londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/04/2025 – 30/04/2025

Londonist
HOSPITALITY

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£144,480.97

TOTAL INVOICES

143

NEW LEADS

37

QUOTES SENT

42

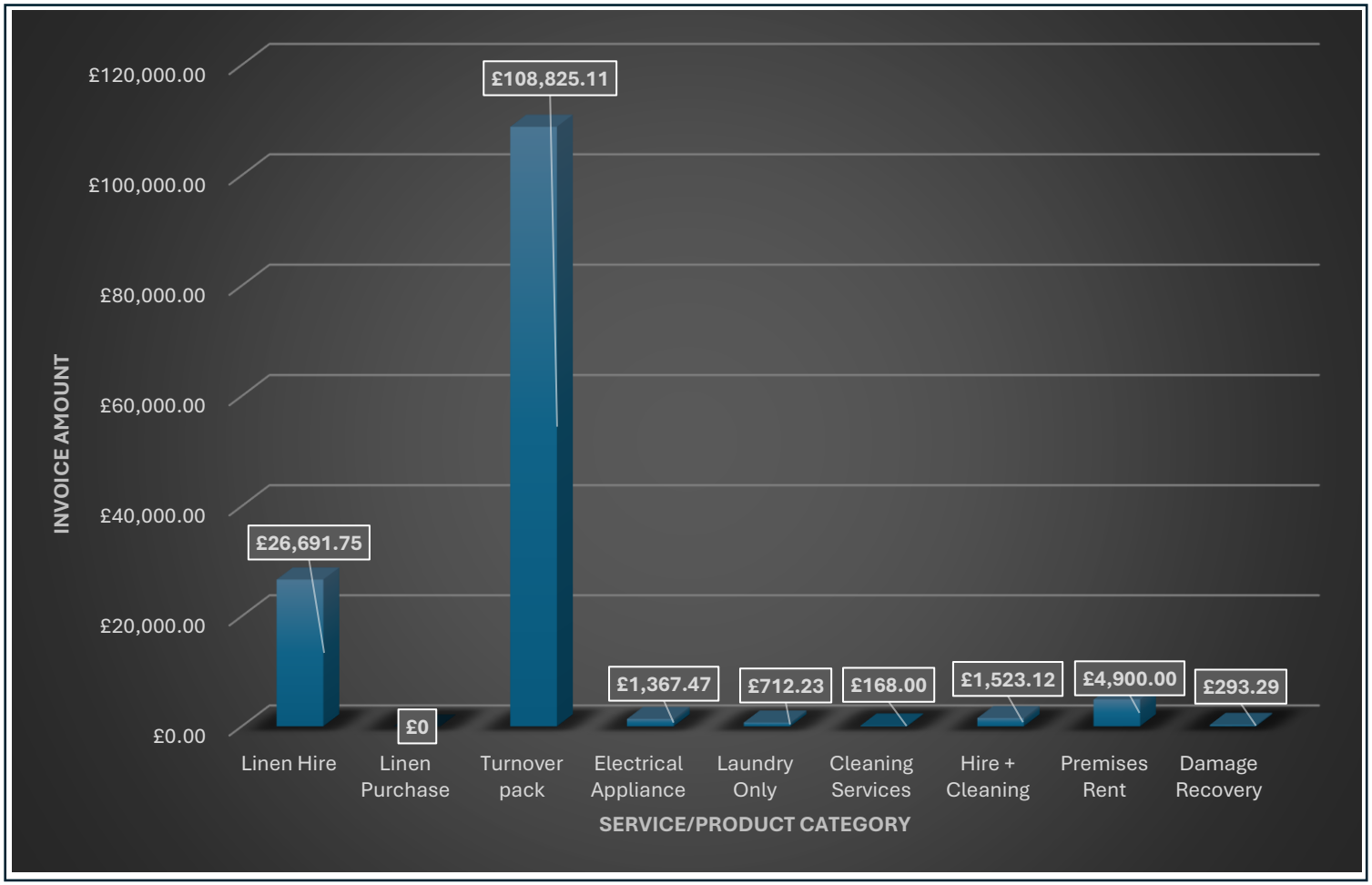
CONVERSIONS

4

ORDERS DELIVERED

123

DETAILED GLANCE OF SALES

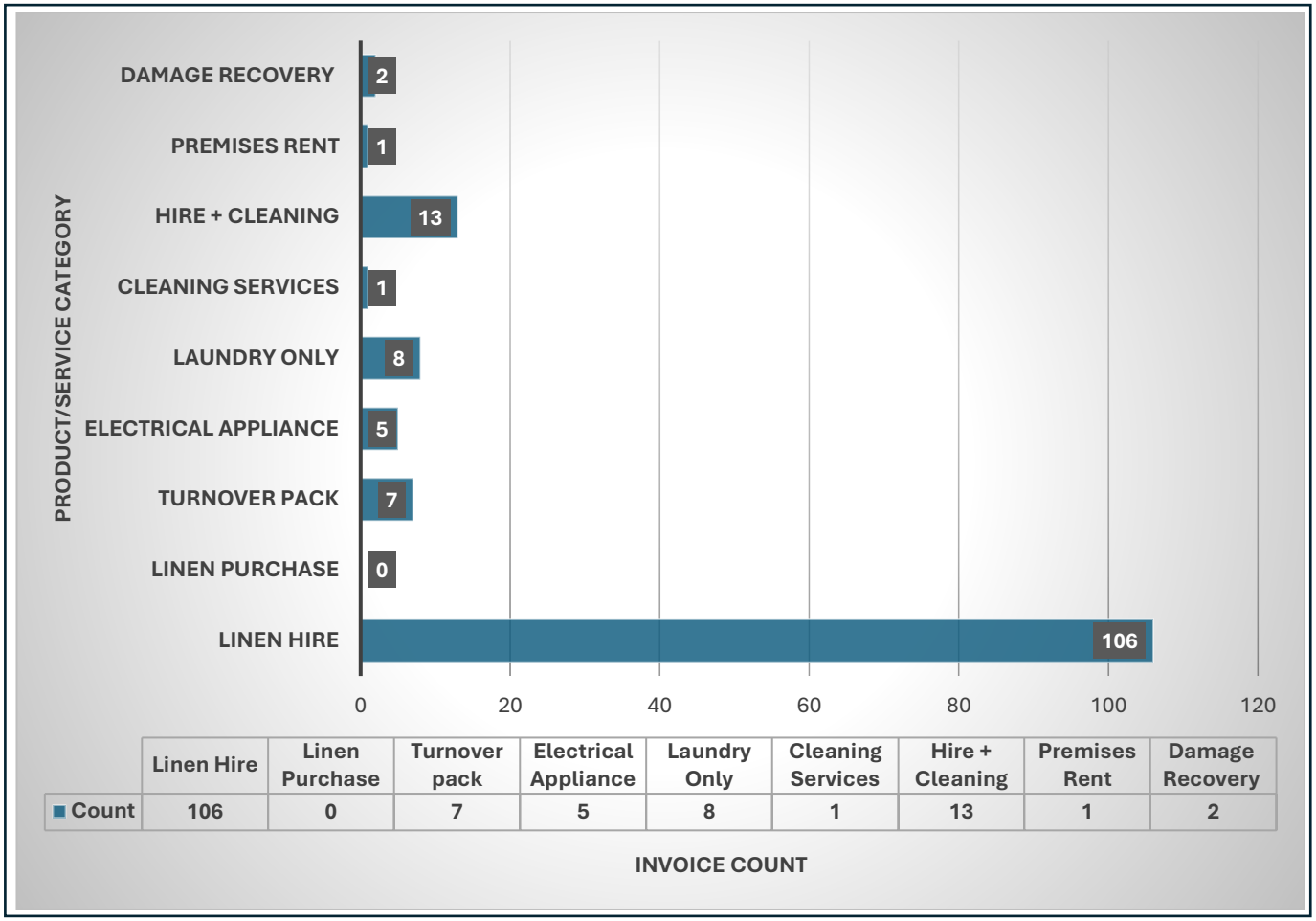


TOTAL AMOUNT - £144,480.97

Londonist DMC: **£110,192.58**

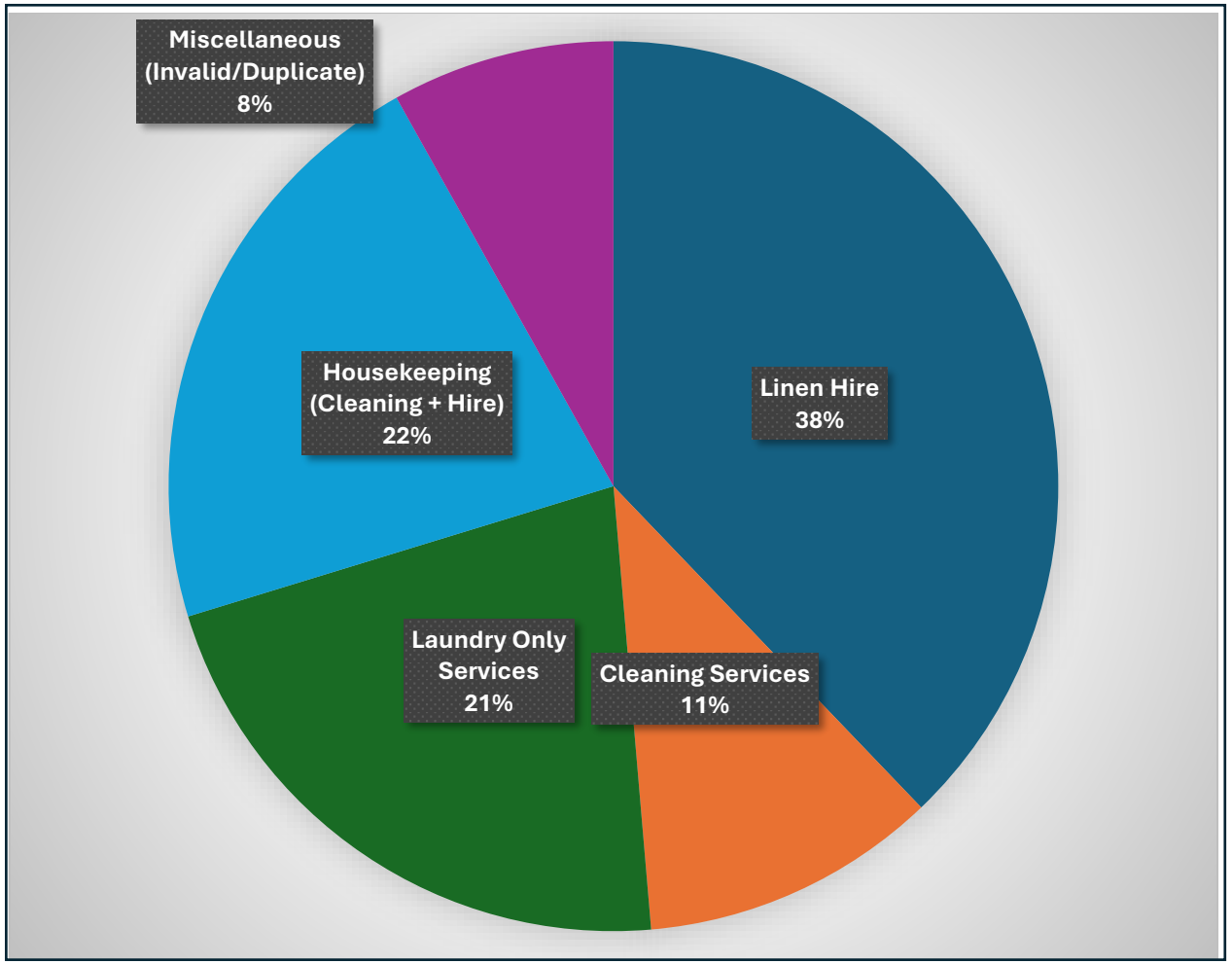
LHS *(Including the Premises rent from Orange Event for £4900)*: **£34,288.39**

TOTAL INVOICE COUNT (143)



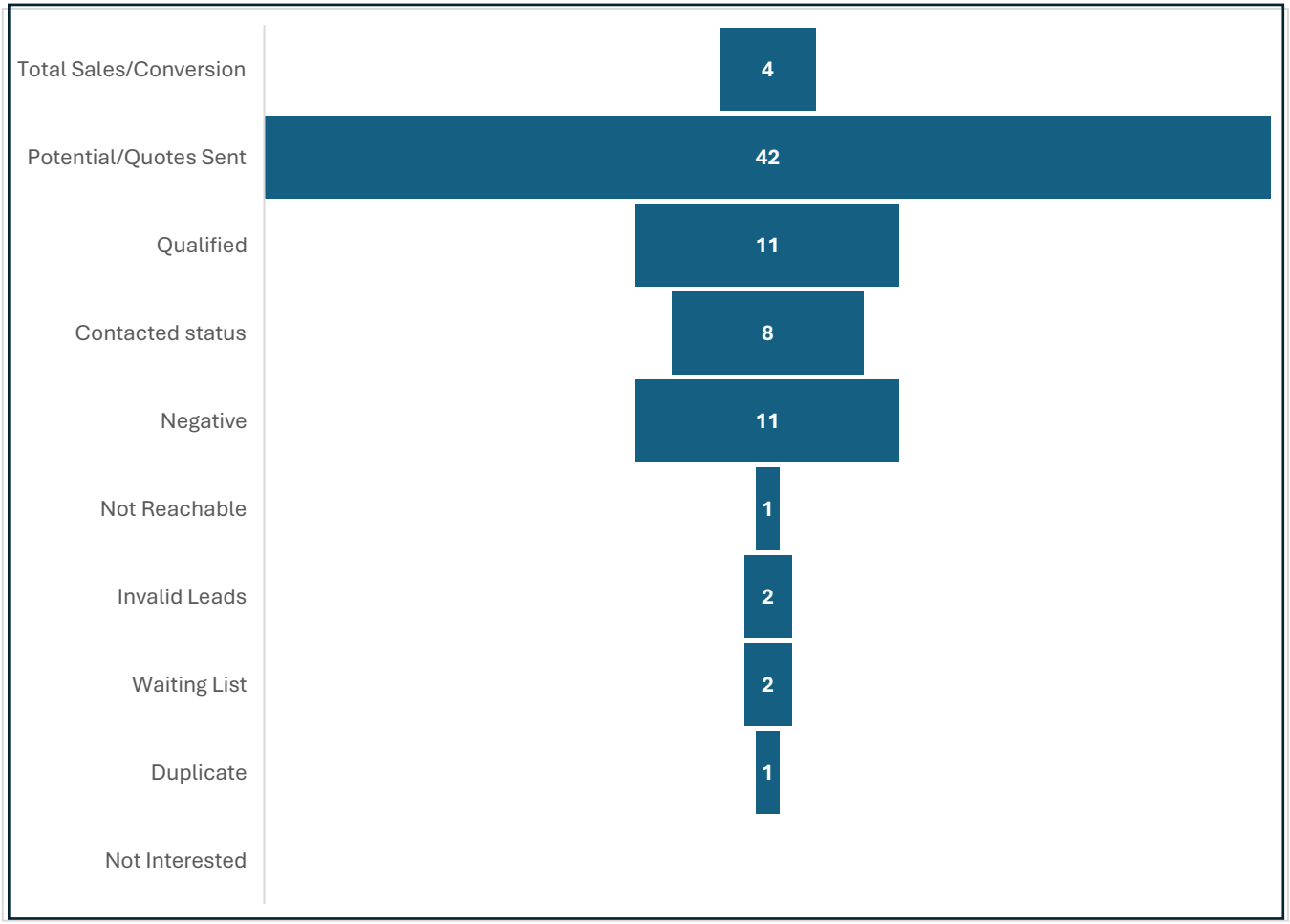
	Linen Hire	Linen Purchase	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning	Premises Rent	Damage Recovery
Count	106	0	7	5	8	1	13	1	2

LEADS RECEIVED DURING THE MONTH (37)



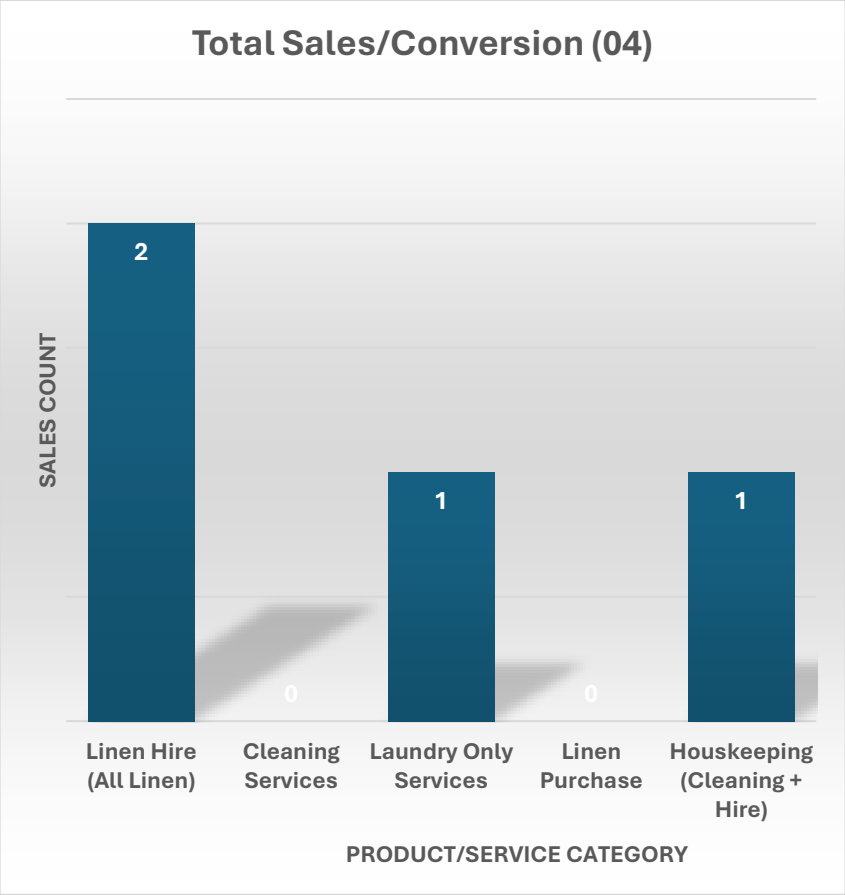
SALES TEAM ACTION DURING THE MONTH

PERFORMANCE SUMMARY



Sales, Quotes Sent: High Potential (Conversions: 46) **Qualified:** Medium Potential **Low Potential:** On-going Conversation (Contacted, Waiting List)

DETAILED GLANCE - SALES AND POTENTIALS

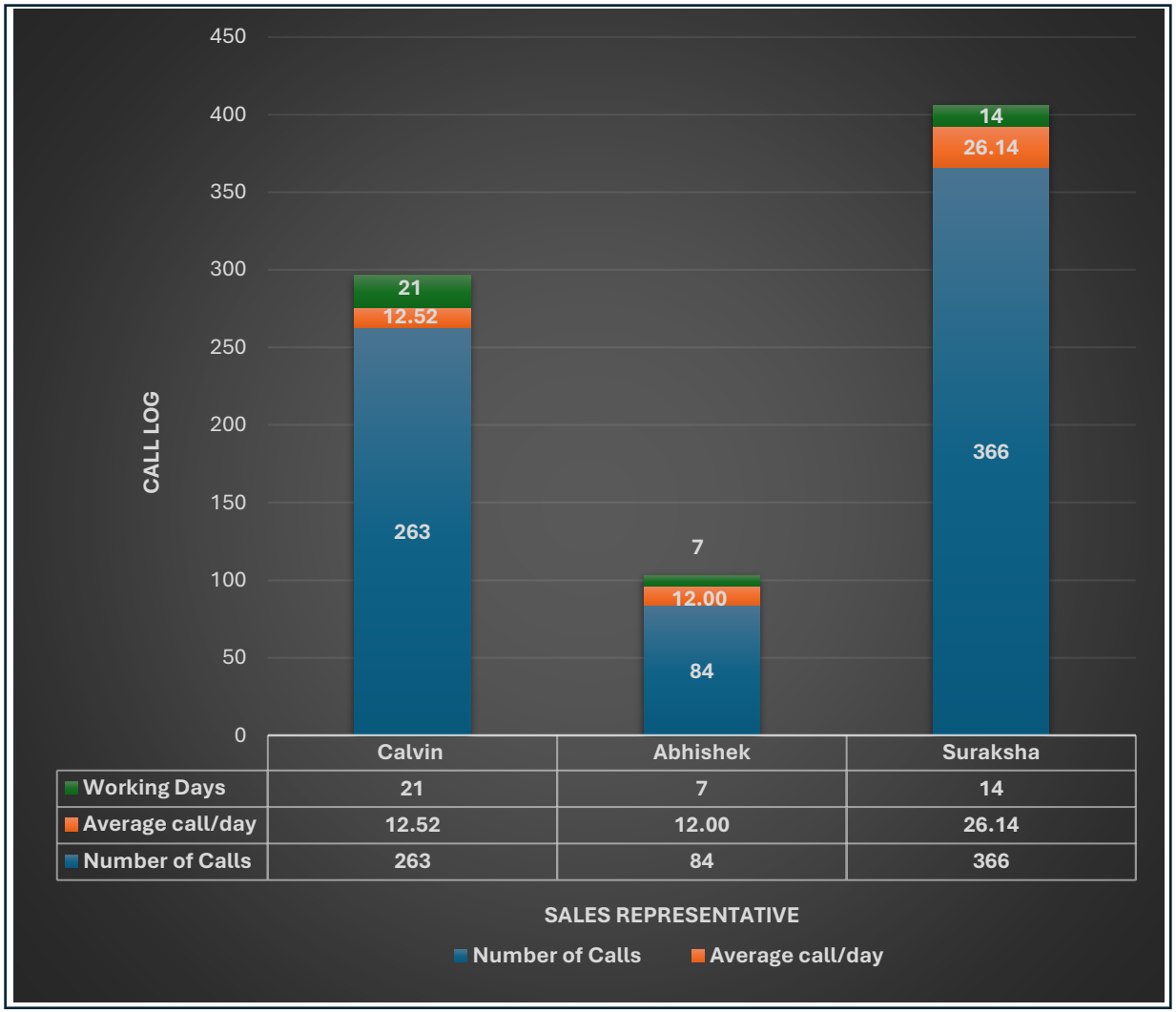




NOTE: Total Number of leads reached during March'25 – *36*

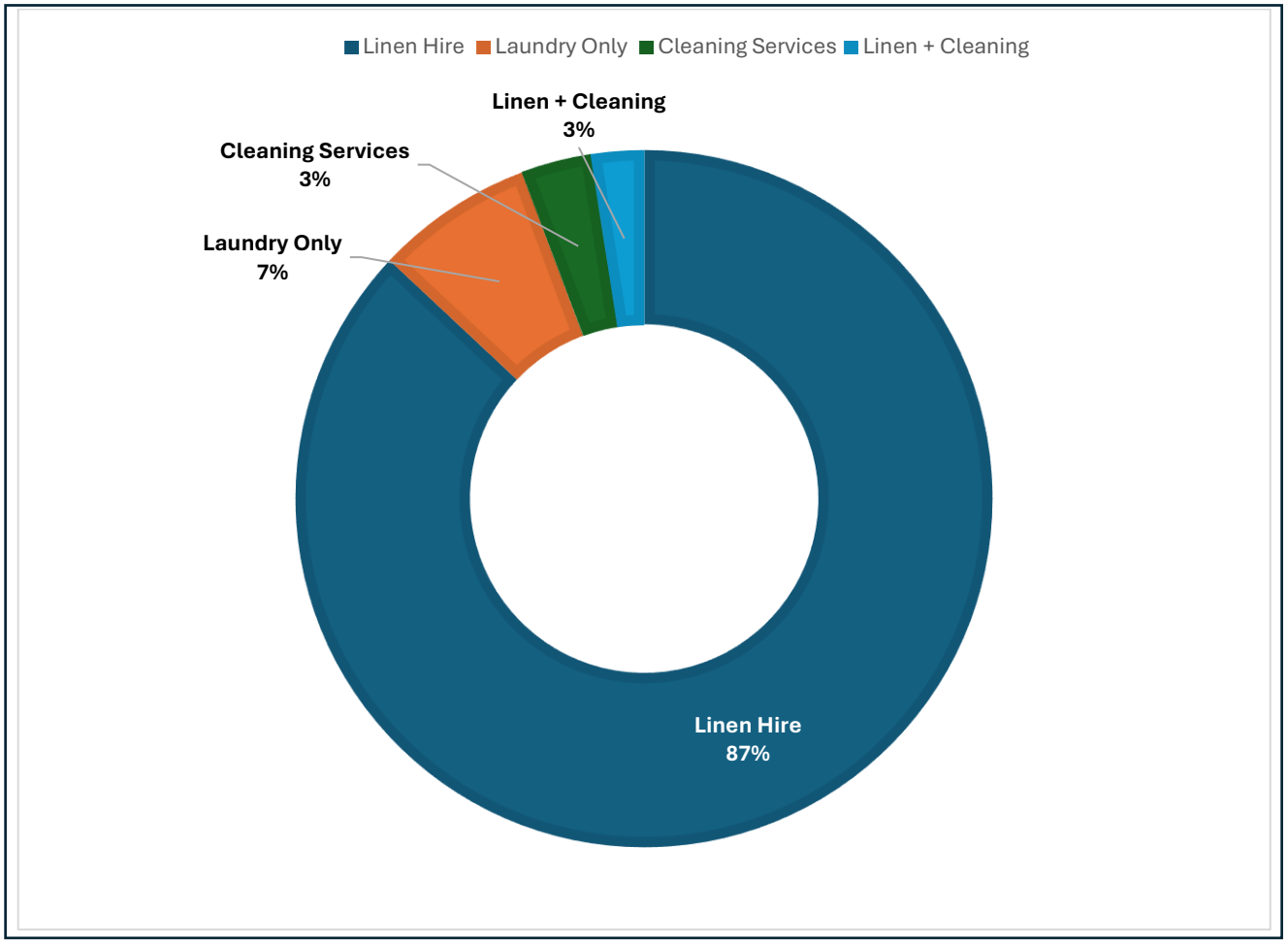
SALES CALL INSIGHTS

Sales Agent 1: Calvin | **Sales Agent 2**: Abhishek | **Sales Agent 3: Suraksha**



2 Bank holidays were observed during the month of April 2025.
BT was not working for 2-3 days

ORDERS DELIVERED DURING THE MONTH (123)



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

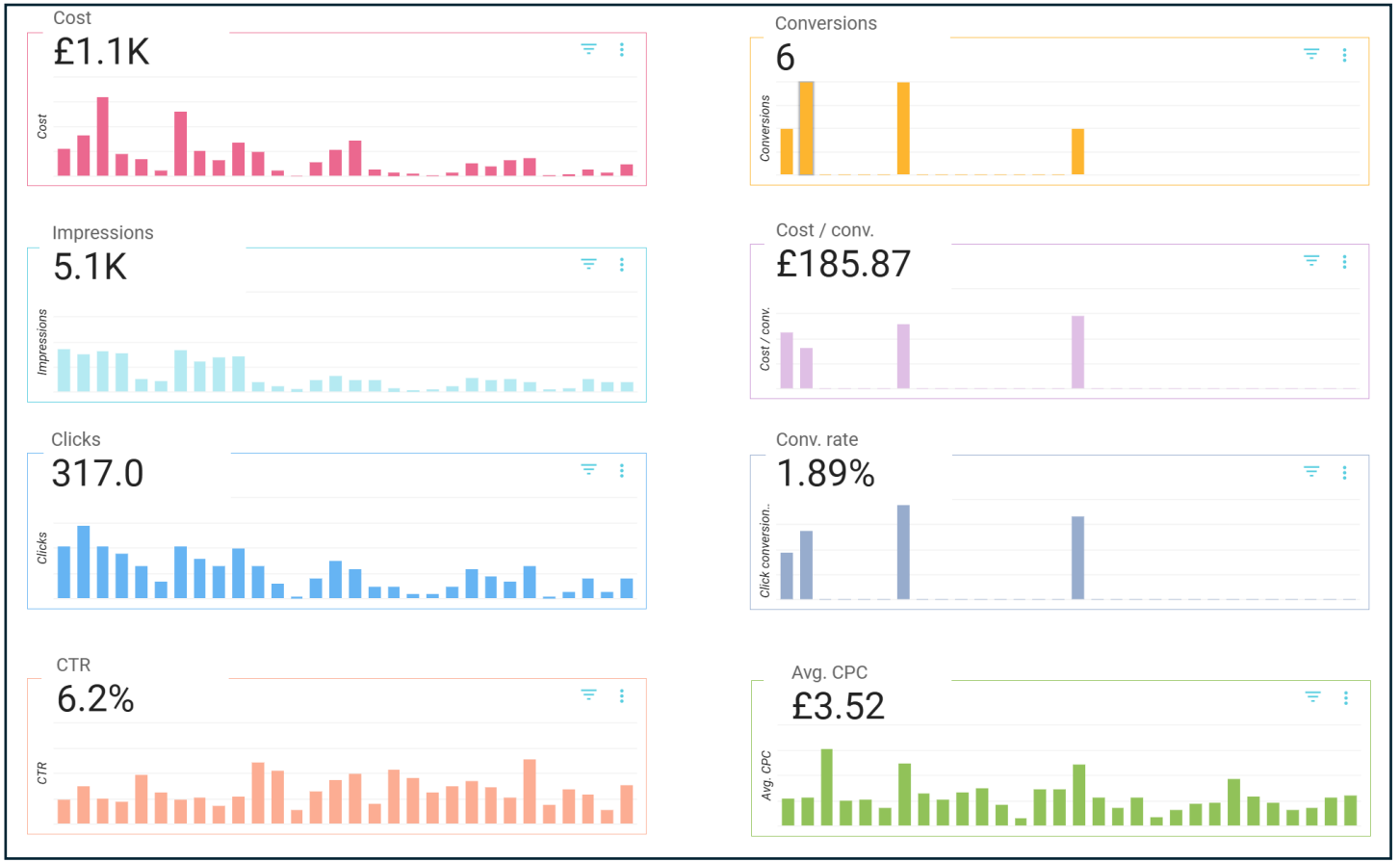
Number of clients placed the order during the month - 46

londonist
HOSPITALITY

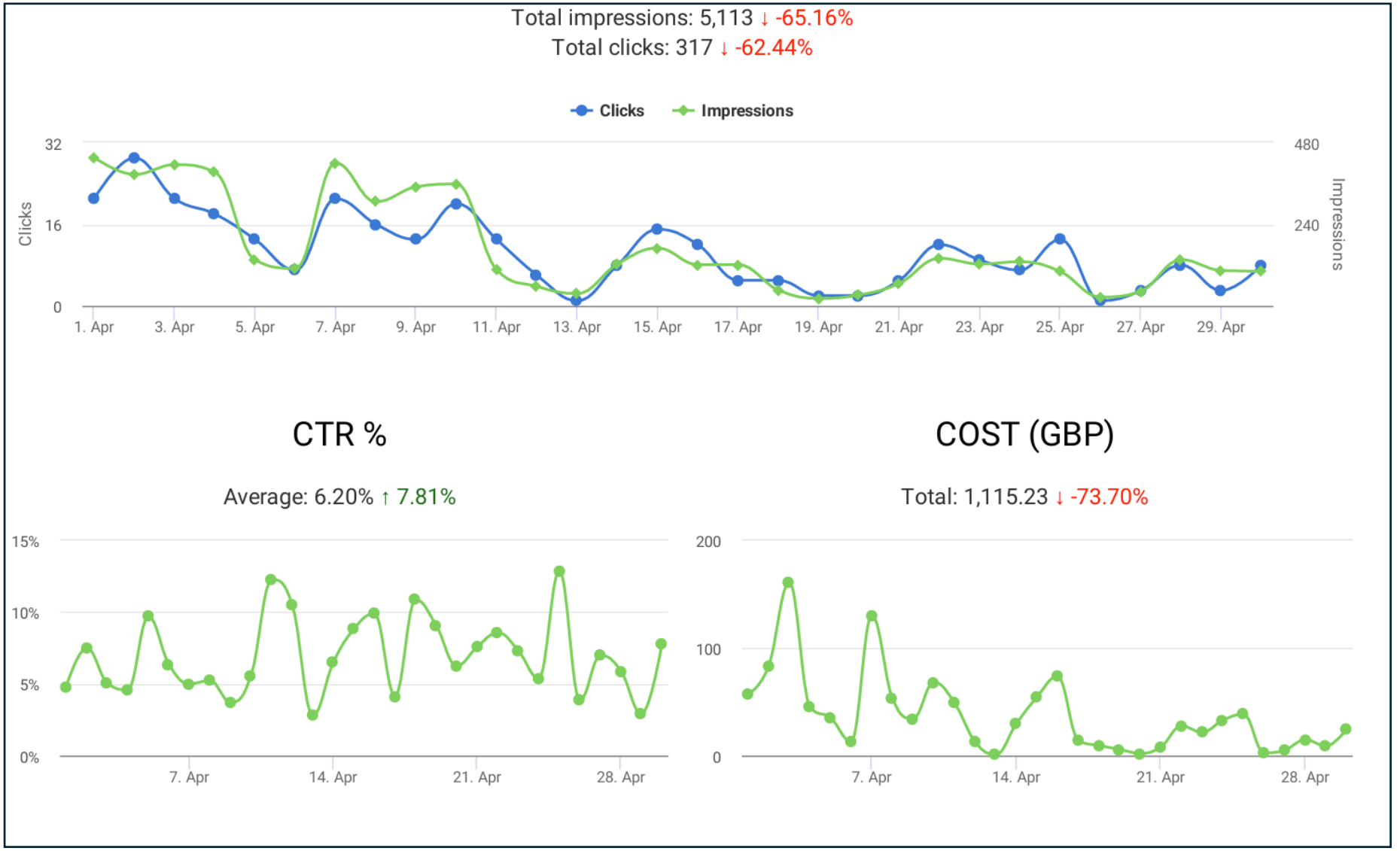
MARKETING PERFORMANCE DURING THE MONTH

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

PERFORMANCE METRICS

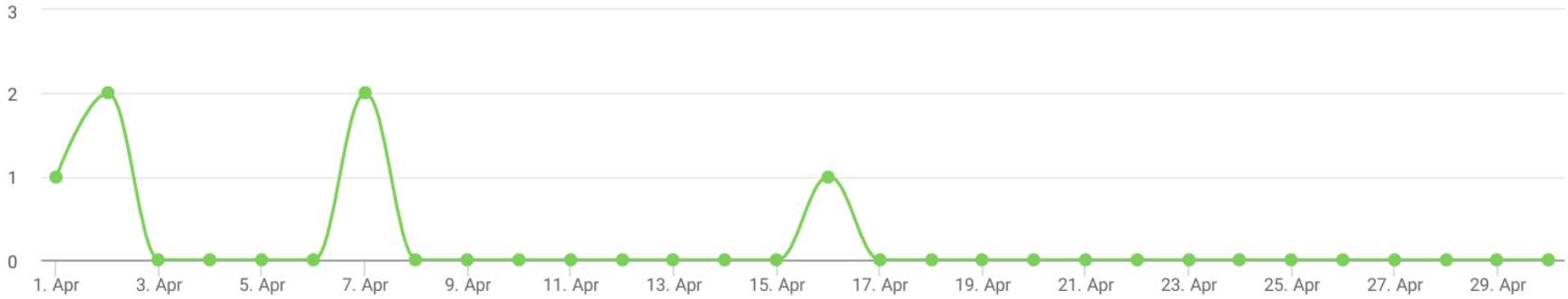


IMPRESSIONS & CLICKS



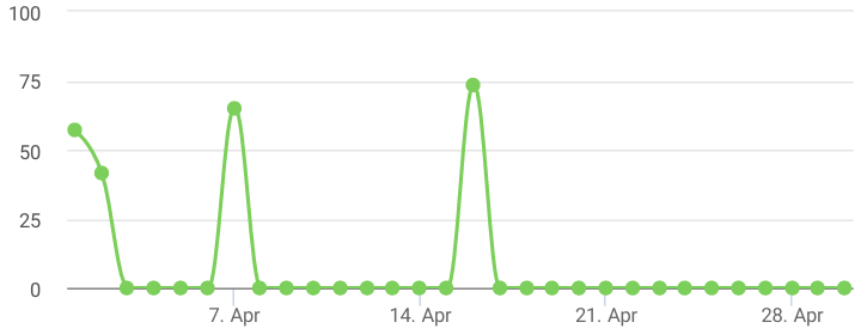
CONVERSIONS

Total: 6.00 ↓ -76.92%



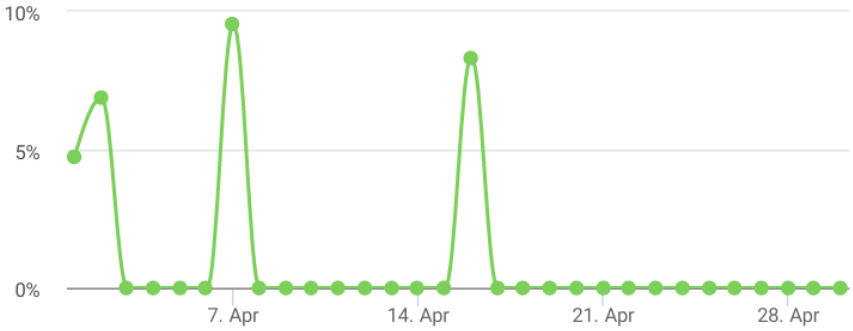
COST / CONVERSIONS (GBP)

Average: 185.87 ↑ 13.95%



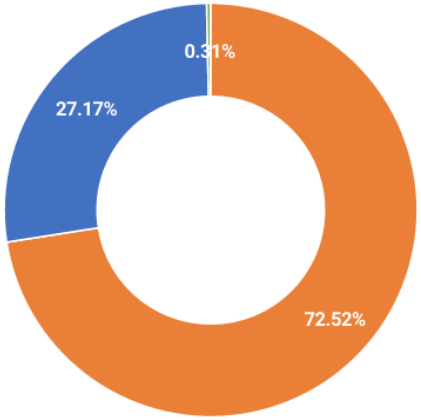
CONVERSIONS RATE %

Average: 1.89 ↓ -38.56%

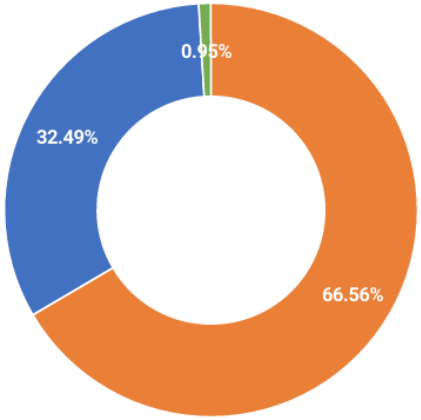


DEVICE PERFORMANCE

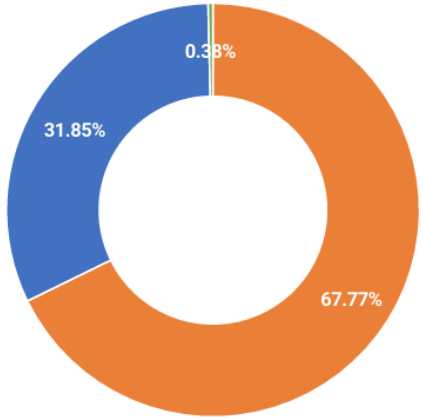
IMPRESSIONS: 5,113



CLICKS: 317



COST: 1,115 GBP



Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	3,708	211	755.78 GBP	4	188.94 GBP	1.90%	4.00	1%
Computers	1,389	103	355.25 GBP	2	177.62 GBP	1.94%	2.00	1%
Tablets	16	3	4.20 GBP	0	0.00 GBP	0.00%	0.00	-

Most of your website visitors are **using mobile phones (67%)**.
These users have made **4 conversions**. Average cost of conversion is **188.94 GBP**.

londonist
HOSPITALITY

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£377	2,216	99	4.47%	£3.81	2	£188.75	2.02%
Hire Services	£370	1,558	116	7.45%	£3.19	3	£123.22	2.59%
Cleaning Services	£248	818	64	7.82%	£3.88	1	£248.28	1.56%
Hire Services_UK	£120	521	38	7.29%	£3.15	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£1,115**	**5,113**	**317**	**6.2%**	**£3.52**	**6**	**£185.87**	**1.89%**

HIGHLIGHTS OF THE MONTH

SALES

Total New Client: 4

Pending Contracts: 1

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **06**

Average cost per Conversion to CRM - **£185.87**

Meta Ads: ON HOLD

LOGISTICS & OPERATIONS

1. **LHS Clients (Excluding DMC)**

Total Articles delivered/sent out: 26,450

Total Received: 19,321

Damaged Articles received: 103

Damaged Proportion: 0.5%

2. Client - DMC

Total Articles delivered/sent out: 2064

Total Received: 812

Damaged Articles received: 90

Damaged Proportion: 11%

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	18
Cleaning Services	0	7
Laundry Only Services	1	7
Linen Purchase	0	2
Houskeeping (Cleaning + Hire)	1	8
GRAND TOTAL	**4**	**42**

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	4
Potential/Quotes Sent	42
Qualified	11
Contacted status	8
Negative	11
Not Reachable	1
Invalid Leads	2
Waiting List	2
Duplicate	1
Not Interested	0

londonist
HOSPITALITY

ORDERS DELIVERED

Category	Order Count
Linen Hire	107
Laundry Only	9
Cleaning Services	4
Linen + Cleaning	3
Total	**123**

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	106	£26,691.75
Linen Purchase	0	£0
Turnover pack	7	£108,825.11
Electrical Appliance	5	£1,367.47
Laundry Only	8	£712.23
Cleaning Services	1	£168.00
Hire + Cleaning	13	£1,523.12
Premises Rent	1	£4,900.00
Damage Recovery	2	£293.29
Total	**143**	**£144,480.97**

LEADS RECEIVED

Category	Total leads
Linen Hire	14
Cleaning Services	4
Laundry Only Services	8
Housekeeping (Cleaning + Hire)	8
Miscellaneous (Invalid/Duplicate)	3
GRAND TOTAL	**37**

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Calvin	263	12.52	21
Abhishek	84	12.00	7
Suraksha	366	26.14	14
GRAND TOTAL	**347**	**24.52**	**28**

2 Bank holidays were observed during the month of April 2025.

BT was not working for 2-3 days