londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/10/2025 – 31/10/2025

QUICK GLANCE AT FIGURES

TOTAL SALES
£146,217.79

TOTAL INVOICES
202

NEW LEADS
21

QUOTES SENT
36

CONVERSIONS
5

AMAZON ORDERS
74

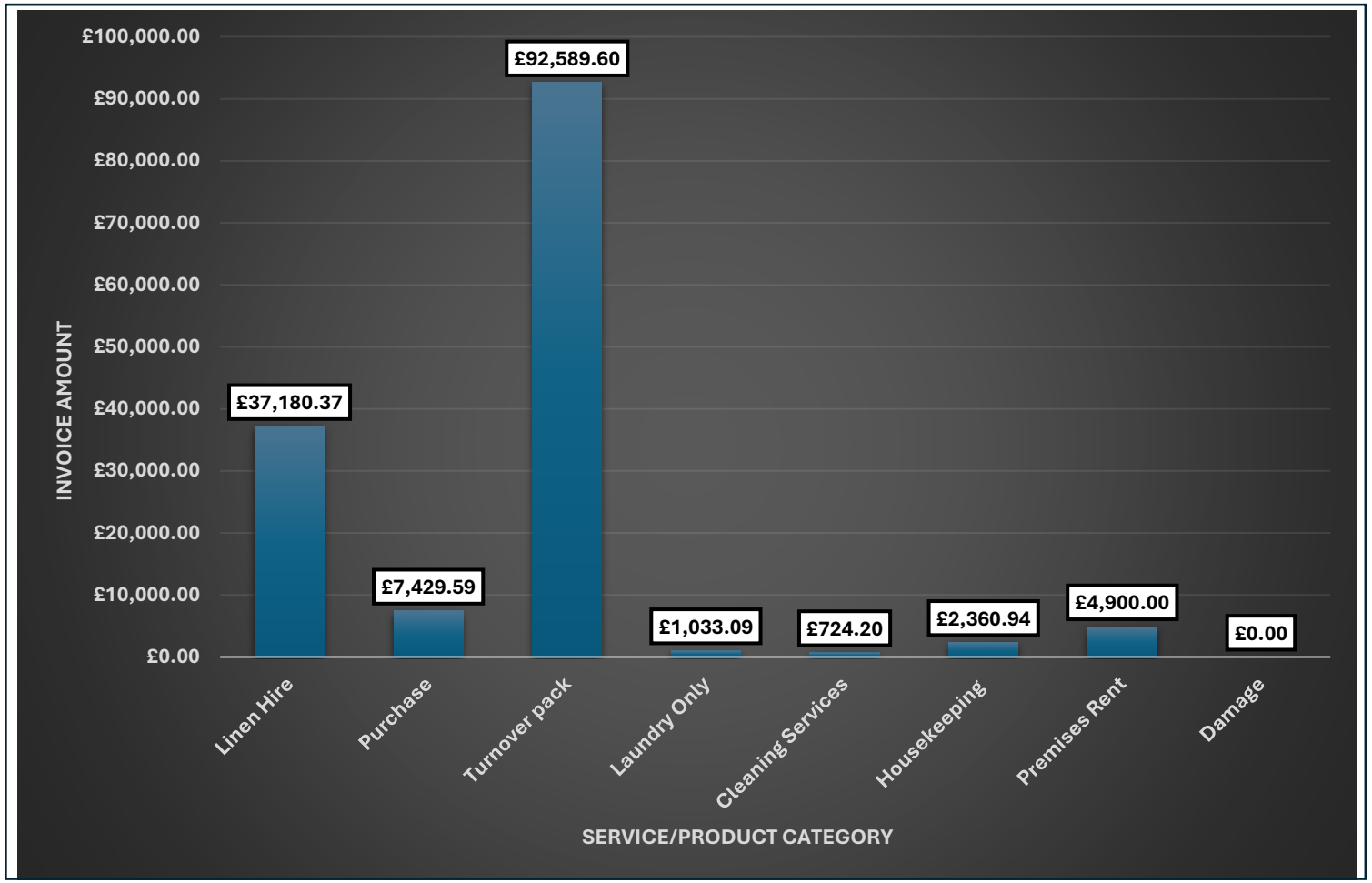
AMAZON SALES
£1,306.46

AMAZON RETURNS
8 (£173)

ORDERS DELIVERED
190

NOTE: *Amazon noted 8 returns worth £173 during the month*

DETAILED GLANCE OF SALES

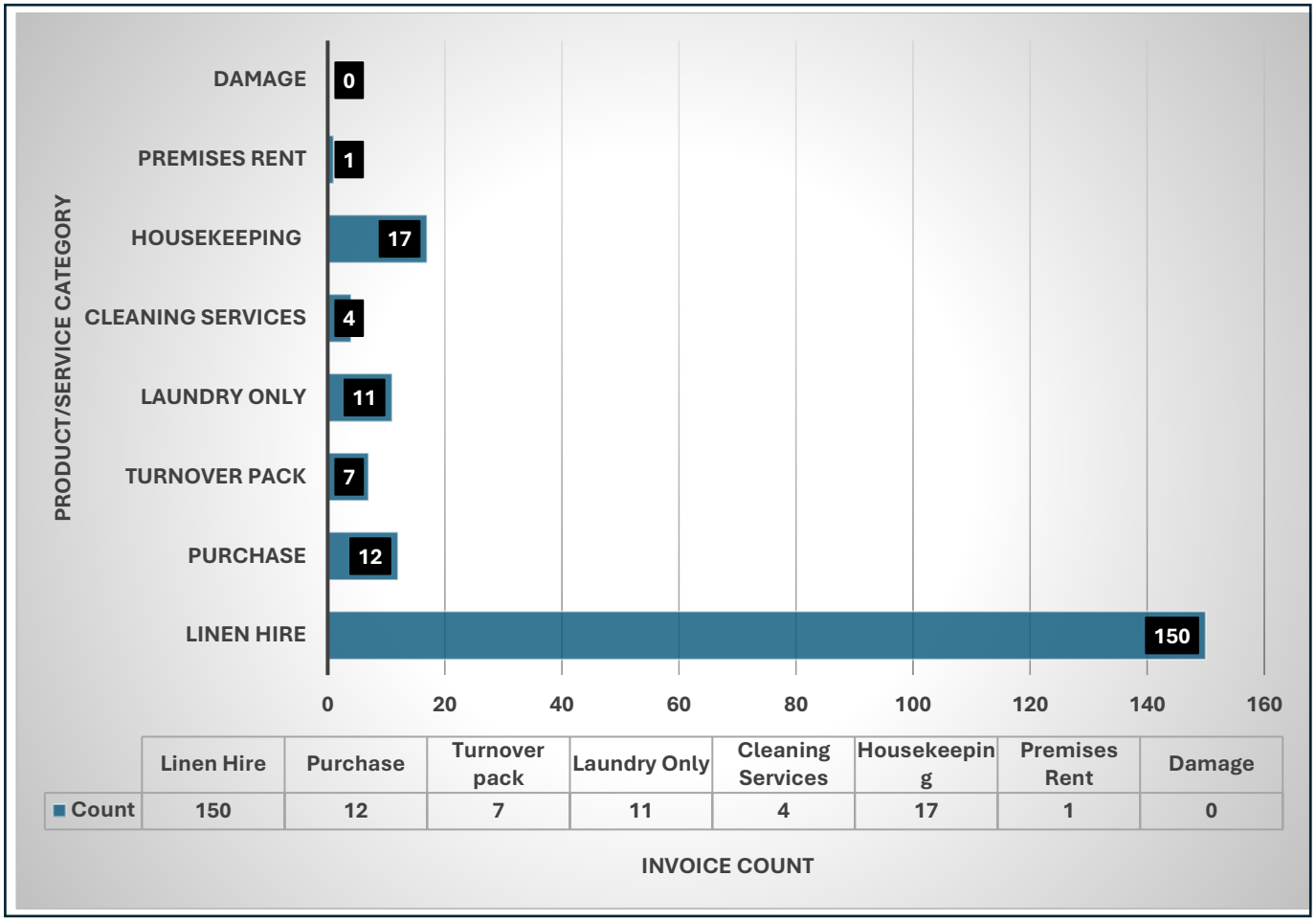


TOTAL AMOUNT - £146,217.79

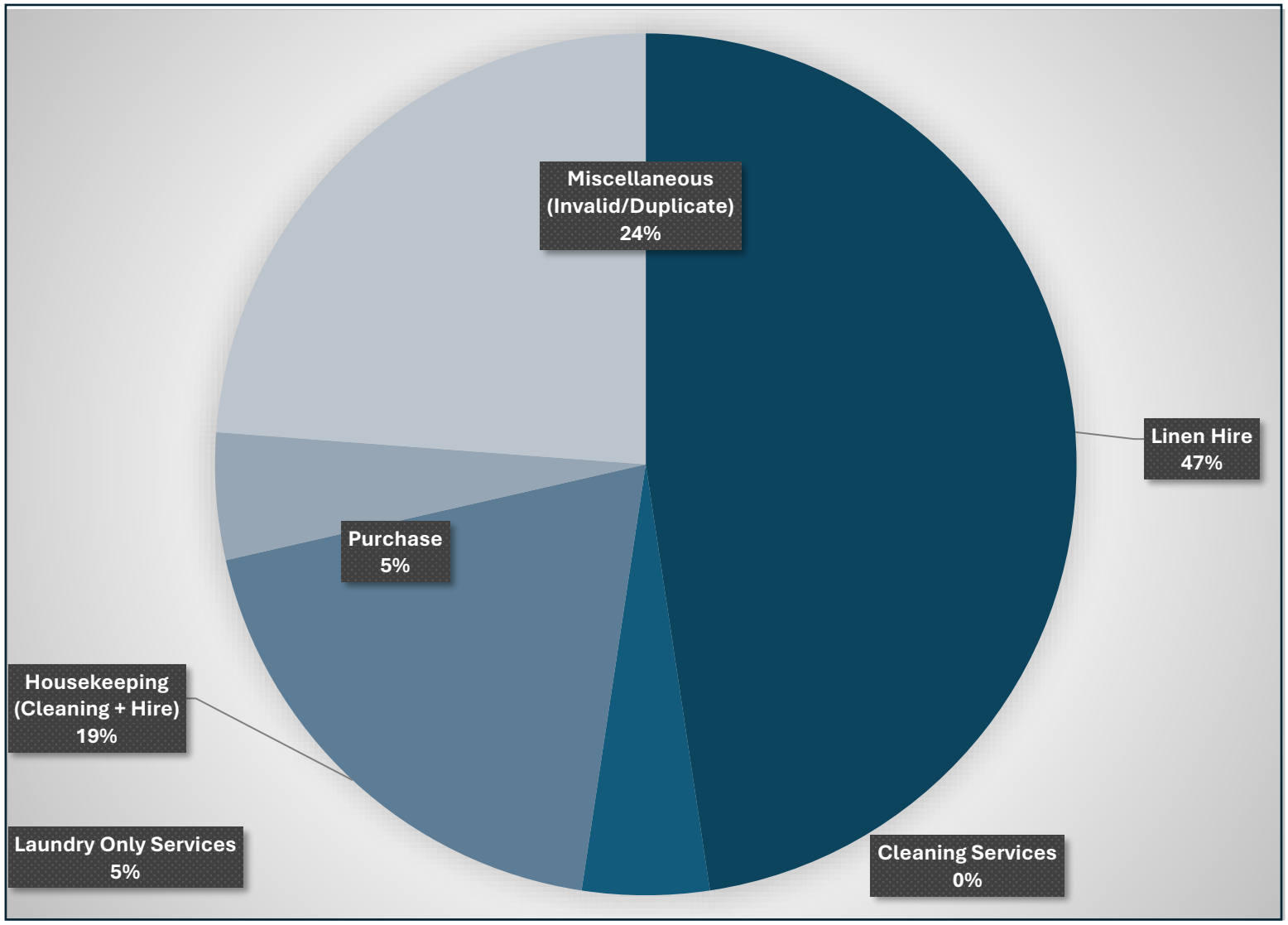
Londonist DMC: **£93,537**
Premises Rent: **£4900**
Other LHS clients: **£47,780.79**

Note: Purchase is Product sales: Electrical Appliances, Sim card etc.

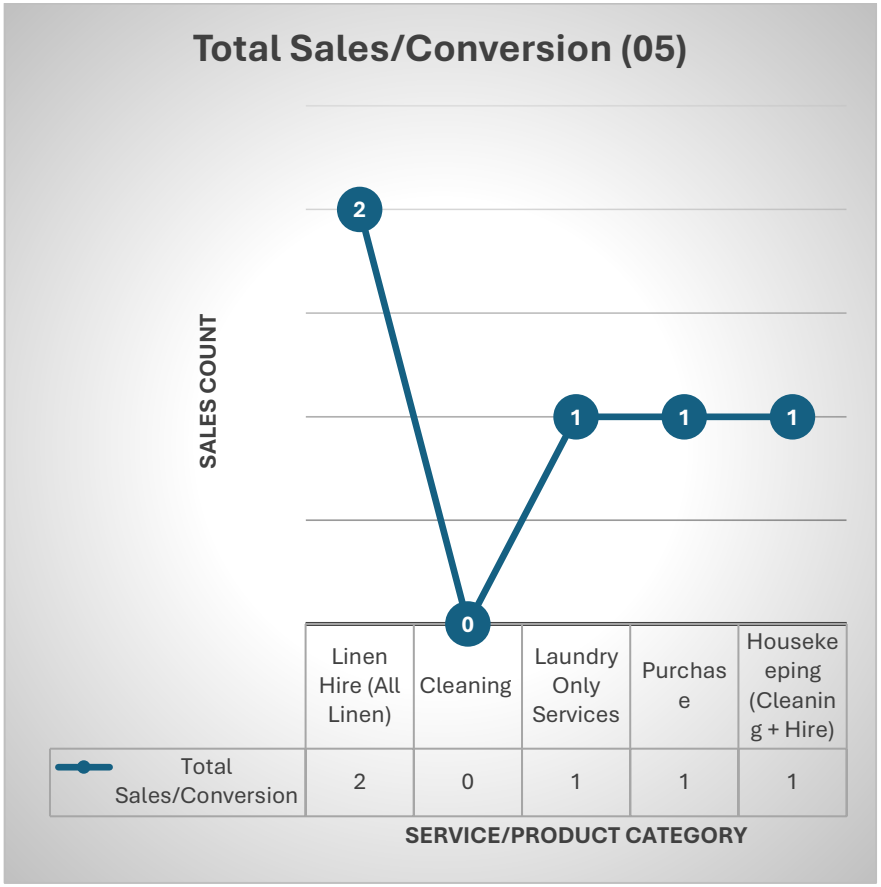
TOTAL INVOICE COUNT (202)



LEADS RECEIVED DURING THE MONTH (48)

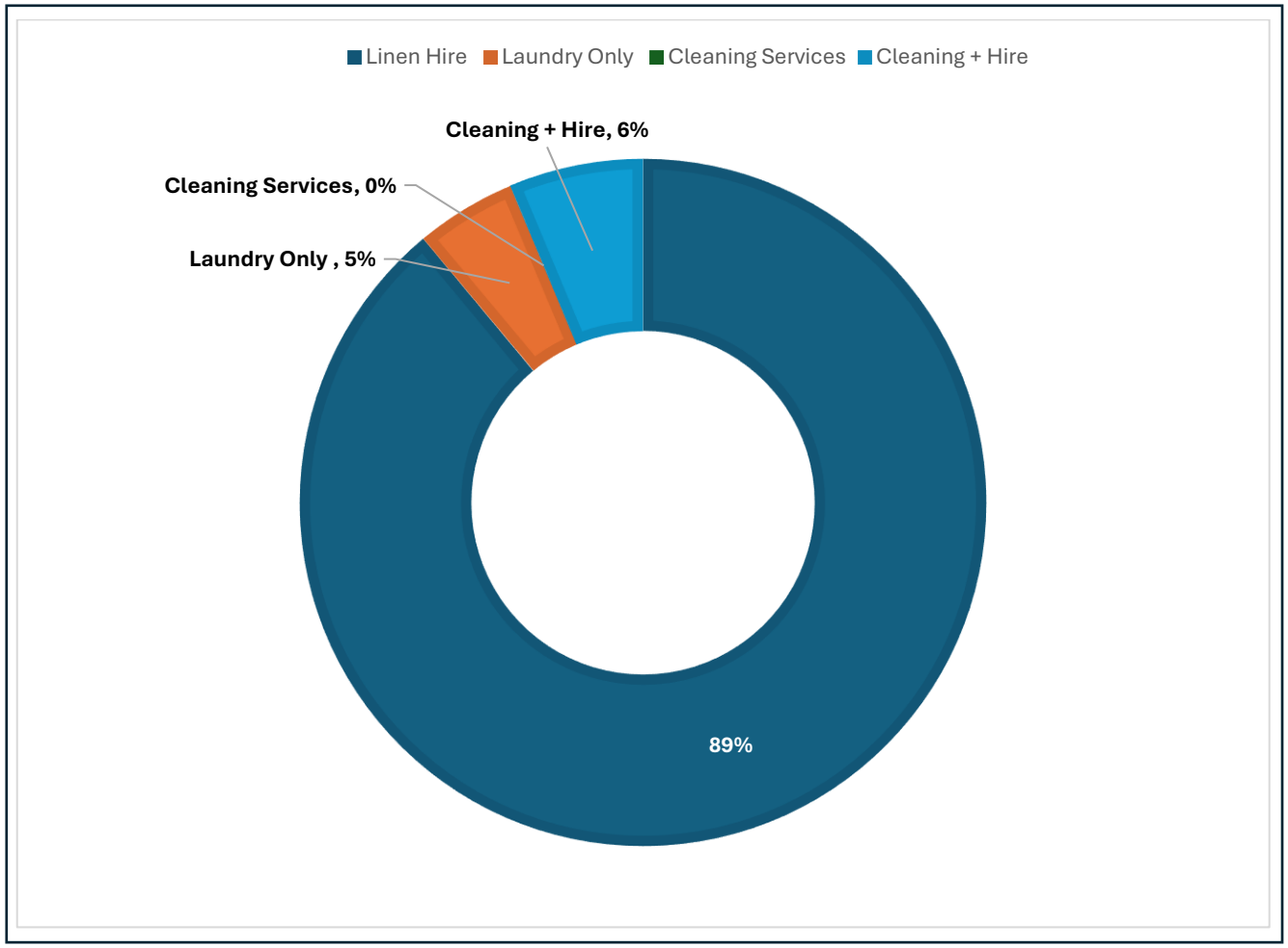


DETAILED GLANCE - SALES AND POTENTIALS





ORDERS DELIVERED DURING THE MONTH (210)



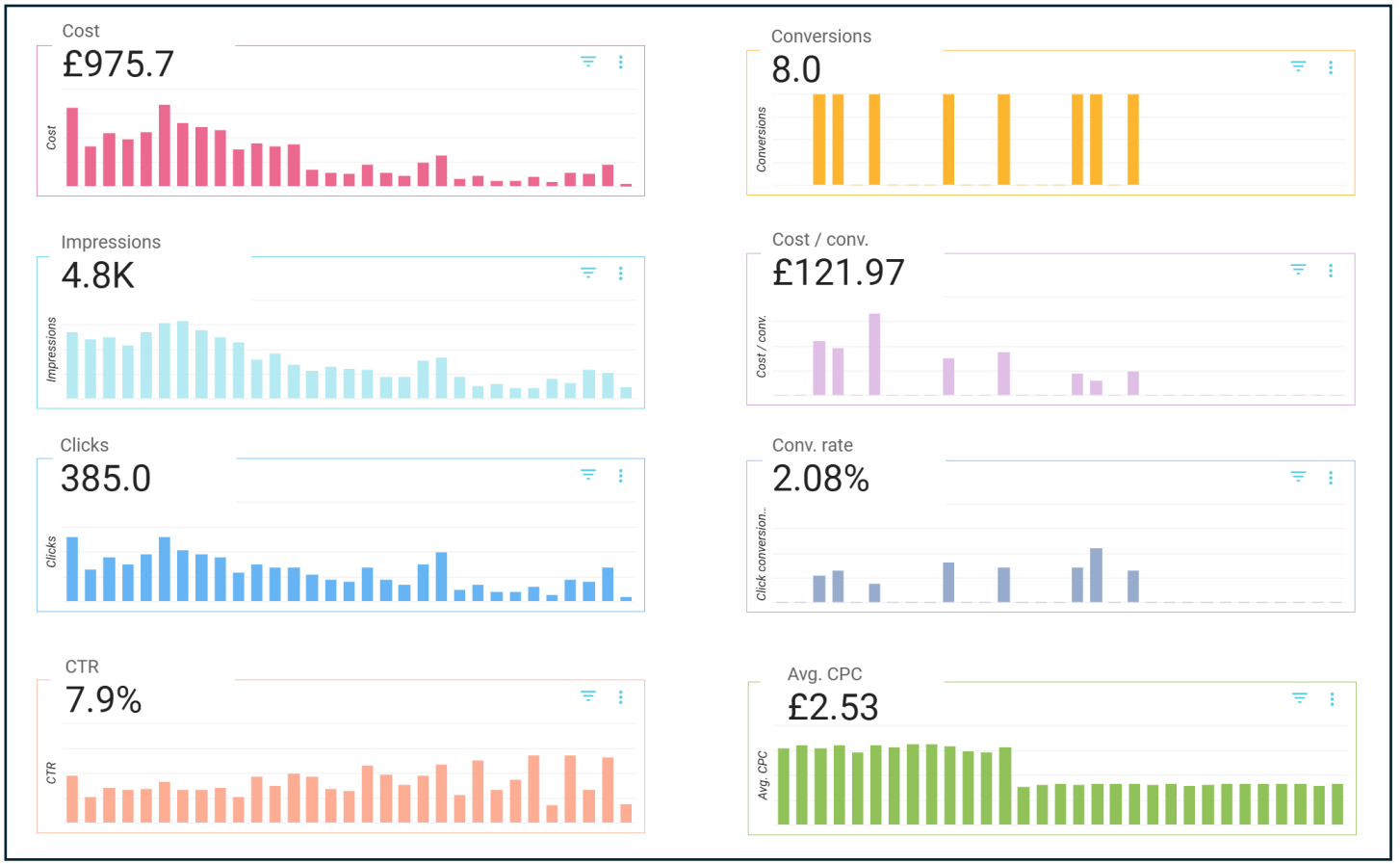
Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

Number of clients placed the order during the month - 39

MARKETING PERFORMANCE DURING THE MONTH

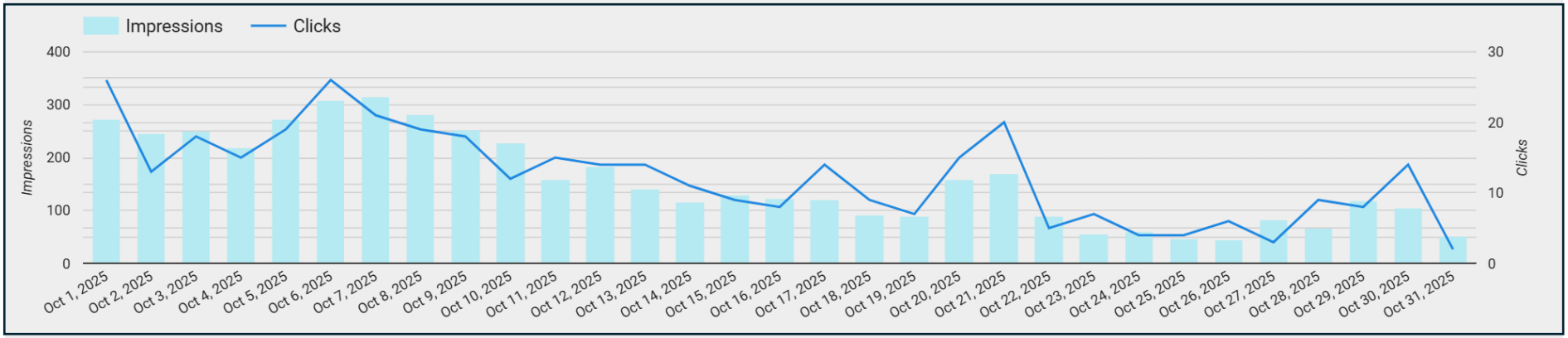
Google Ads during 01/10/2025 – 31/10/2025

PERFORMANCE METRICS

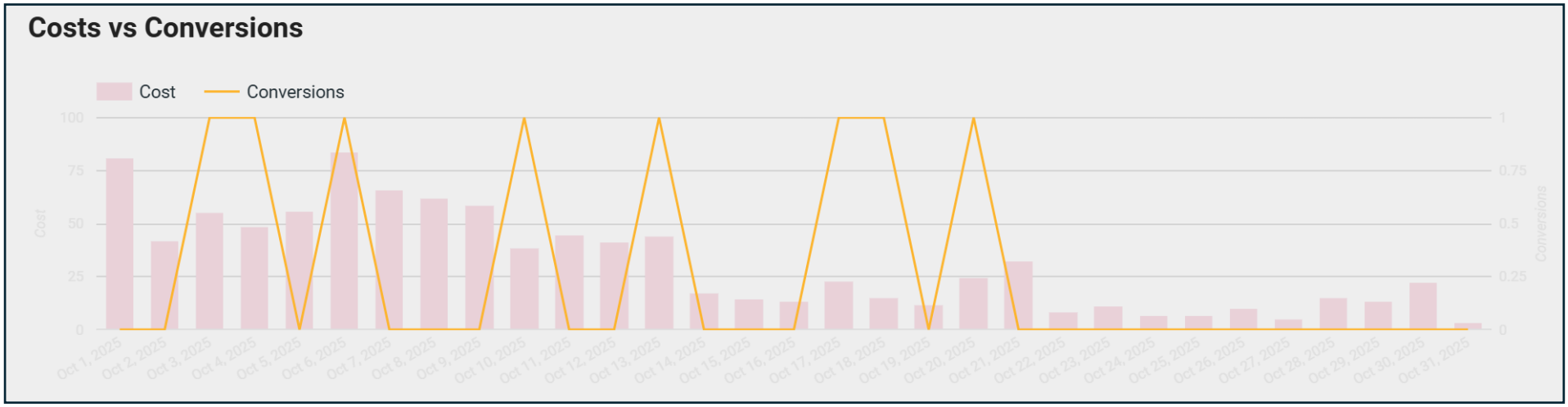


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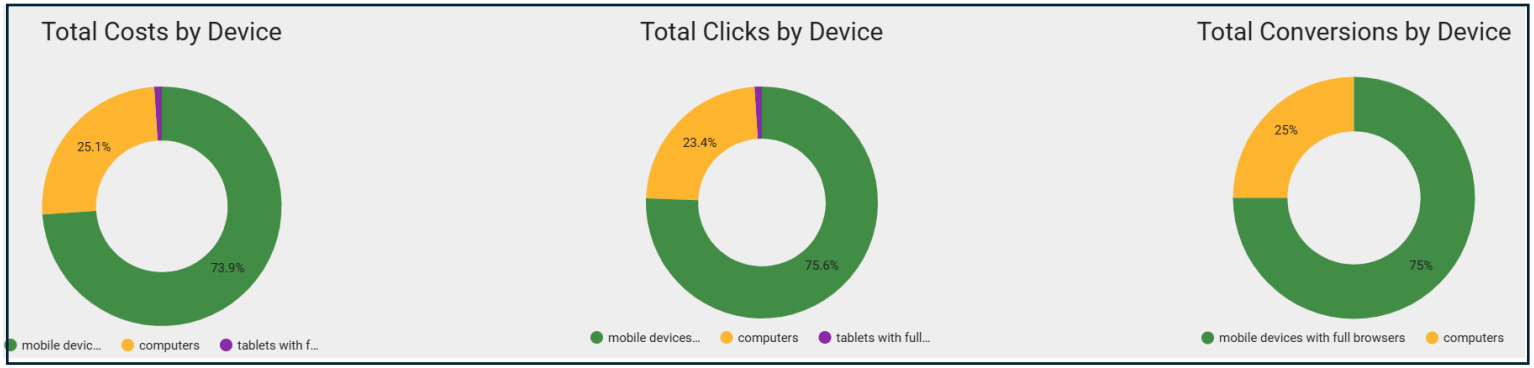
IMPRESSIONS 4.8K -396 & CLICKS 385.0 25



COSTS £976 £-379.53 & CONVERSIONS 8 -6



DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£721	3,371	291	8.63%	£2.48	6	£120.18	2.06%
2.	computers	£245	1,428	90	6.3%	£2.72	2	£122.3	2.22%
3.	tablets with full browsers	£10	46	4	8.7%	£2.51	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£675	2,465	264	10.71%	£2.56	4	£168.87	1.52%
Laundry Services	£299	2,342	120	5.12%	£2.49	4	£74.81	3.33%
Cleaning Services	£1	38	1	2.63%	£1	0	£0	0%
Hire Services_UK	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£976**	**4,845**	**385**	**7.95%**	**£2.53**	**8**	**£121.97**	**2.08%**

HIGHLIGHTS OF THE MONTH

SALES

Total New Client: 5 **Pending Contracts: 0**

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **08**

Cost per conversion – **£121.97**

LOGISTICS & OPERATIONS

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

Total Articles delivered/sent out: **N/A**

Total Received: **N/A**

Damaged Articles received: **N/A**

Damaged Proportion: **N/A**

Laundry bags record -

Total out – **N/A** | Total In – **N/A** | Damaged – **N/A**

Damaged Proportion – **N/A** | Difference – **N/A**

2. Client – DMC (Laundry)

Total Articles delivered/sent out: **N/A**

Total Received: **N/A**

Damaged Articles received: **N/A**

Damaged Proportion**: N/A**

DMC (Purchase – Duvets & Pillows)

Total Sent out – **N/A**

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	14
Cleaning	0	1
Laundry Only Services	1	8
Purchase	1	7
Housekeeping (Cleaning + Hire)	1	6
GRAND TOTAL	**5**	**36**

ORDERS DELIVERED

Category	Order Count
Linen Hire	169
Laundry Only	9
Cleaning Services	0
Cleaning + Hire	12
Total	**190**

Excludes the orders from DMC

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	150	£37,180.37
Purchase	12	£7,429.59
Turnover pack	7	£92,589.60
Laundry Only	11	£1,033.09
Cleaning Services	4	£724.20
Housekeeping	17	£2,360.94
Premises Rent	1	£4,900.00
Damage	0	£0.00
Total	**202**	**£146,217.79**
Number of clients placed the order - 39		

LEADS RECEIVED

Category	Total leads
Linen Hire	10
Cleaning Services	0
Laundry Only Services	1
Housekeeping (Cleaning + Hire)	4
Purchase	1
Miscellaneous (Invalid/Duplicate)	5
GRAND TOTAL	**21**

Self-sourced = 1