londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

03/03/2025 – 31/03/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£63,993.99

TOTAL INVOICES

93

NEW LEADS

43

QUOTES SENT

39

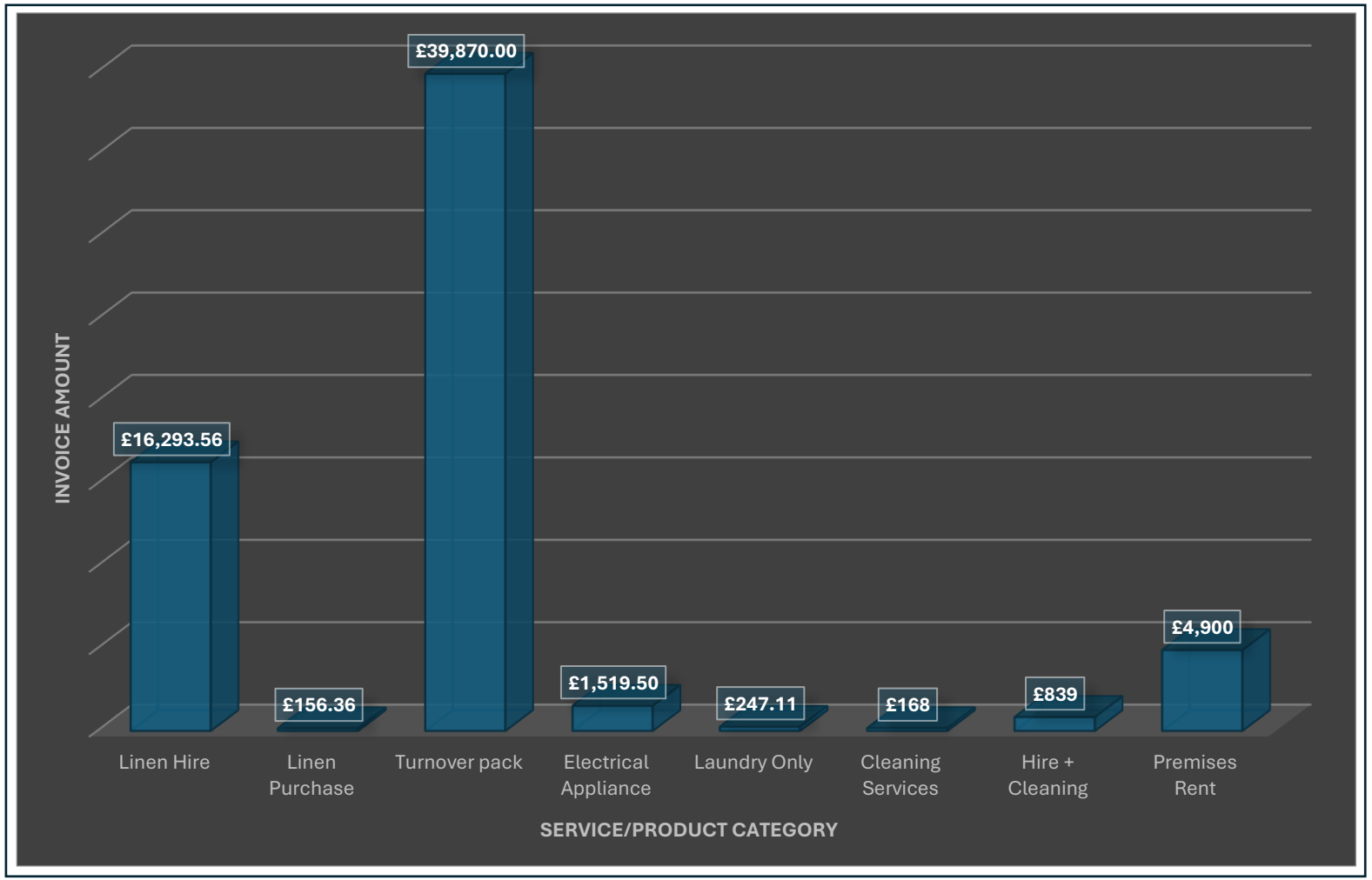
CONVERSIONS

9

ORDERS DELIVERED

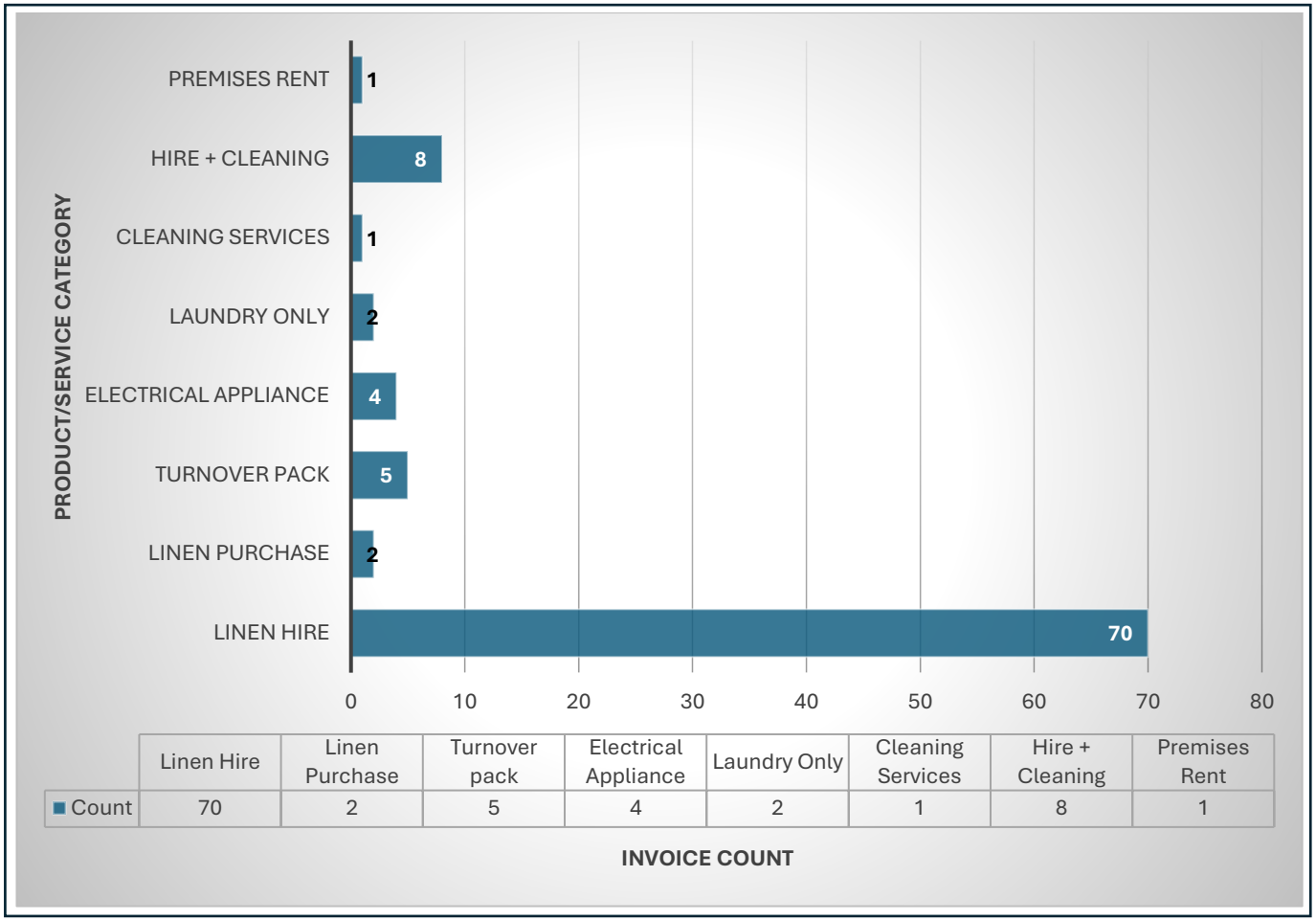
109

DETAILED GLANCE OF SALES



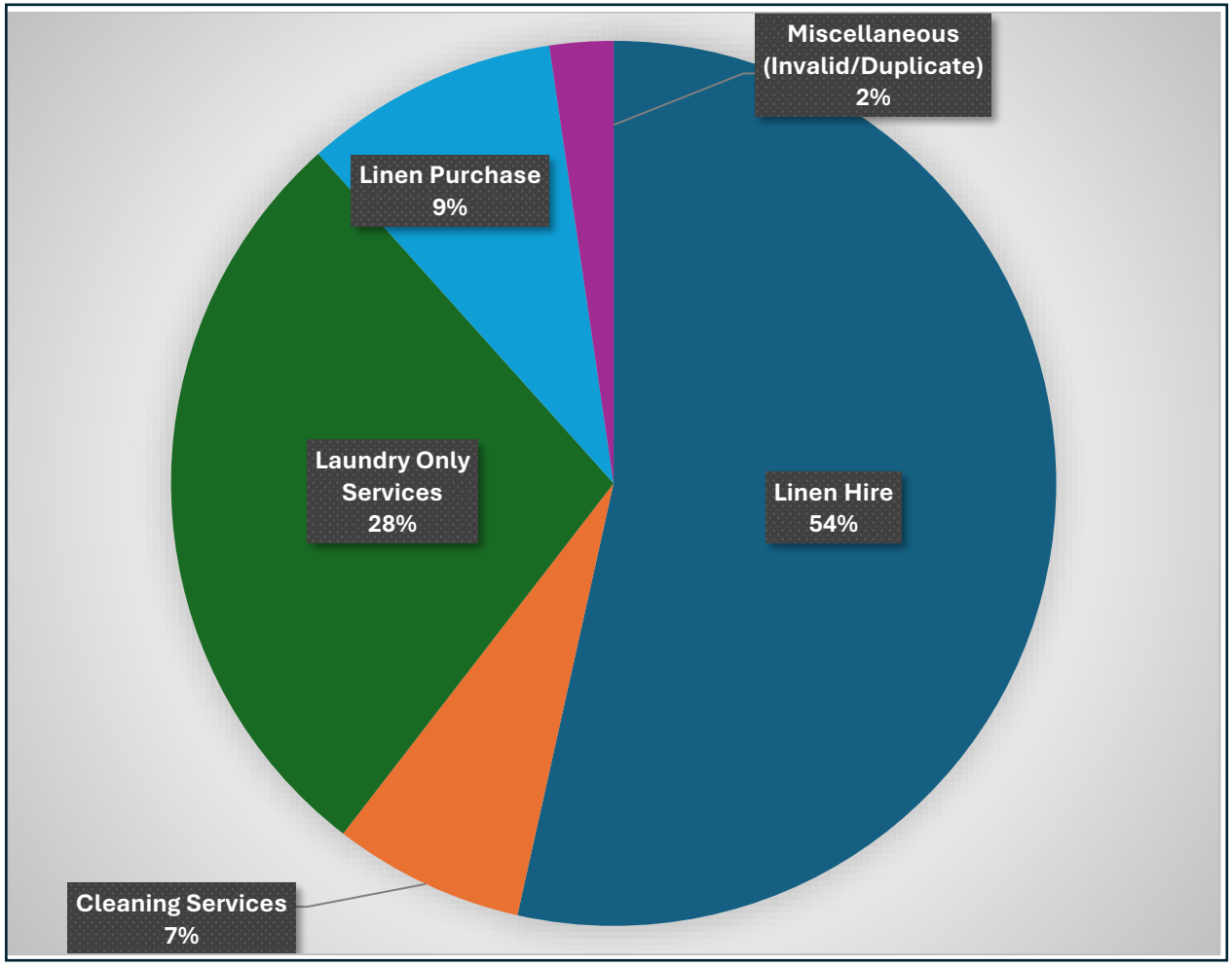
TOTAL AMOUNT - £63,993.99

TOTAL INVOICE COUNT (93)



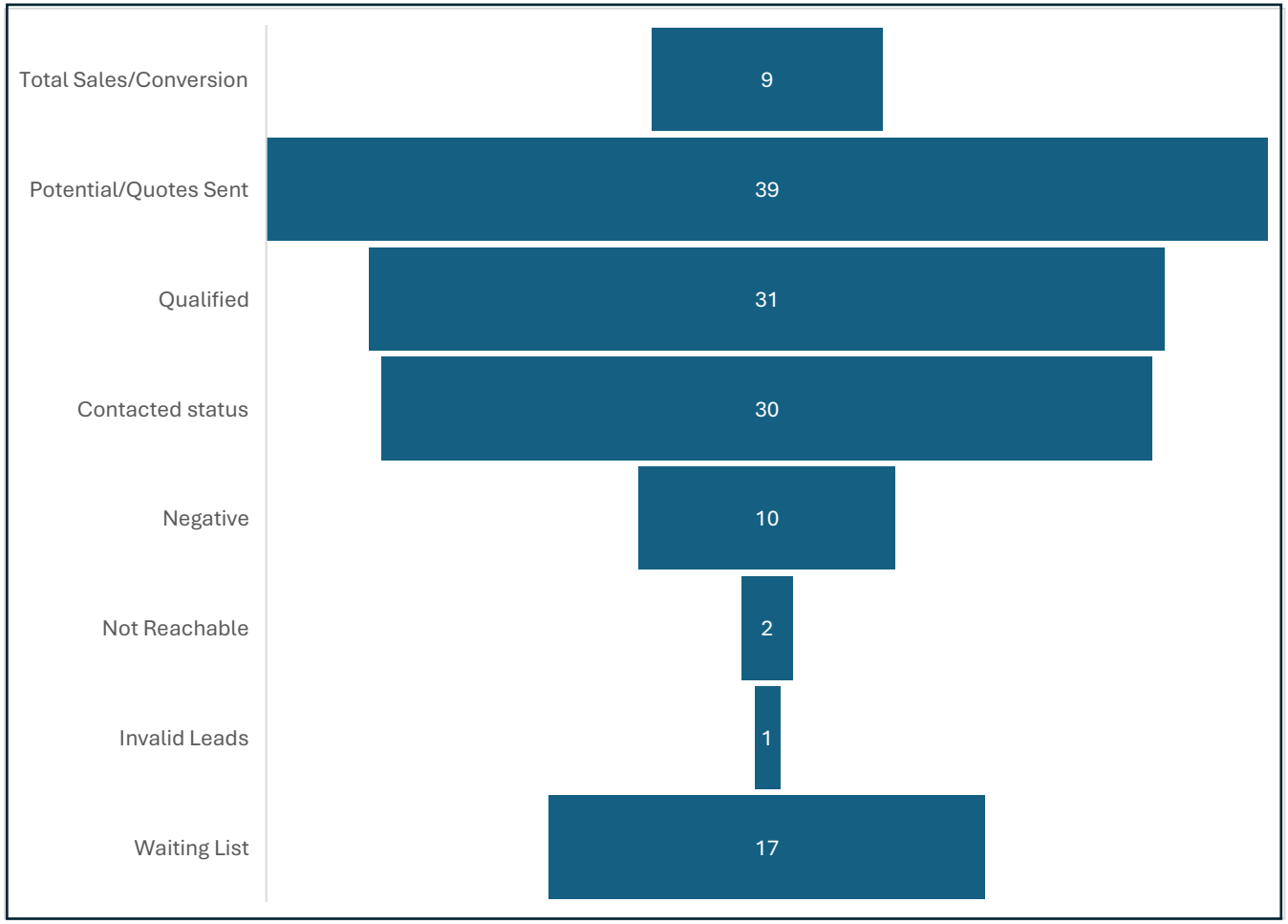
	Linen Hire	Linen Purchase	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning	Premises Rent
Count	70	2	5	4	2	1	8	1

LEADS RECEIVED DURING THE MONTH (43)



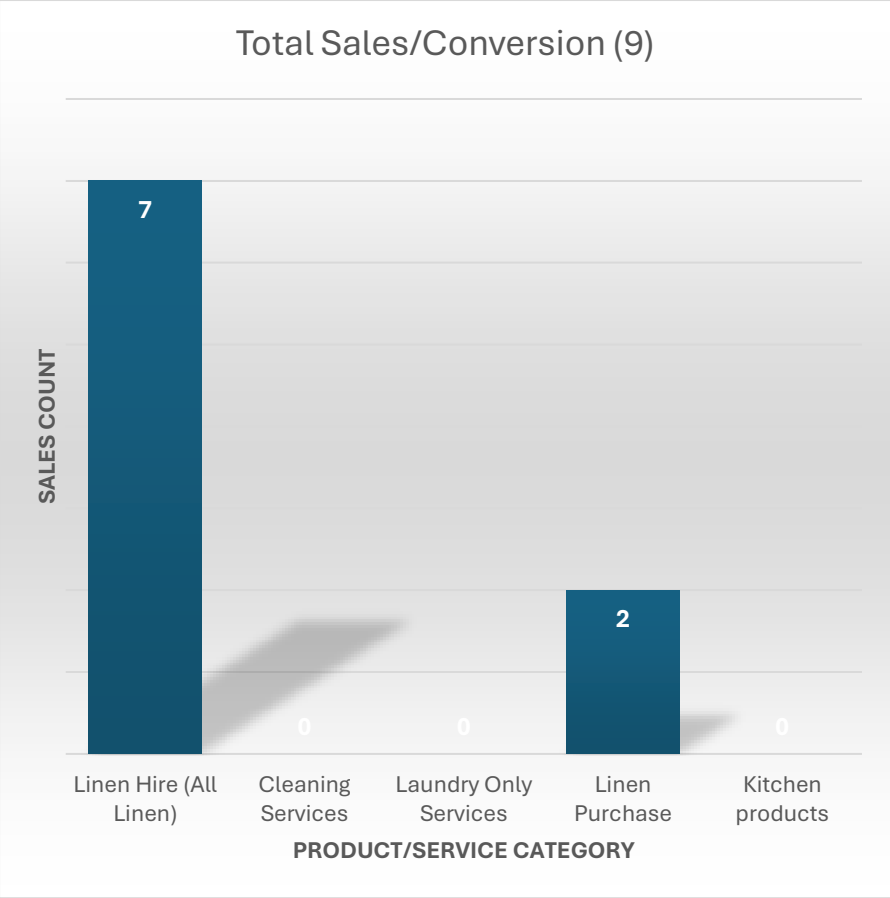
SALES TEAM ACTION DURING THE MONTH

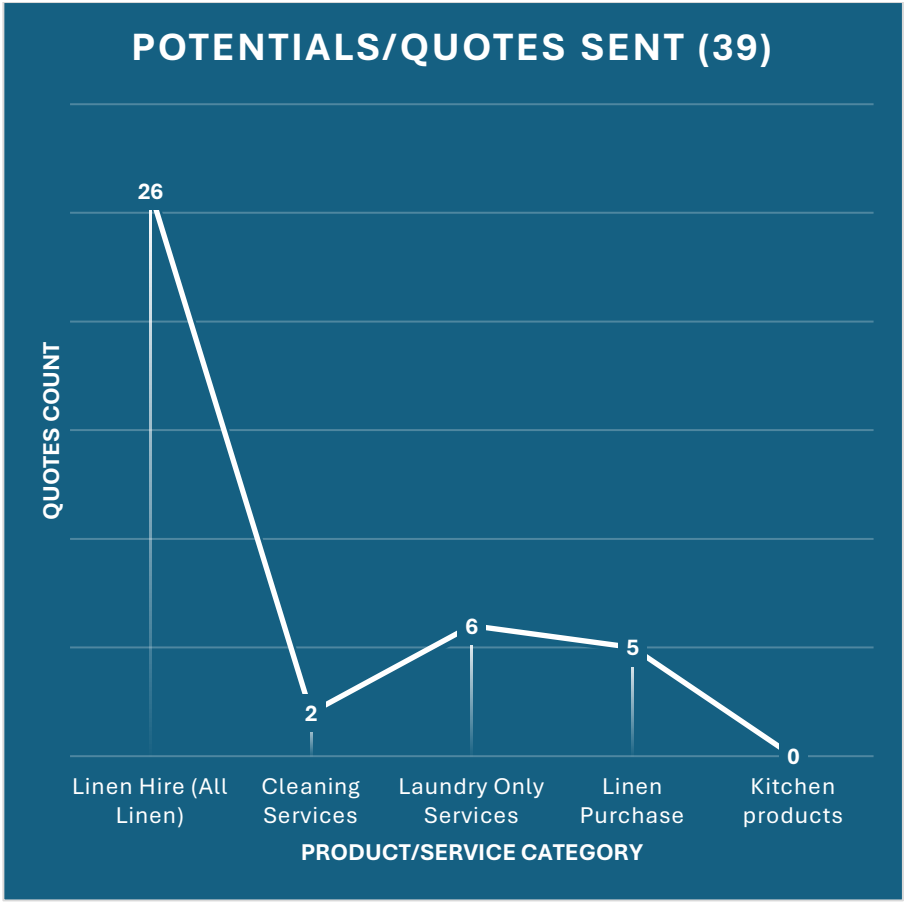
PERFORMANCE SUMMARY



Proposal Sent: High Potential (Conversions: 9) **Qualified:** Medium Potential **Low Potential:** On-going Conversation (Contacted, Waiting List)

DETAILED GLANCE - SALES AND POTENTIALS





NOTE: Total Number of leads reached during March'25 – *100*

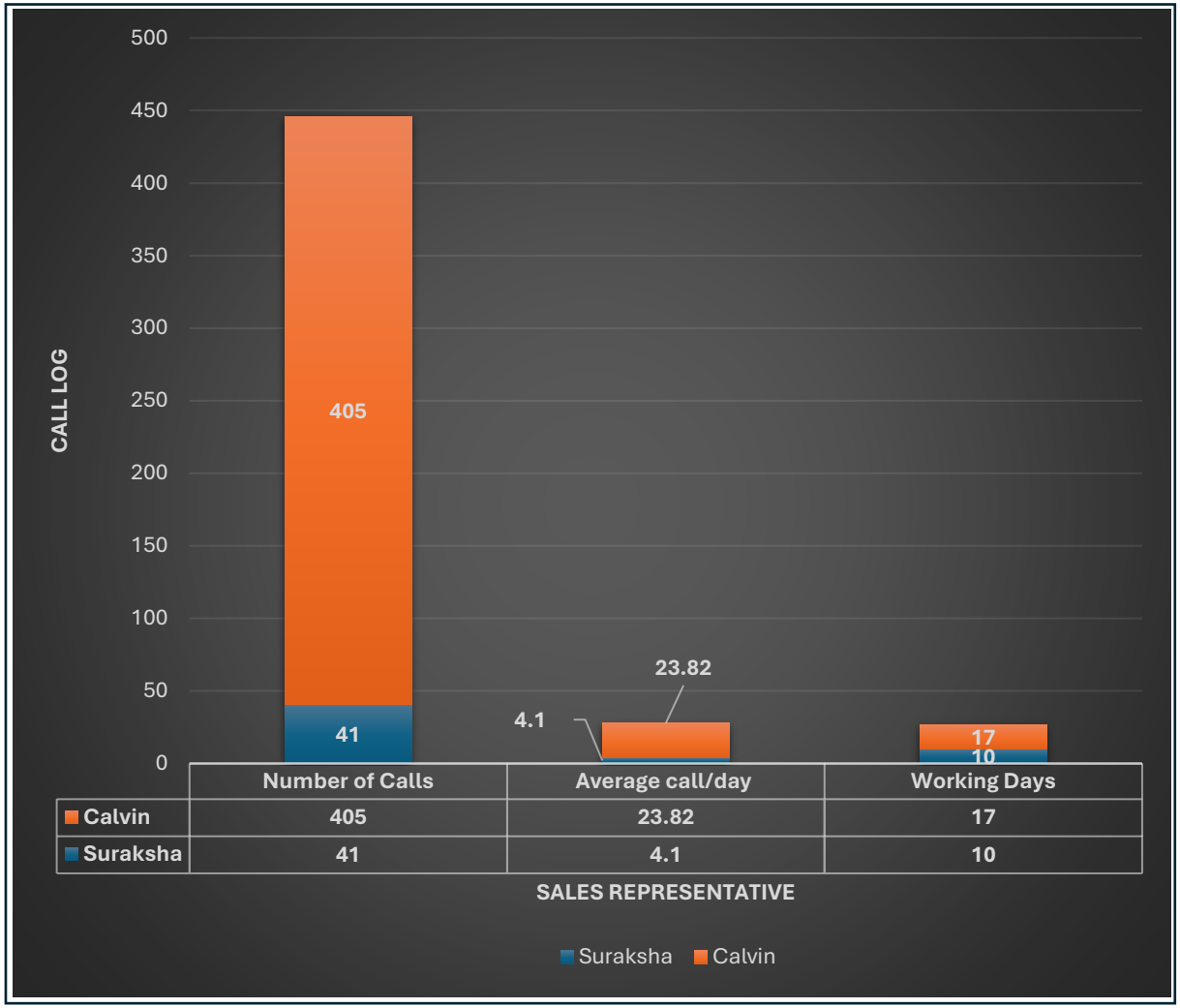
SALES CALL INSIGHTS

Sales Agent 1: **Calvin**

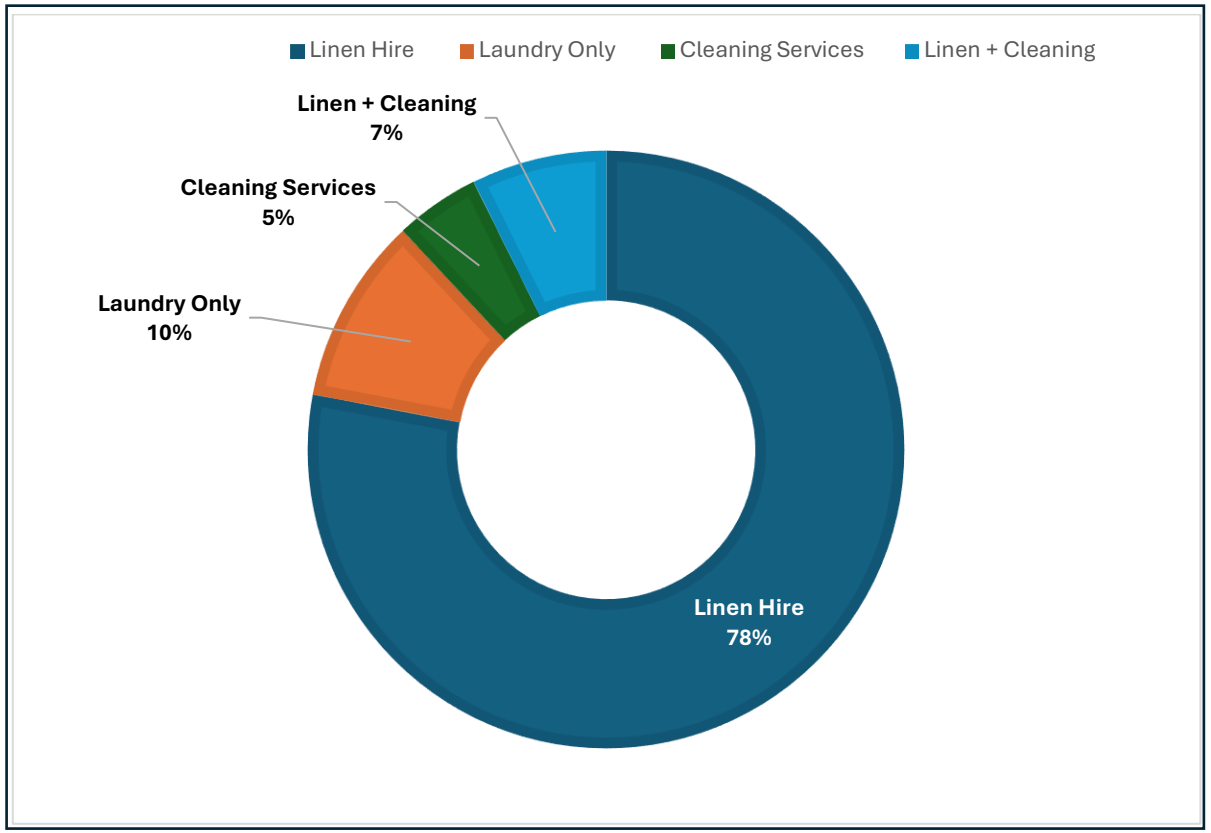
Total Calls during the month: **405** Average calls a day: **23.82**

Sales Agent 2: Suraksha

Total Calls during the month: **41** Average calls a day: **4**



ORDERS DELIVERED DURING THE MONTH (109)



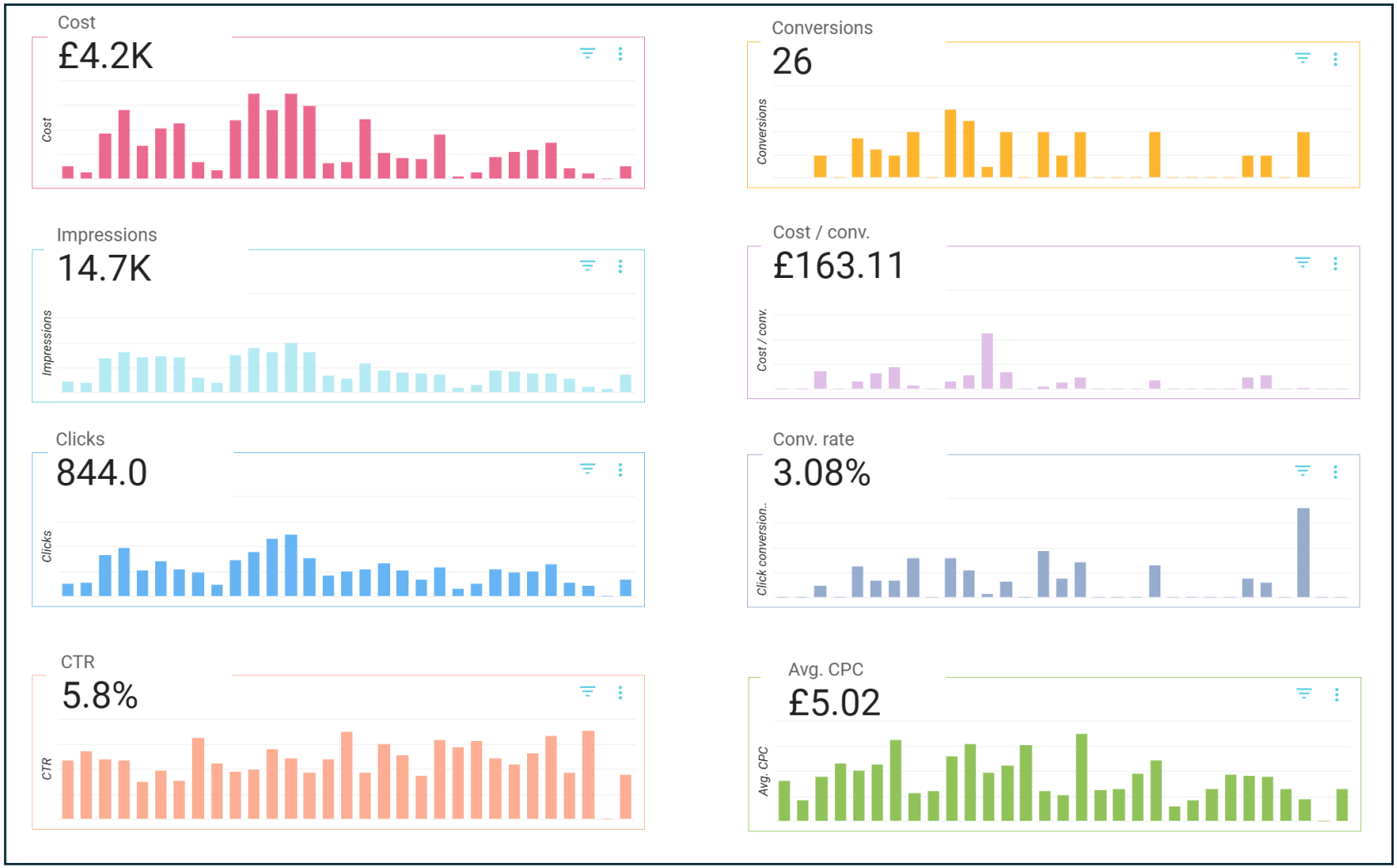
Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

Number of clients placed the order during the month - 36

MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/03/2025 – 31/03/2025

PERFORMANCE METRICS



IMPRESSIONS & CLICKS



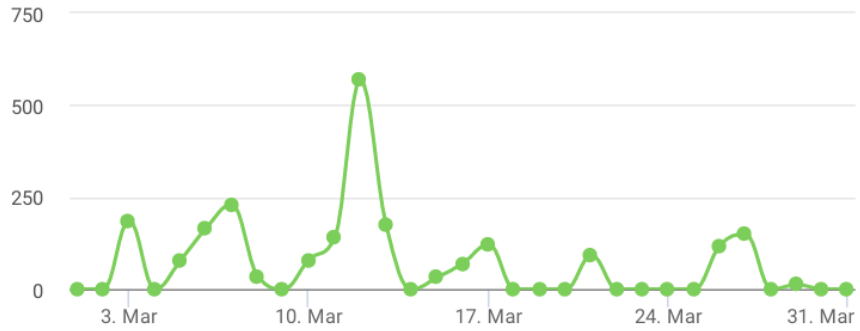
CONVERSIONS

Total: 26.00 ↑ 23.81%



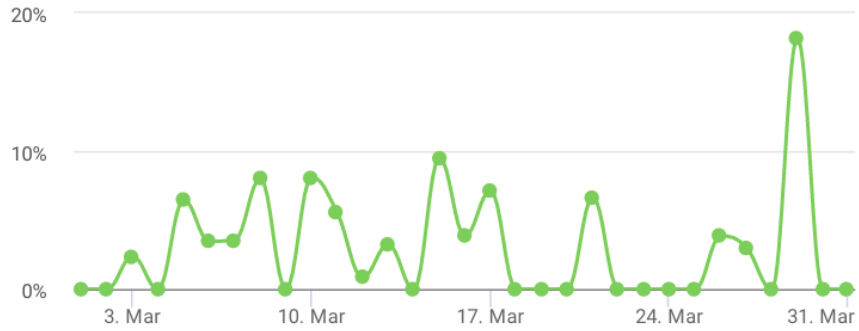
COST / CONVERSIONS (GBP)

Average: 163.11 ↑ 6.55%



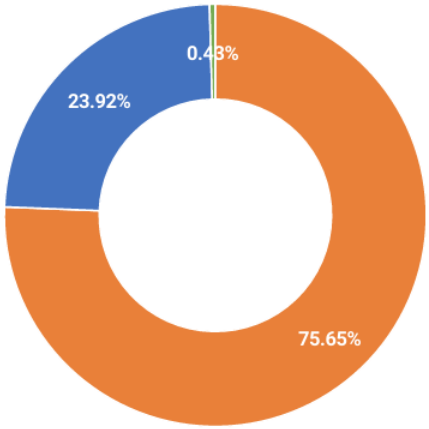
CONVERSIONS RATE %

Average: 3.08 ↑ 8.55%

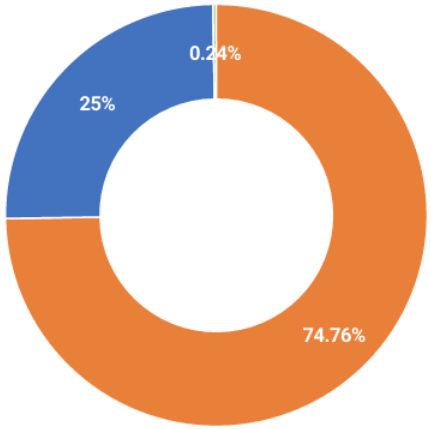


DEVICE PERFORMANCE

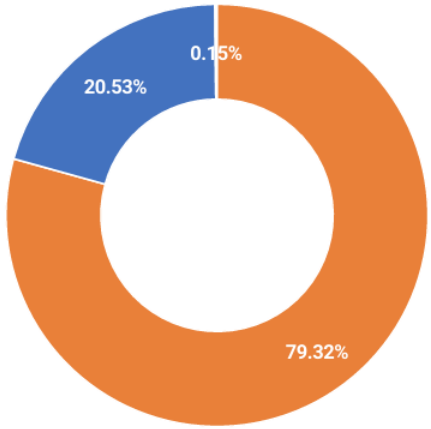
IMPRESSIONS: 14,675



CLICKS: 844



COST: 4,241 GBP



Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	11,102	631	3,363.79 GBP	16	210.24 GBP	2.54%	16.00	-
Computers	3,510	211	870.86 GBP	10	87.09 GBP	4.74%	10.00	1%
Tablets	63	2	6.21 GBP	0	0.00 GBP	0.00%	0.00	-

Most of your website visitors are **using mobile phones (75%)**.
These users have made **16 conversions**. Average cost of conversion is **210.24 GBP**.

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£2,774	9,089	456	5.02%	£6.08	17	£163.17	3.73%
Hire Services	£1,005	4,362	291	6.67%	£3.45	7	£143.61	2.41%
Cleaning Services	£246	714	50	7%	£4.93	2	£123.25	4%
Hire Services_UK	£215	510	47	9.22%	£4.58	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£4,241**	**14,675**	**844**	**5.75%**	**£5.02**	**26**	**£163.11**	**3.08%**

HIGHLIGHTS OF THE MONTH

SALES

Total Customers + Client: 9 *(7 Clients signed the contracts and 2 were customers for Linen purchase, hence, no contracts were signed)*

Contracts Signed: 7

Pending Contracts: 0

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **26**

Average cost per Conversion to CRM - **£163.11**

Meta Ads: ON HOLD

LOGISTICS & OPERATIONS

Total Articles delivered/sent out:

Damaged Articles received:

Damaged Proportion: %

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	7	26
Cleaning Services	0	2
Laundry Only Services	0	6
Linen Purchase	2	5
Kitchen products	0	0
GRAND TOTAL	**9**	**39**

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	9
Potential/Quotes Sent	39
Qualified	31
Contacted status	30
Negative	10
Not Reachable	2
Invalid Leads	1
Waiting List	17
Duplicate	0
Not Interested	0

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ORDERS DELIVERED

Category	Order Count
Linen Hire	85
Laundry Only	11
Cleaning Services	5
Linen + Cleaning	8
Total	**109**

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	70	£16,293.56
Linen Purchase	2	£156.36
Turnover pack	5	£39,870.00
Electrical Appliance	4	£1,519.50
Laundry Only	2	£247.11
Cleaning Services	1	£168
Hire + Cleaning	8	£839
Premises Rent	1	£4,900
Total	**93**	**63993.99**

LEADS RECEIVED

Category	Total leads
Linen Hire	23
Cleaning Services	3
Laundry Only Services	12
Linen Purchase	4
Miscellaneous (Invalid/Duplicate)	1
GRAND TOTAL	**43**

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Suraksha	41	4.1	10
Calvin	405	23.82	17
GRAND TOTAL	**446**	**27.92**	**27**