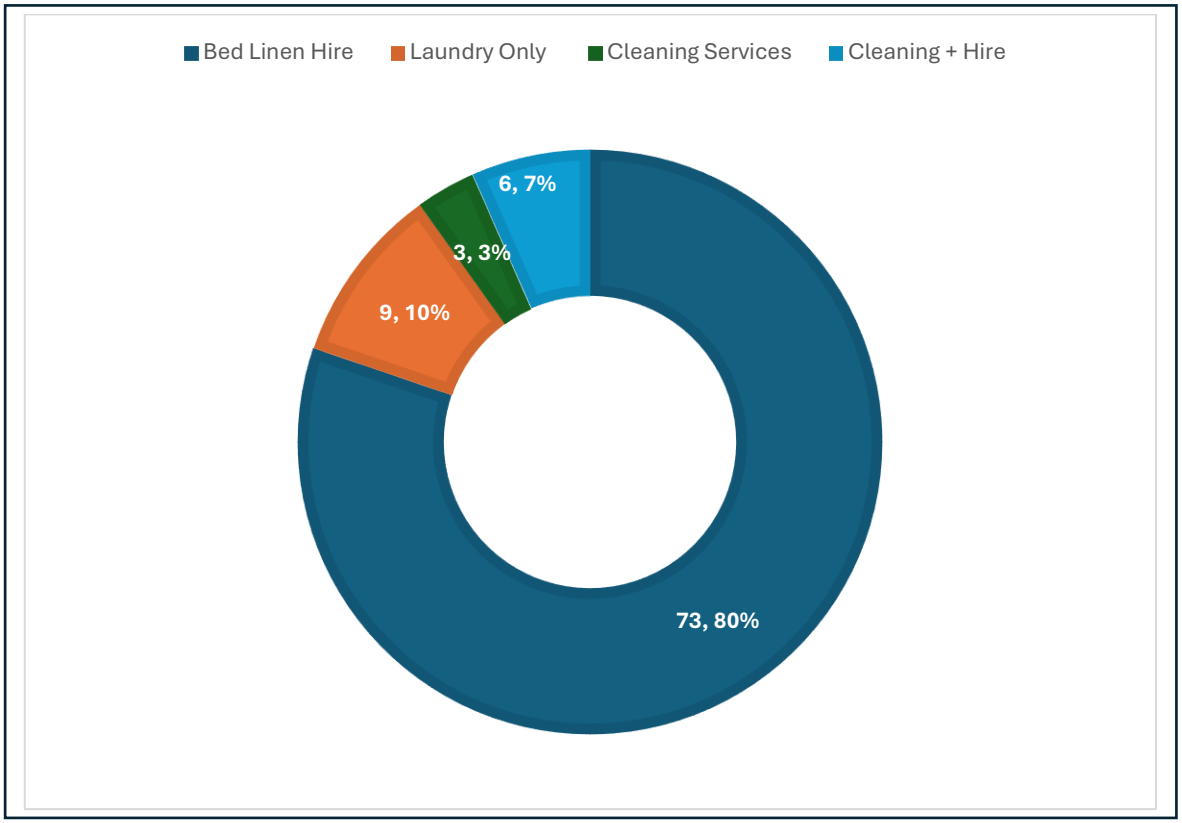
SALES CALL INSIGHTS

Sales Agent 1: **Calvin**
Total Calls during the month: **422** Average calls a day: **22**

Sales Agent 2: Abhishek
Total Calls during the month: **251** Average calls a day: **21**



ORDERS DELIVERED DURING THE MONTH (91)

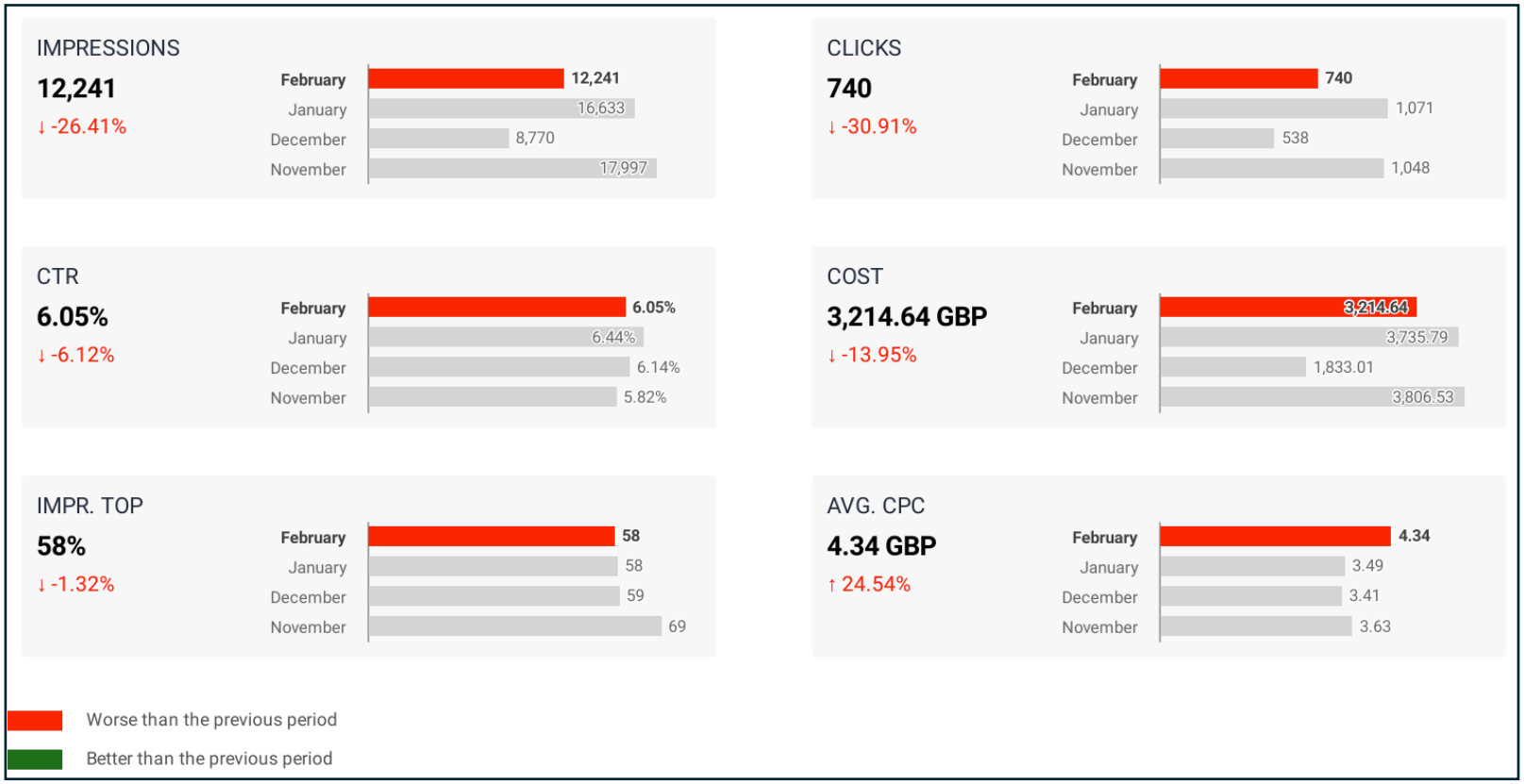


Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

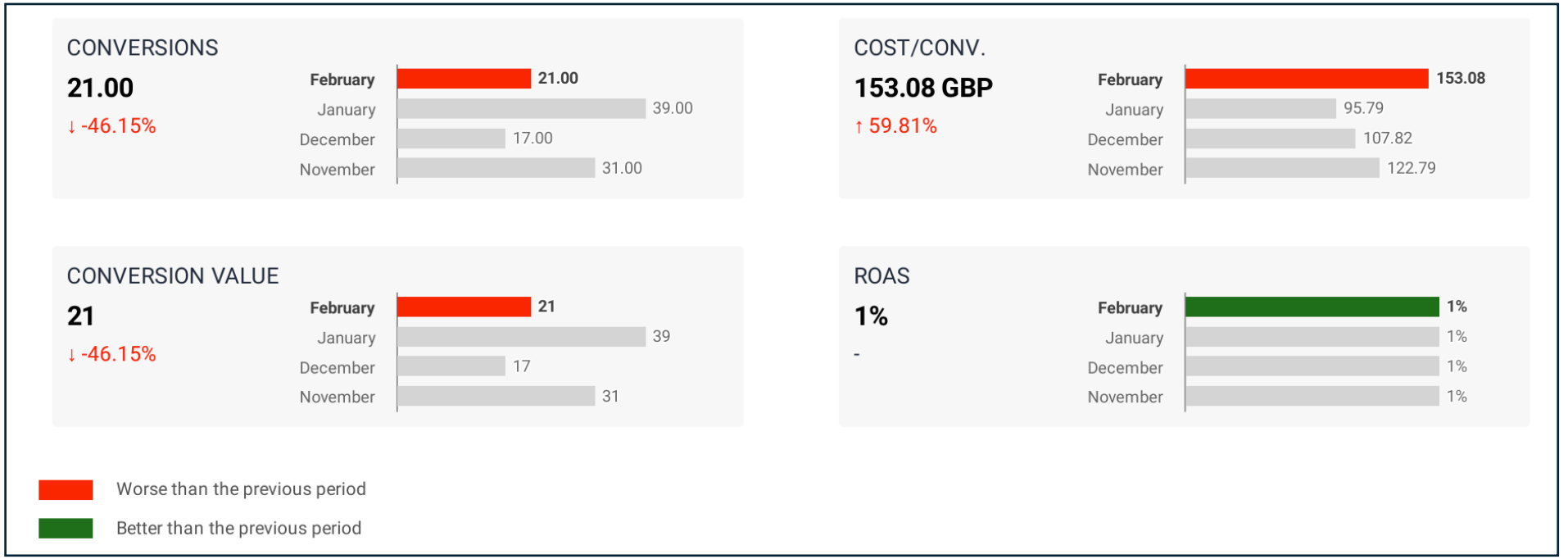
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/02/2025 – 28/02/2025

PERFORMANCE METRICS

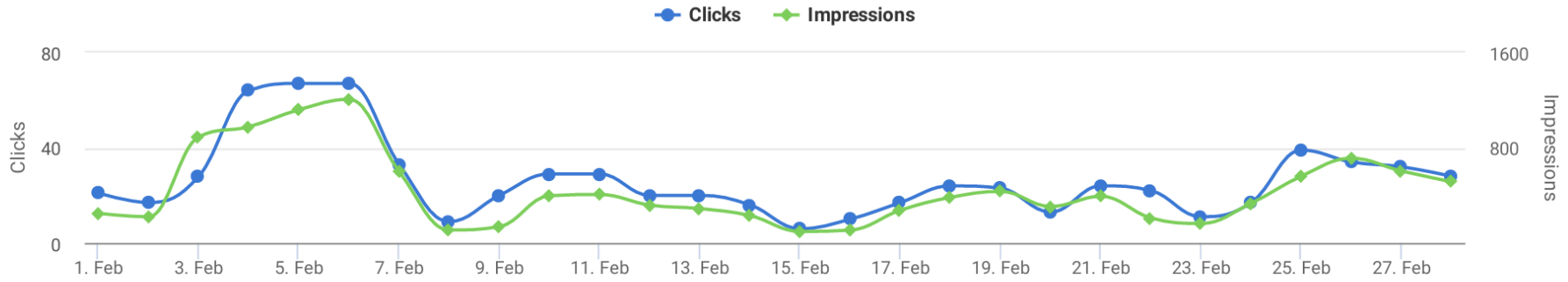


CONVERSION METRICS



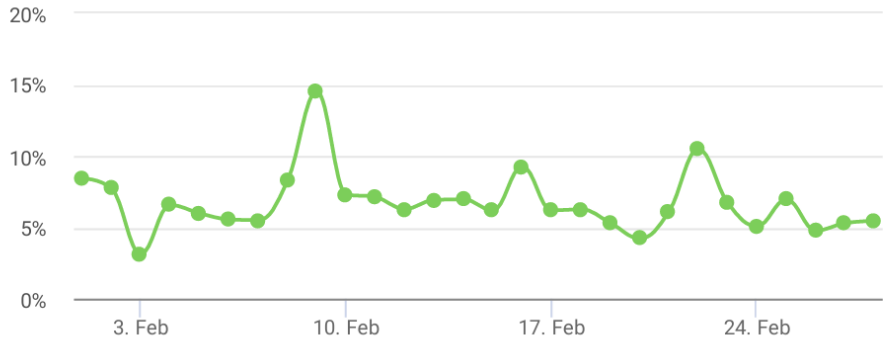
IMPRESSIONS & CLICKS

Total impressions: 12,241 ↓ -26.41%
Total clicks: 740 ↓ -30.91%



CTR %

Average: 6.05% ↓ -6.12%



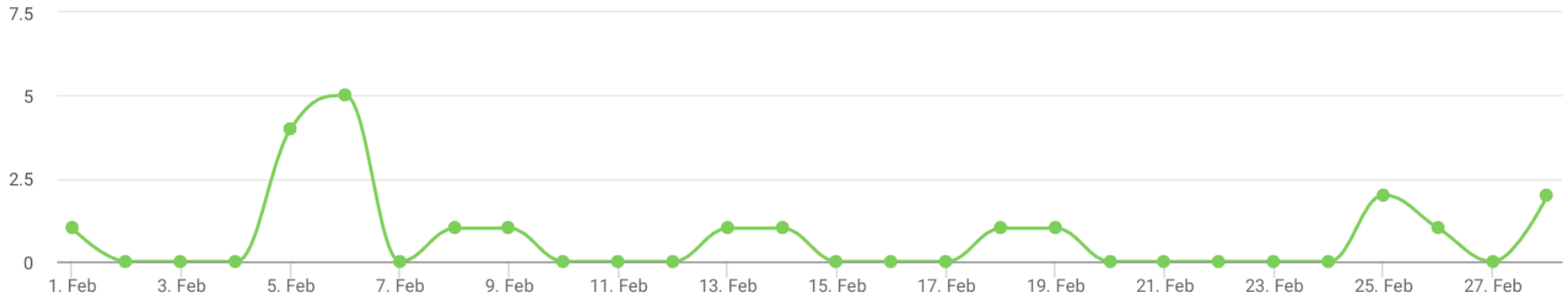
COST (GBP)

Total: 3,214.64 ↓ -13.95%



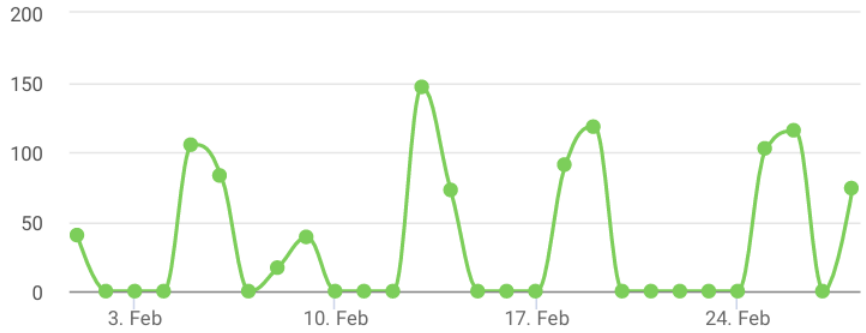
CONVERSIONS

Total: 21.00 ↓ -46.15%



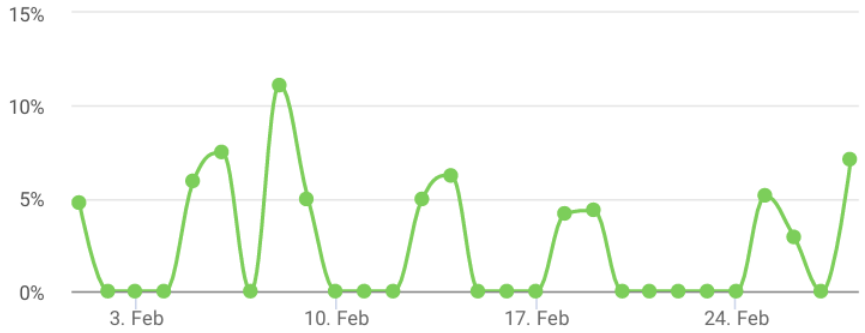
COST / CONVERSIONS (GBP)

Average: 153.08 ↑ 59.81%



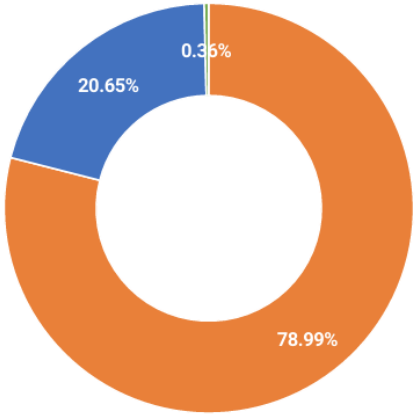
CONVERSIONS RATE %

Average: 2.84 ↓ -22.07%

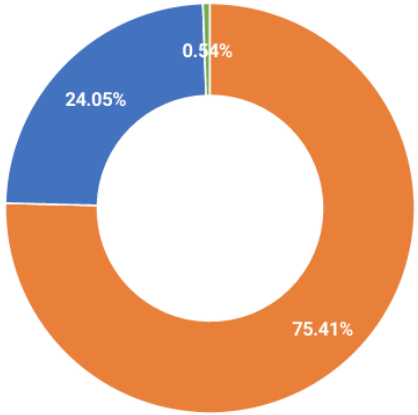


DEVICE PERFORMANCE

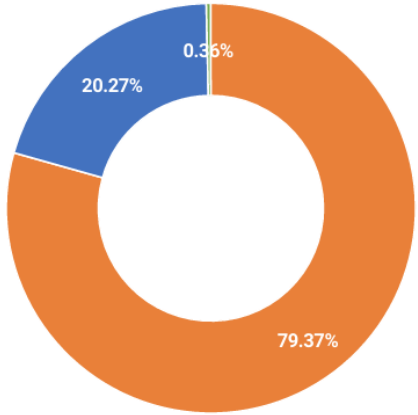
IMPRESSIONS: 12,241



CLICKS: 740



COST: 3,215 GBP



Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	9,669	558	2,551.40 GBP	17	150.08 GBP	3.05%	17.00	1%
Computers	2,528	178	651.54 GBP	4	162.89 GBP	2.25%	4.00	1%
Tablets	44	4	11.69 GBP	0	0.00 GBP	0.00%	0.00	-

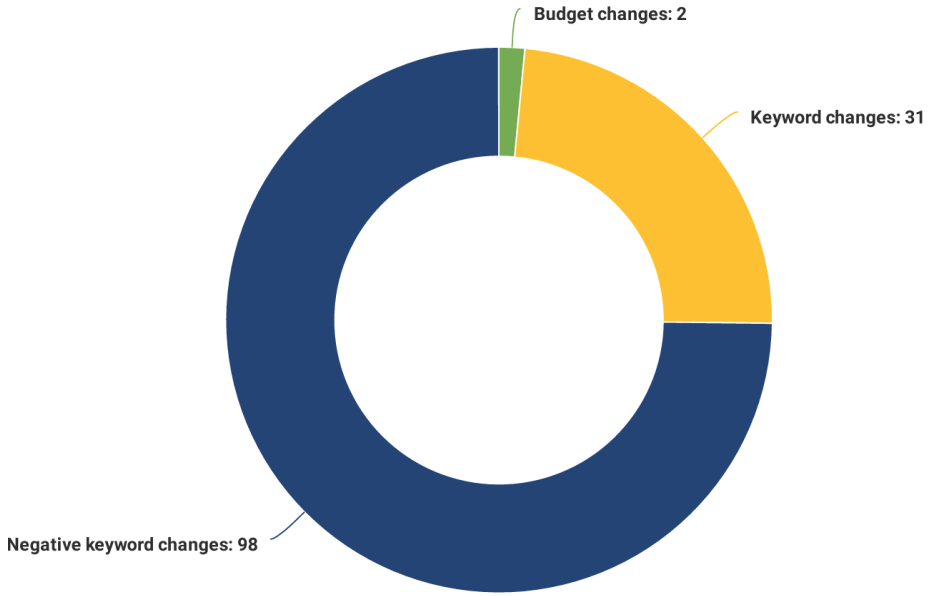
Most of your website visitors are **using mobile phones (75%)**.
These users have made **17 conversions**. Average cost of conversion is **150.08 GBP**.

CAMPAIGN PERFORMANCE

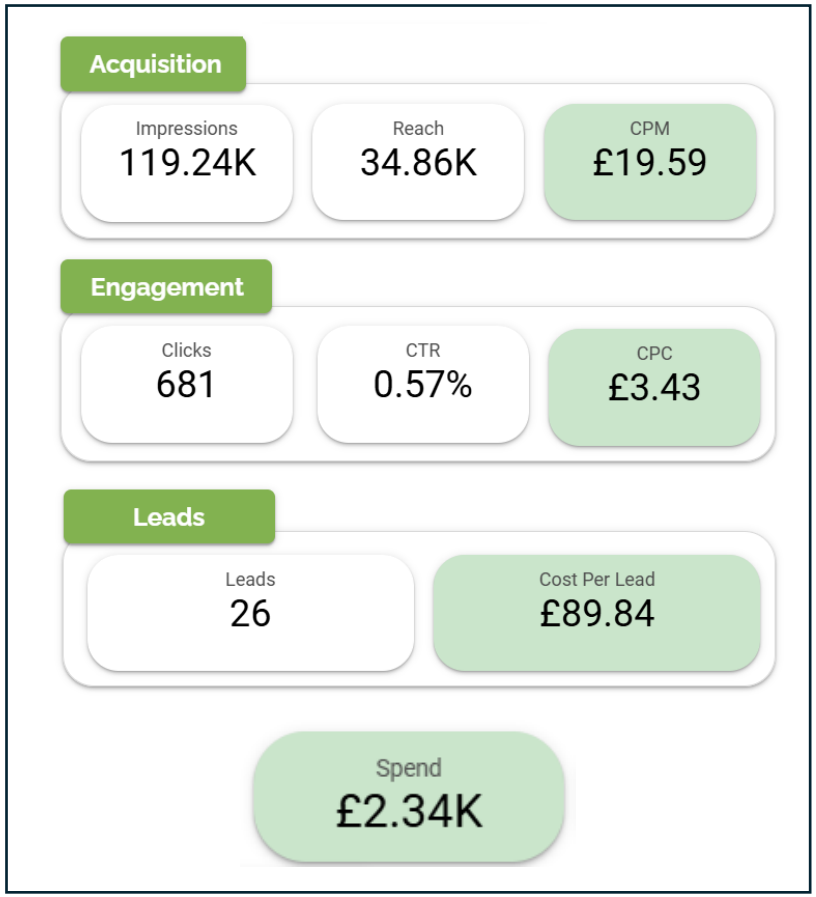
Campaign	Campaign type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost/conv.	Conv. rate
Laundry Services	search	4,281	220	5.14%	5.20 GBP	1,143.72 GBP	5	228.74 GBP	2.27%
Hire Services	search	4,140	330	7.97%	3.26 GBP	1,077.31 GBP	6	179.55 GBP	1.82%
Cleaning Services	search	3,655	175	4.79%	5.47 GBP	956.82 GBP	9	106.31 GBP	5.14%
Hire Services_UK	search	165	15	9.09%	2.45 GBP	36.79 GBP	1	36.79 GBP	6.67%

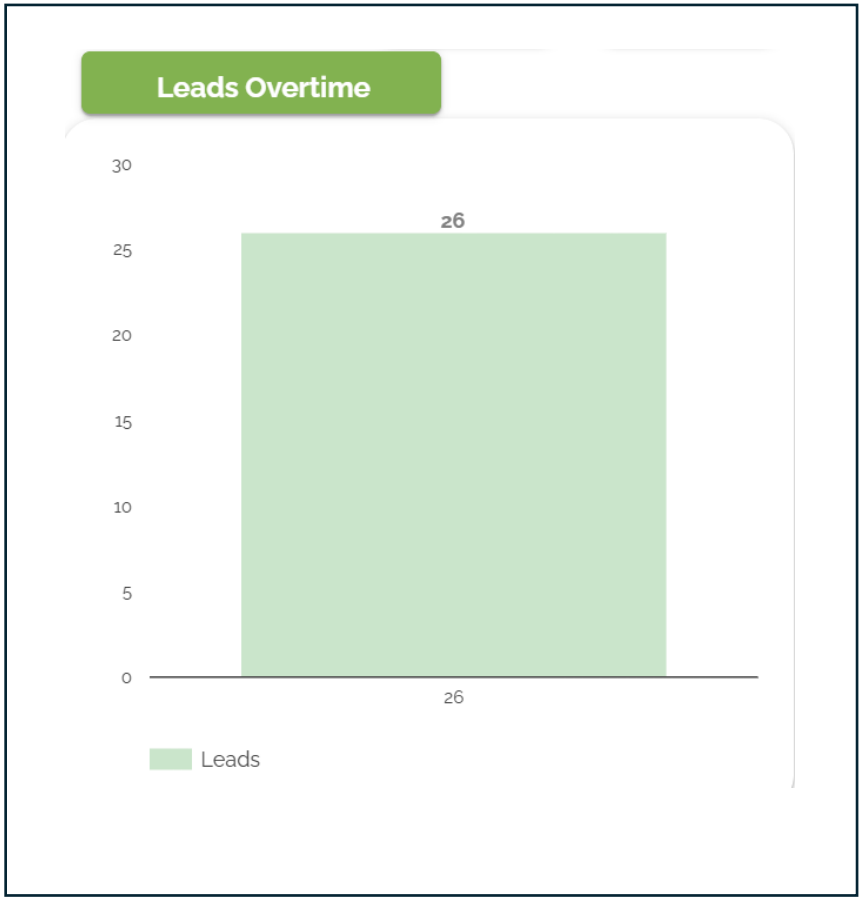
WORK DONE BY MARKETING TEAM

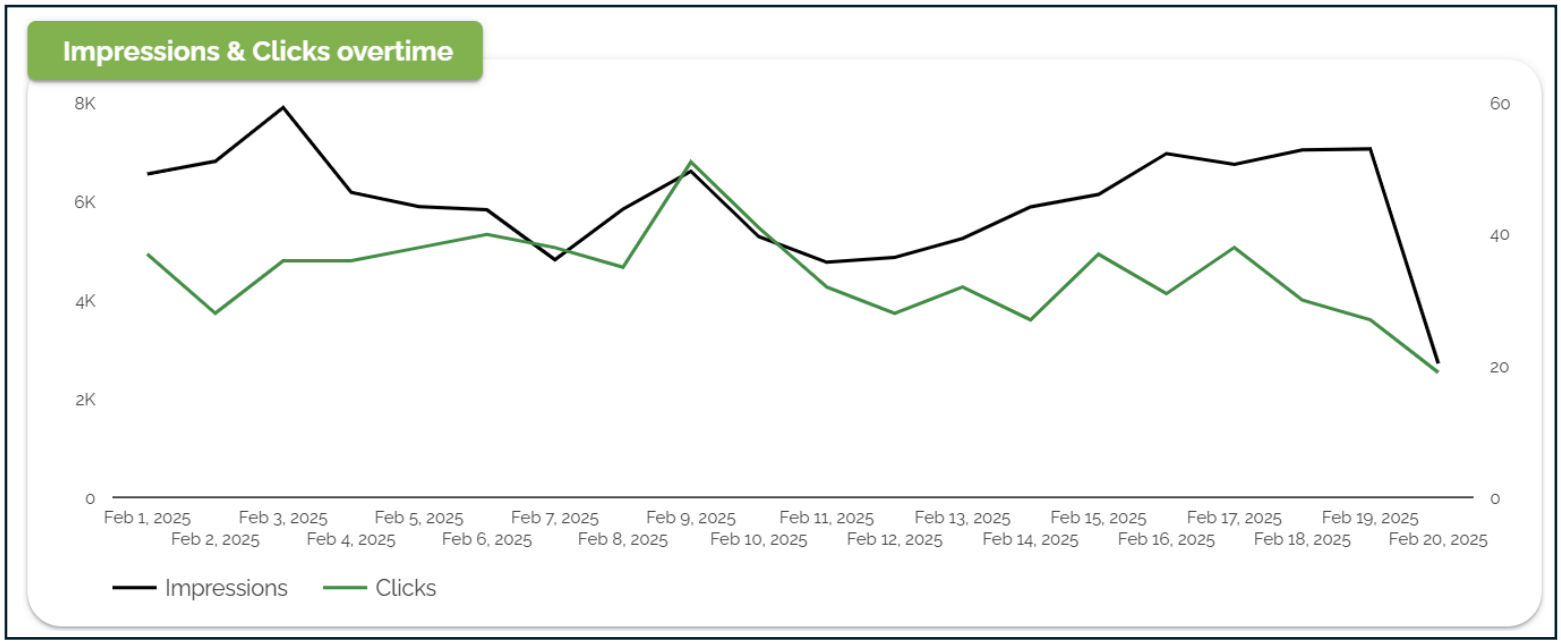
TOTAL IMPROVEMENTS: **131**



Meta Ads Performance during 01/02/2025 – 28/02/2025







CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	523	100,993	£1,945.04	£3.72	22
2.	commercial_laundry_hospitality	158	18,244	£390.73	£2.47	4

HIGHLIGHTS OF THE MONTH

SALES

Total Contracts Sent: 9

Contracts Signed: 9 *(8 Clients – Younes signed two contracts – Cleaning & Hire)*

Pending Contracts: 0

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **21**

Average cost per Conversion to CRM - **£153.08**

Meta Ads Cost per Conversion:

Total Leads Received – **26**

Average cost per Conversion to CRM - **£89.84**

LOGISTICS & OPERATIONS

Total Articles delivered/sent out: 9,408

Damaged Articles received: 272

Damaged Proportion: 2.8%

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	5	34
Cleaning Services	0	5
Laundry Only Services	1	5
Cleaning + Linen Hire	2	0
Linen Purchase	0	1
Bath Products	0	0
Kitchen Appliance	0	0
Other	0	0
GRAND TOTAL	**8**	**45**

londonist
HOSPITALITY

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	8
Potential/Quotes Sent	45
Contacted	30
Qualified	18
Negative	36
Not Reachable	20
Duplicate	2
Invalid Leads	6
Waiting List	19
Not Interested	0

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	73
Laundry Only	9
Cleaning Services	3
Cleaning + Hire	6
Total	**91**

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	51	10,165.39
Turnover pack	5	£86,670.00
Electrical Appliance	5	£3,855.01
Laundry Only	4	£341.19
Cleaning Services	1	168
Hire + Cleaning Services	4	443.28
Premises Rent	1	4,900.00
Total	**71**	**106,542.87**

LEADS RECEIVED

Category	Total leads
Linen Hire	40
Cleaning Services	6
Laundry Only Services	8
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	9
GRAND TOTAL	**63**

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Abhishek	251	20.92	12
Calvin	422	22.21	19
GRAND TOTAL	**673**	**43.13**	**31**