londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

27/10/2025 – 02/11/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£21,626.21

TOTAL INVOICES

42

NEW LEADS

1

QUOTES SENT

5

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CONVERSIONS

0

AMAZON SALES

£478.64

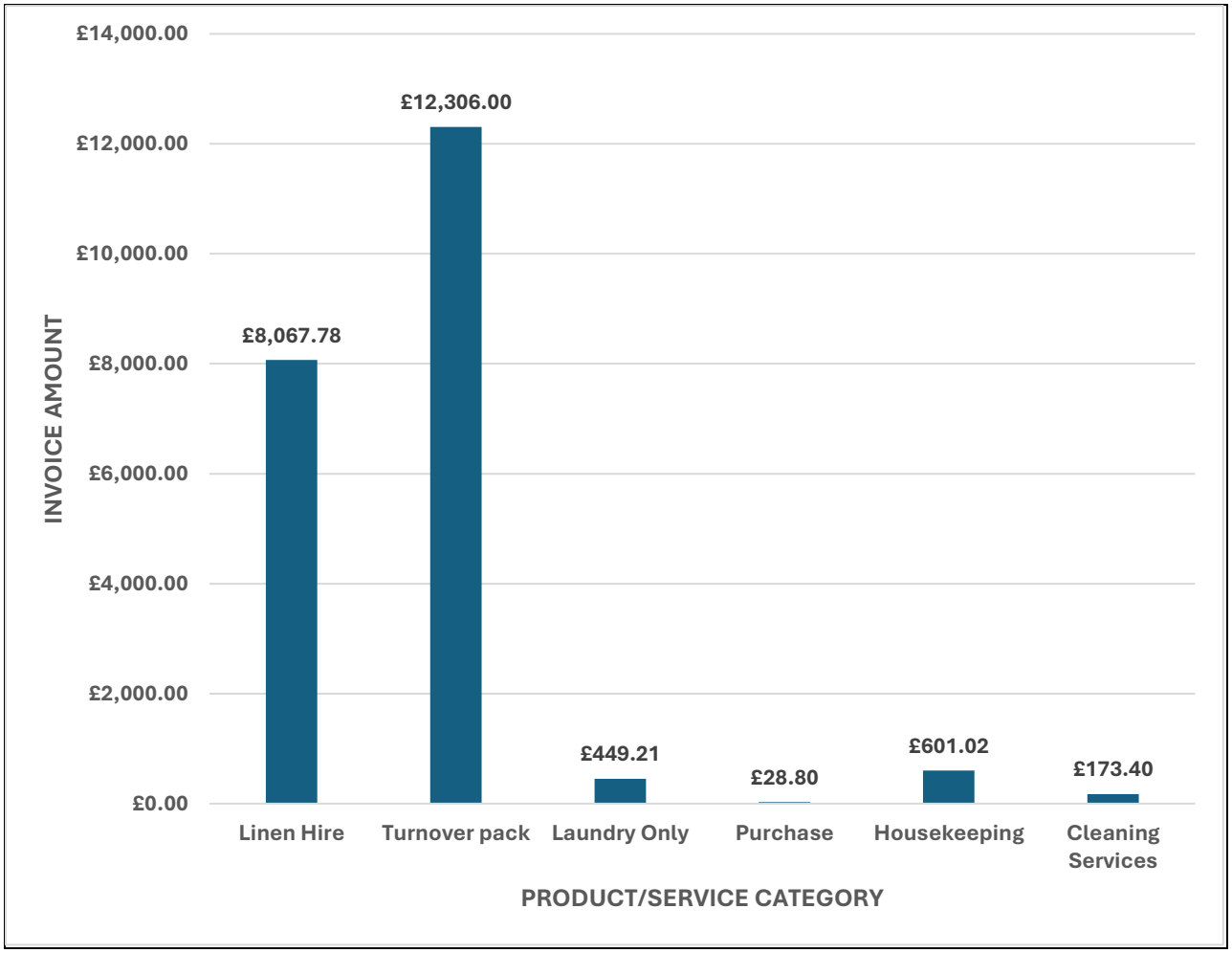
AMAZON ORDERS

20

ORDERS DELIVERED

41

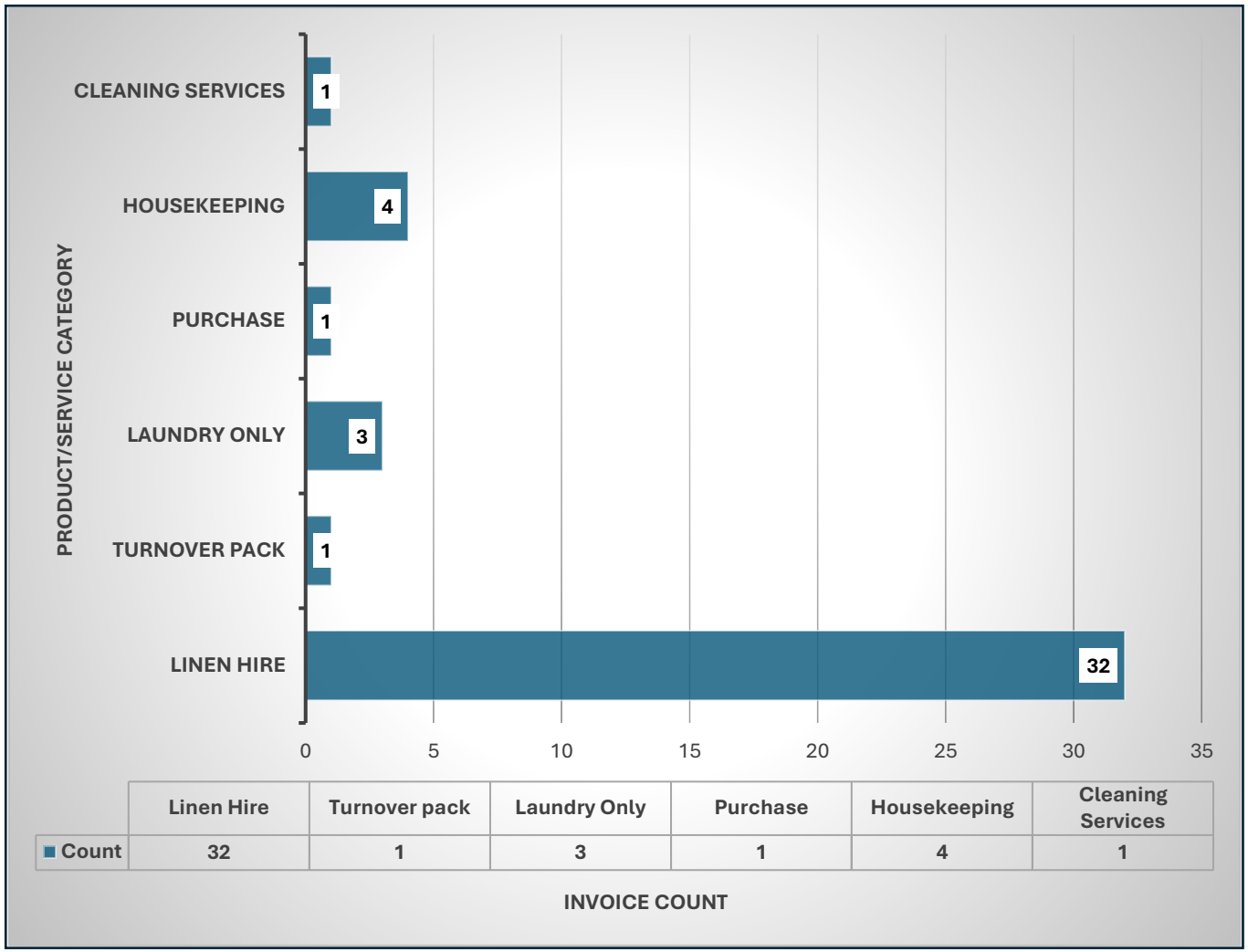
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £21,626.21

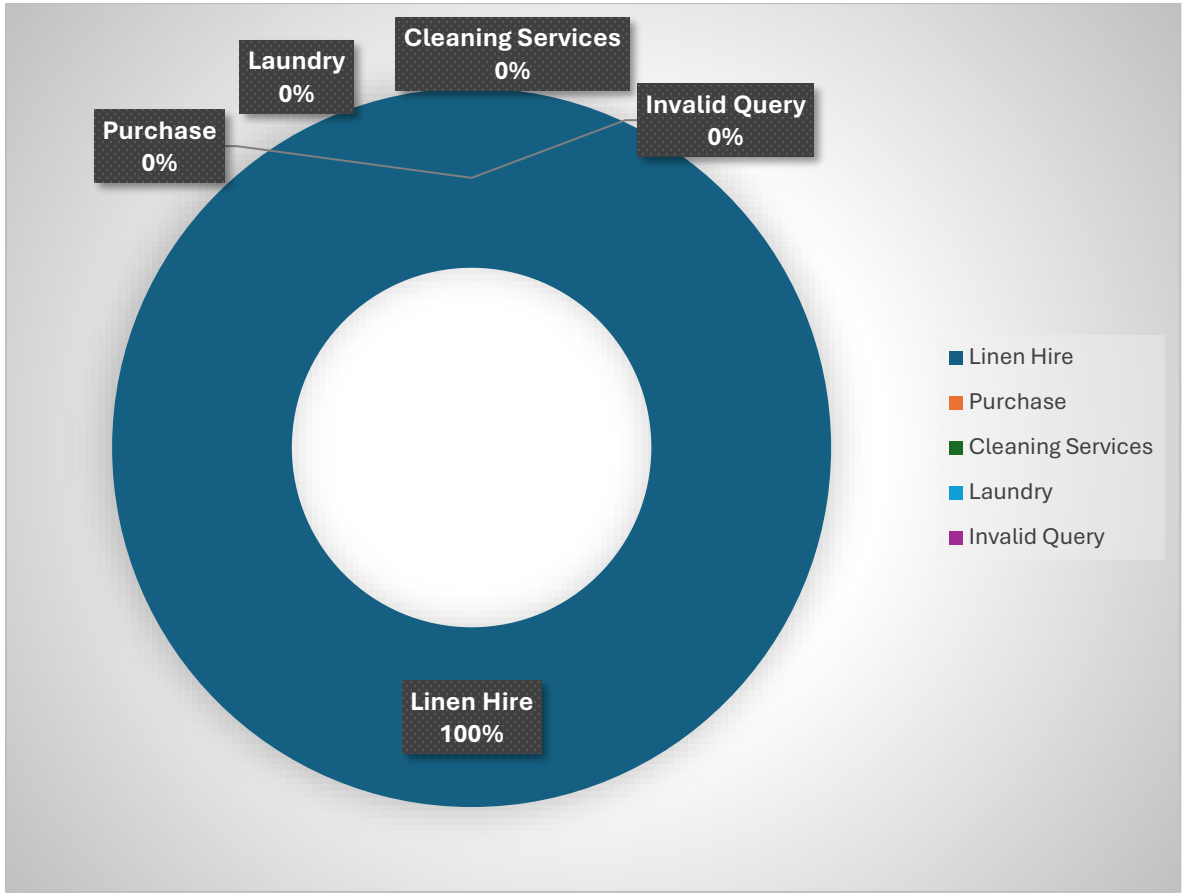
DMC sales: **£12,508.20**
Other (LHS Clients): **£9,118.01**

DETAILED STATISTICS – INVOICE COUNT (42)



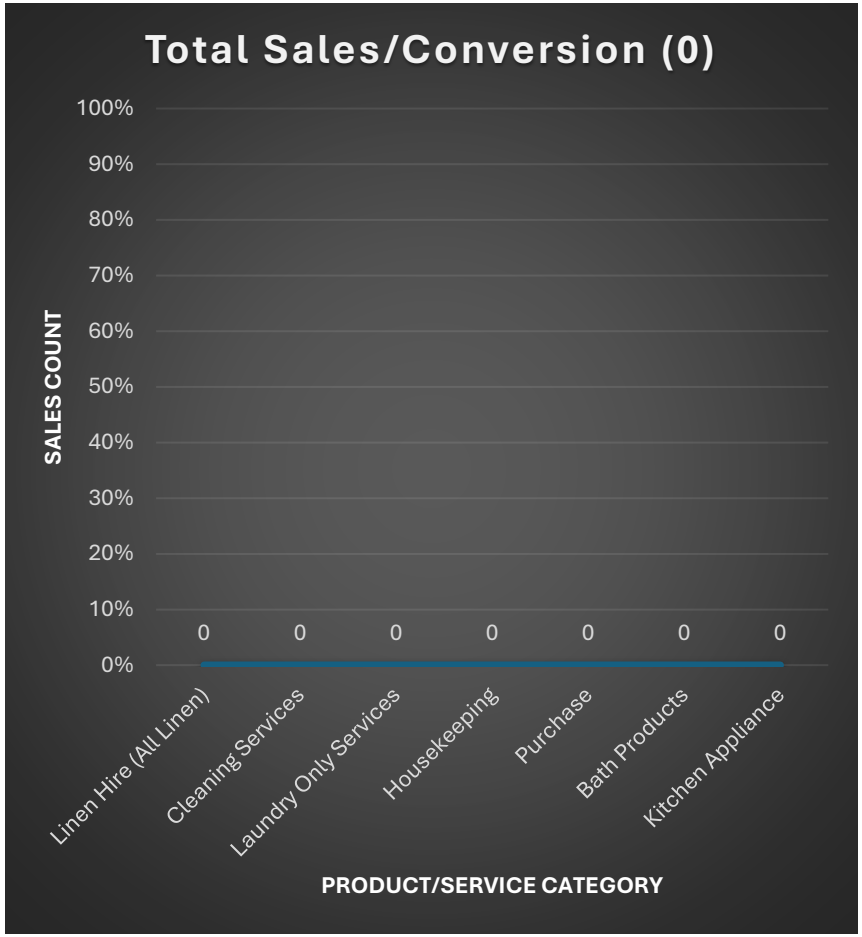
	Linen Hire	Turnover pack	Laundry Only	Purchase	Housekeeping	Cleaning Services
Count	32	1	3	1	4	1

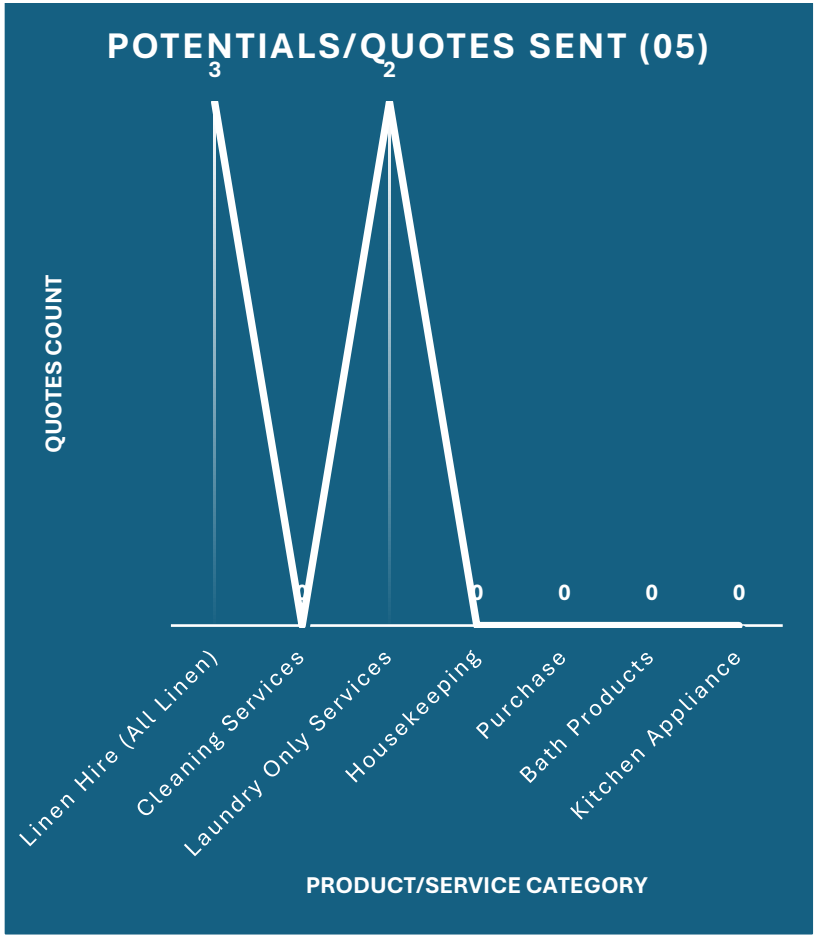
LEADS RECEIVED DURING THE WEEK (01)



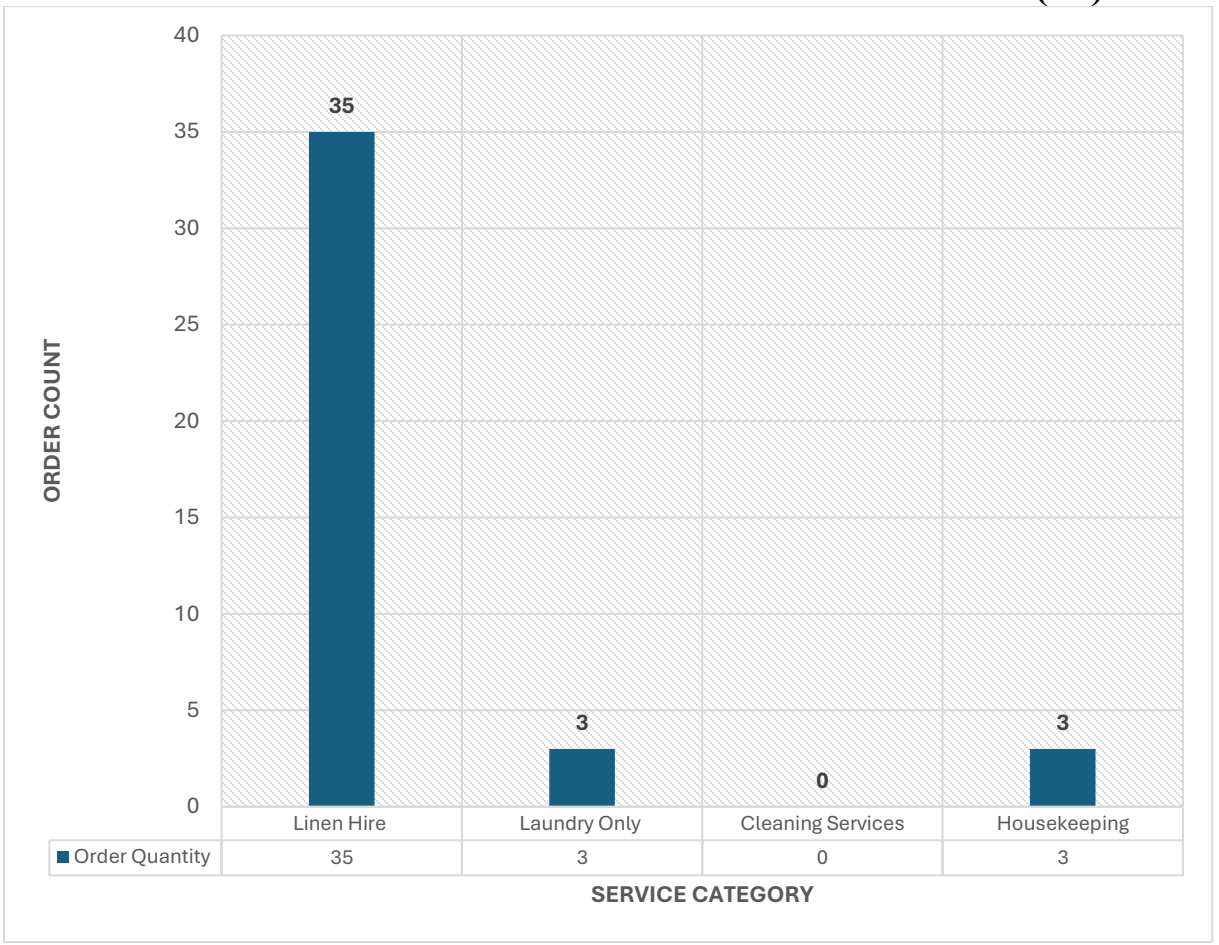
NOTE: 0 Self-sourced lead

SALES TEAM ACTION





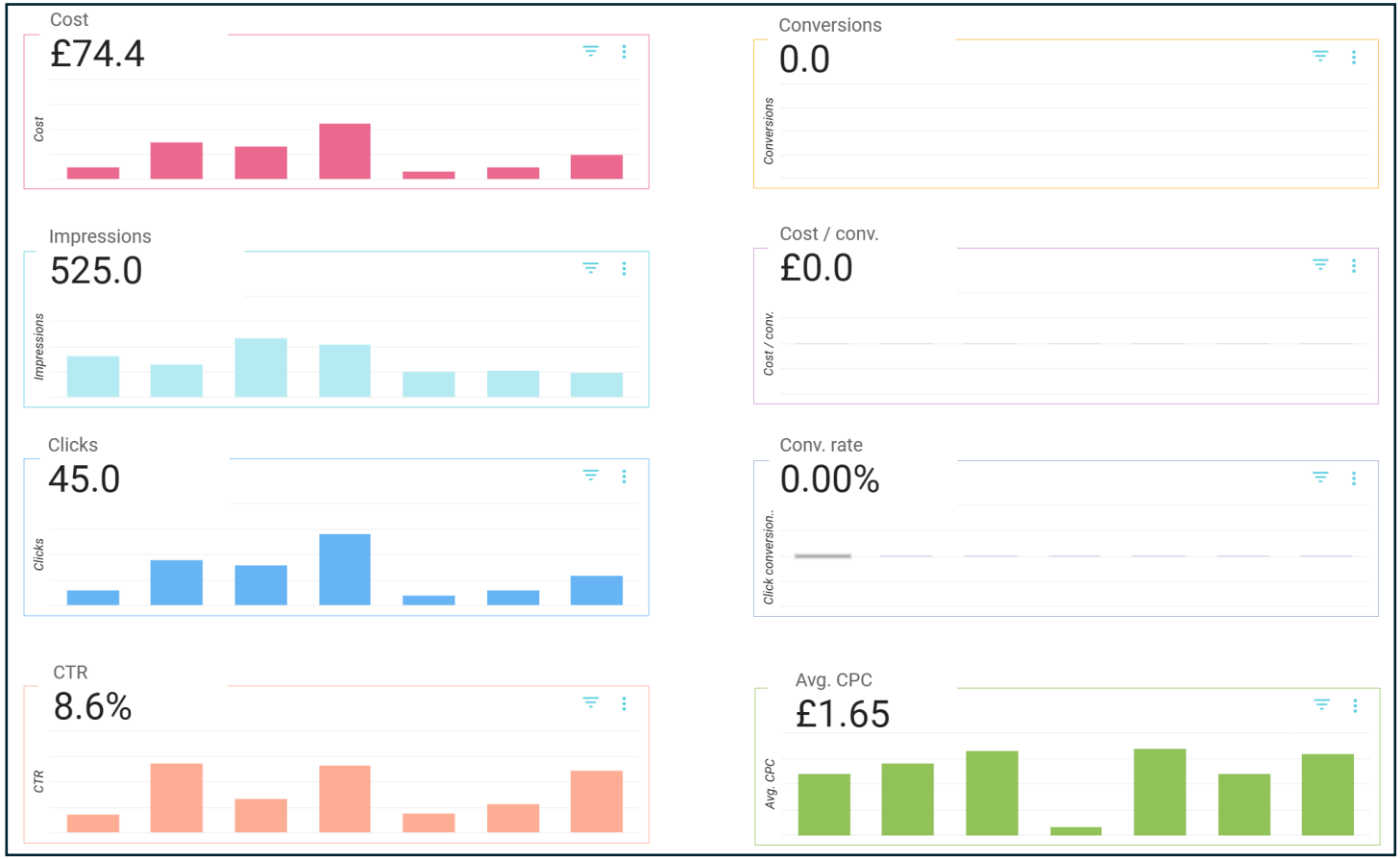
ORDERS DELIVERED DURING THE WEEK (41)



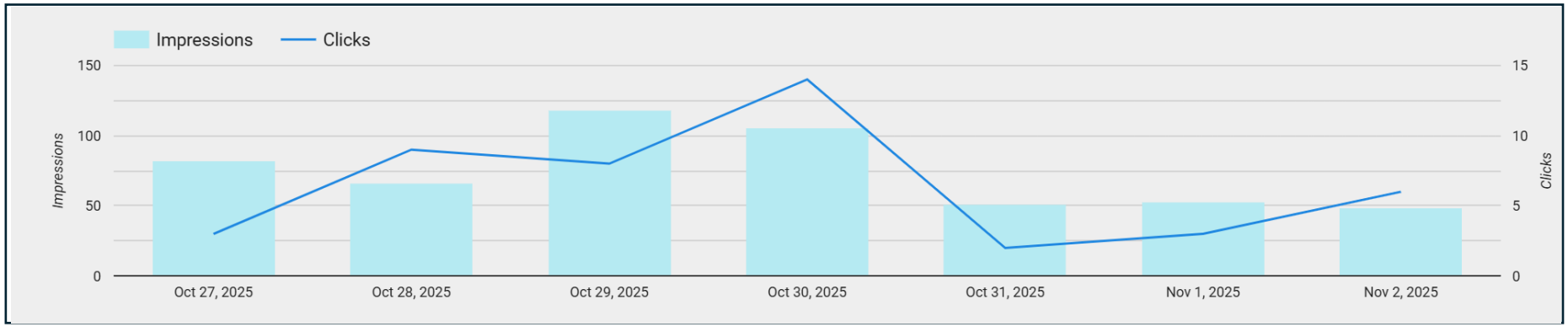
NOTE: Number of clients placed the order - **22**

MARKETING PAID AD PERFORMANCE DURING THE WEEK

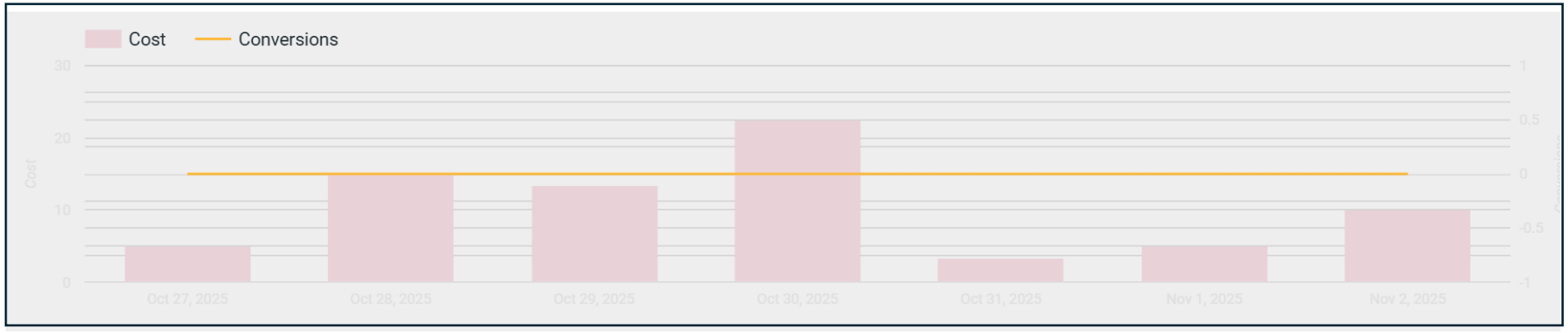
Google Ads
PERFORMANCE METRICS



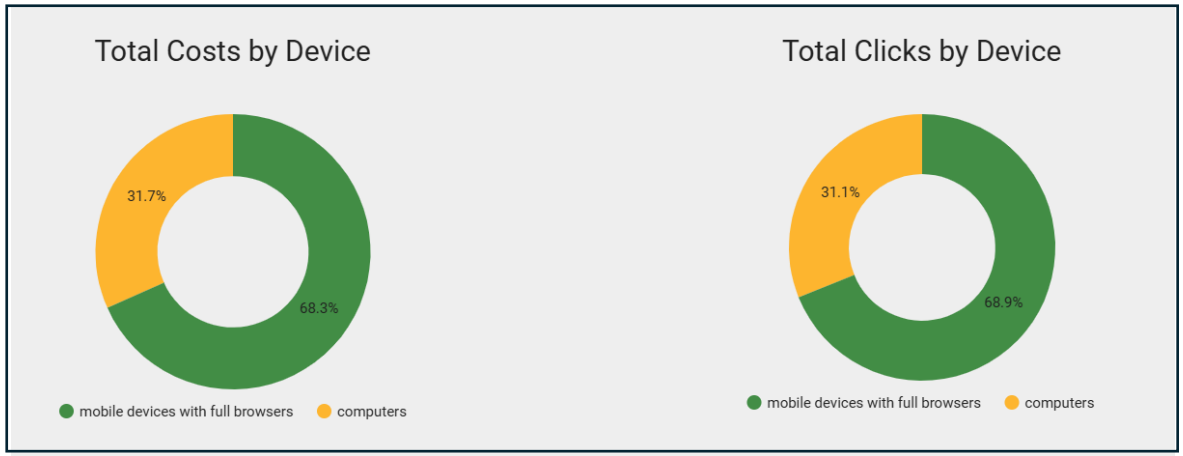
IMPRESSIONS 525.0 -96 & CLICKS 45.0 -16



CONVERSIONS 0 -1 vs COSTS £74 £-25.89



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£51	344	31	9.01%	£1.64	0	£0	0%
2.	computers	£24	180	14	7.78%	£1.68	0	£0	0%
3.	tablets with full browsers	£0	1	0	0%	£0	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£73	494	44	8.91%	£1.67	0	£0	0%
Cleaning Services	£1	31	1	3.23%	£1	0	£0	0%
Hire Services_UK	£0	0	0	0%	£0	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%

HIGHLIGHT (27/10/2025 – 02/11/2025)

SALES

Promising Leads & Contracts Signed

1. **Natalia - Qualified lead**
   Service Requested – Linen Hire (Polycotton)
   Frequency – Once a week
   Annual Contract Value - £143

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Total amount spent - **£74.4**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£0**
   Leads generated – **0**
2. Hire Ads spent - **£73.41**
   Leads generated – **0**
3. Cleaning Ads spent - **£1**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	0	3
Cleaning Services	0	0
Laundry Only Services	0	2
Housekeeping	0	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**0**	**5**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	32	£8,067.78
Turnover pack	1	£12,306.00
Laundry Only	3	£449.21
Purchase	1	£28.80
Housekeeping	4	£601.02
Cleaning Services	1	£173.40
Premises Rent	0	£0.00
Total	**42**	**£21,626.21**

***DMC* - £12,508.20**
LHS (Other clients) - £9,118.01

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	35
Laundry Only	3
Cleaning Services	0
Housekeeping	3
Total	**41**
Clients 22	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	1
Purchase	0
Housekeeping	0
Laundry	0
Invalid Query	0
GRAND TOTAL	**1**

Self-sourced leads - 0

TENTATIVE SCHEDULE FOR NEXT WEEK (03/11/2025 – 09/11/2025)

Company Name	Order Ref	Delivery Address	Order Description
Linden House Hotel	INV-003122	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
Notting Hill Hotel	INV-003119	7 Clanricarde Gardens W2 4JJ	%100 Cotton
Magic Stay London	INV-003126	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Sets (4x Double Duvet, 10x Pillowcases)
Magic Stay London	INV-003126	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Messiah Properties	INV-003105	Basement flat, 69 Marchmont St, WC1N 1AP	%100 Cotton
Perth Recording	INV-003051	10 Porchester Terrace, Flat 6, W2 3TL	Cleaning (2x Garbage Bag, 2x Toiletry kits)
London Holiday Rental	INV-003130	124 Mile End Road, E1 4UN	Itemised
Building Clean London	INV-003113	57-59 Philbeach Gardens, SW5 9EE	Itemised
Kiyora Spa	INV-003140	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Key Bridge Limited	INV-003116	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets
Molly Evans	INV-003110	222 Durnsford road SW198DR	Itemised
Molly Evans	INV-003096	212 Merton Road SW18 5SW	itemised

City Sparrow	INV-003118	278 Saint James Road, Wetons House, London, SE1 5JX	
Messiah Properties	INV-003106	79 Maidenstone Hill, SE10 8SY	%100 Cotton
Pankhurst	-	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	Laundry
Art of Smile	INV-003112	2 Gladstone Park Gardens, NW2 6JU	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-003112	84 Harlesden Road, NW10 2BE	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-003112	140 Clitterhouse Cress, NW2 1DA	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Linden House Hotel	INV-003123	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
Notting Hill Hotel	INV-003120	7 Clanricarde Gardens W2 4JJ	%100 Cotton
Messiah Properties	INV-003107	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	%100 Cotton
Messiah Properties	INV-003108	102 Wheat sheaf close E14 9UY	%100 Cotton
Voyage Stay	INV-003111	9 Wigmore Place, W1U2LS	Sets
Danish Ahmad	INV-003129	254A Gloucester Terrace W2 6HU	Sets
Danish Ahmad	INV-003127	29 Warple Way, Acton, W3 0RX	Sets
Danish Ahmad	INV-003128	38 Askew Road W12 9BH	Sets
Seeker Estates Ltd	INV-003132	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)

Perfect Touch	INV-003076	47 High Street, Edgware HA8 7DD	Sets
Building Clean London	INV-003139	57-59 Philbeach Gardens, SW5 9EE	Sets
Magic Stay London	INV-003126	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Magic Stay London	INV-003126	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Sets
My London Hop	INV-003103	Apartment 25, Riverlight 1, Nine Elms Lane SW11 8DU	Sets
Tibor Matta	INV-003114	38 Wansey Street, London, SE17 1JP,	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT) + (x1 PC, x1 DC, x1 BS, x1 HT, x1 BT)
Linden House Hotel	INV-003124	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
Notting Hill Hotel	INV-003121	7 Clanricarde Gardens W2 4JJ	%100 Cotton
Seeker Estates Ltd	INV-003133	10 Upper Montagu Street W1H 2PB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Messiah Properties	INV-003109	Flat 71 Connaught heights, 2 Agnes George walk, E16 2FR	%100 Cotton
Pam Nash	INV-003125	Number 68, WC1X 9HB	%100 Cotton
AEG Cleaning	INV-003115	Collection from Warehouse	Sets
Key Bridge Limited	INV-003117	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets

Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Afaad Properties	INV-003136	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Sets