londonist

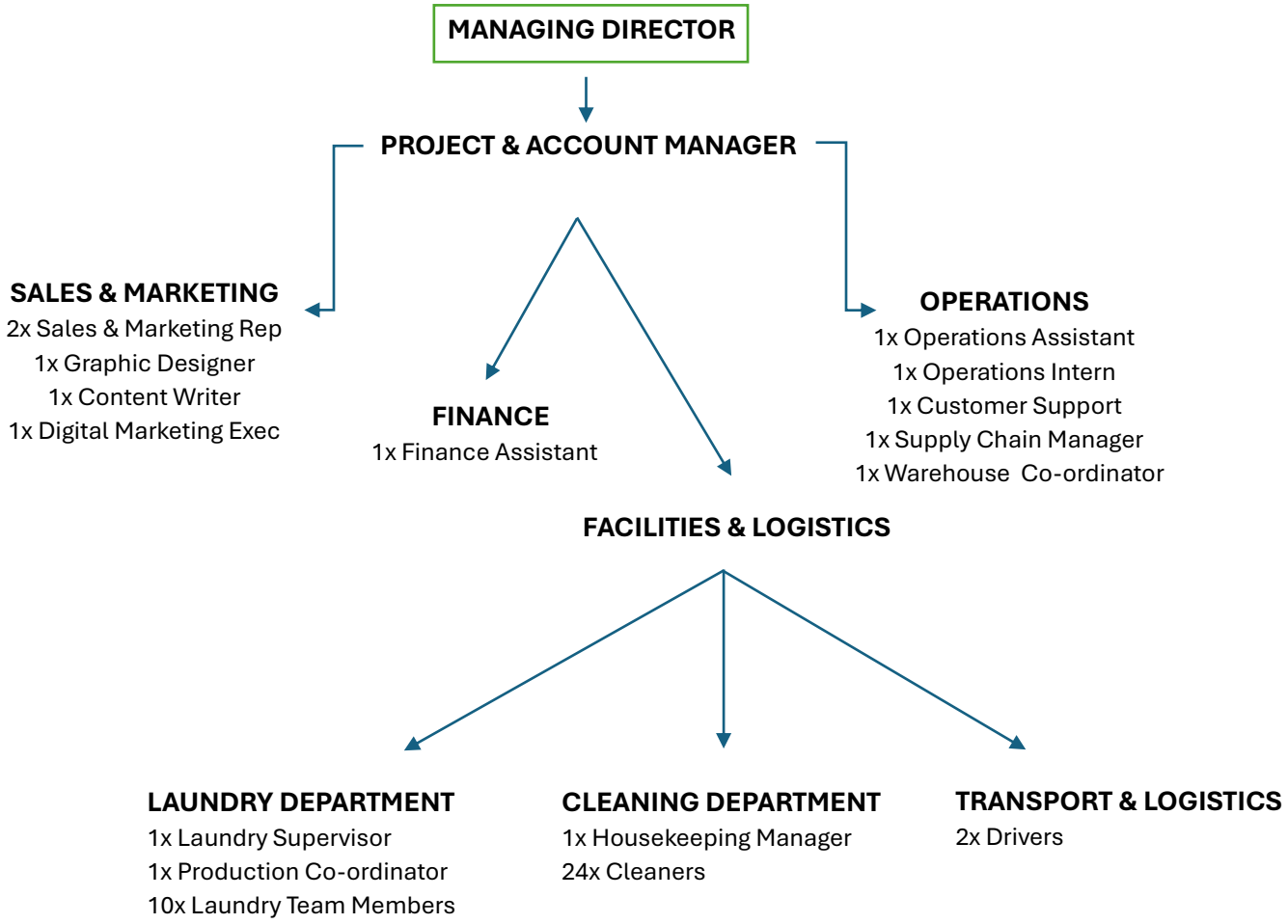
HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/01/2025 – 30/06/2025

LHS Team Strength Overview

A department-wise breakdown of manpower



QUICK GLANCE AT FIGURES

LHS

£
TOTAL LHS SALES
£830,640.15

TOTAL INVOICES
672

NEW LEADS
3083

QUOTES SENT
272

CONVERSIONS
47

ORDERS DELIVERED
734

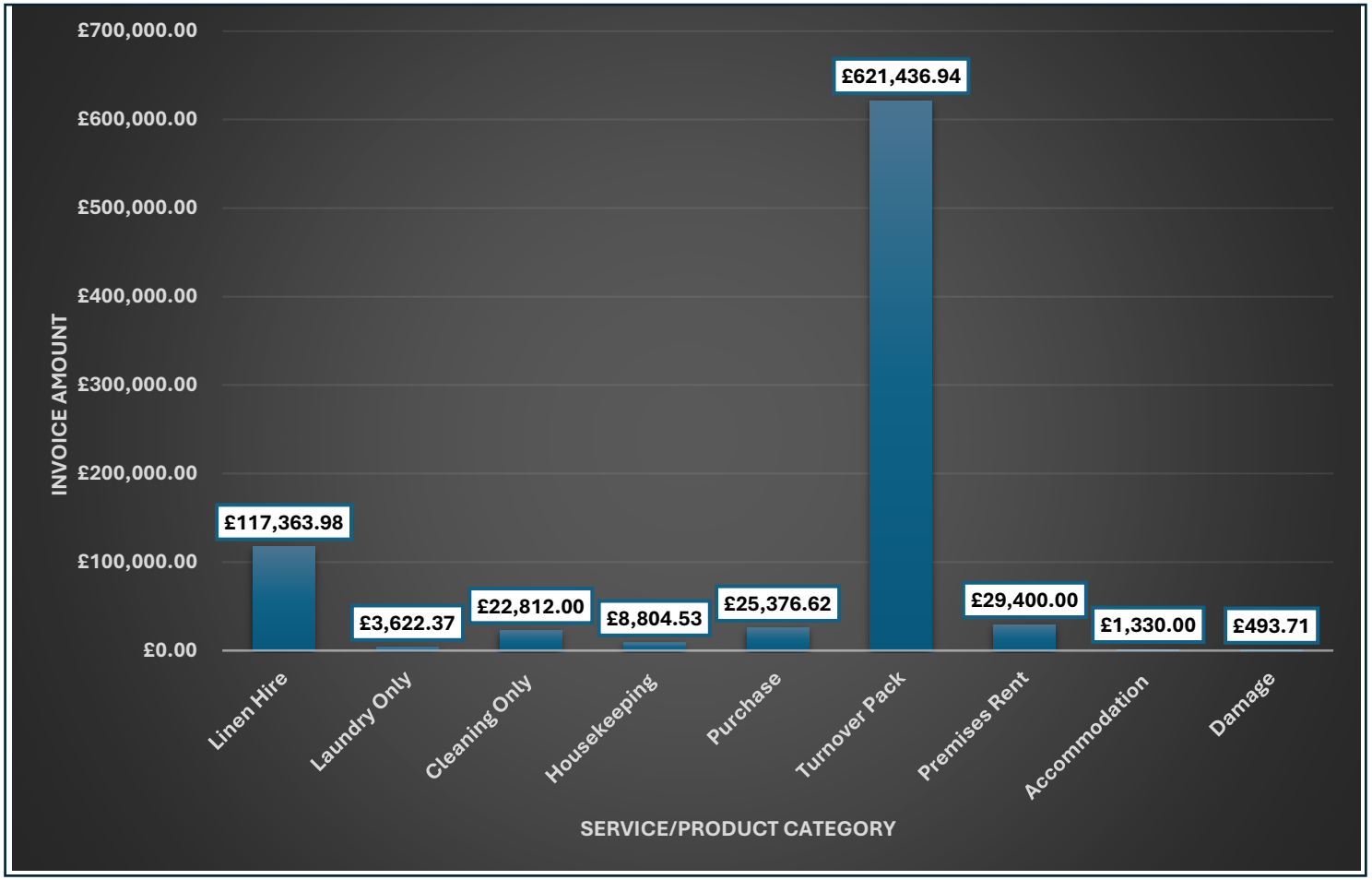
AMAZON

AMAZON ORDERS
84

Blissful BATH & BED PRODUCTS

AMAZON ORDER VALUE
£1,997.78

DETAILED GLANCE OF SALES DURING H1'25

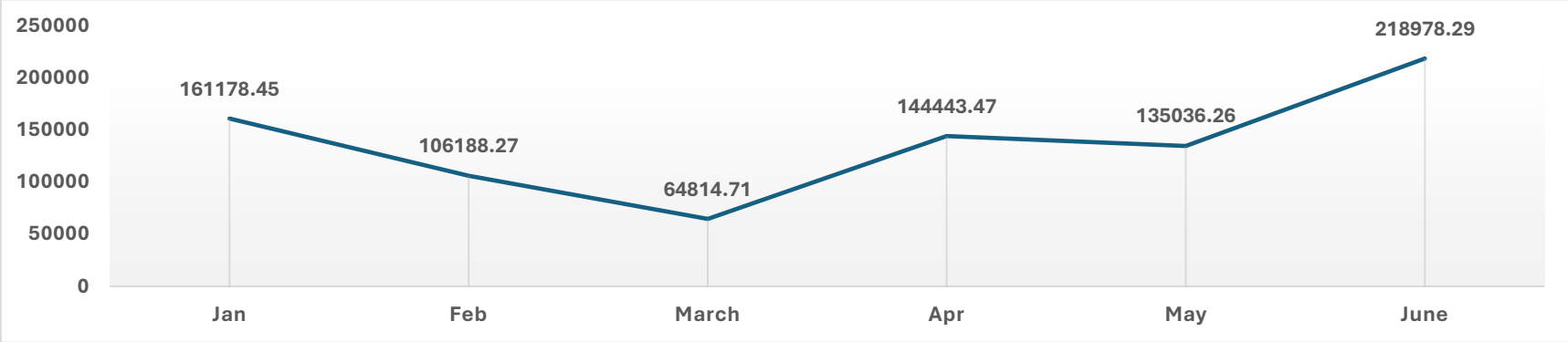


TOTAL AMOUNT - £830,640.15

Londonist DMC: **£644,302.90**
Premises Rent: **£29,400.00**
Other LHS clients: **£156,937.25**

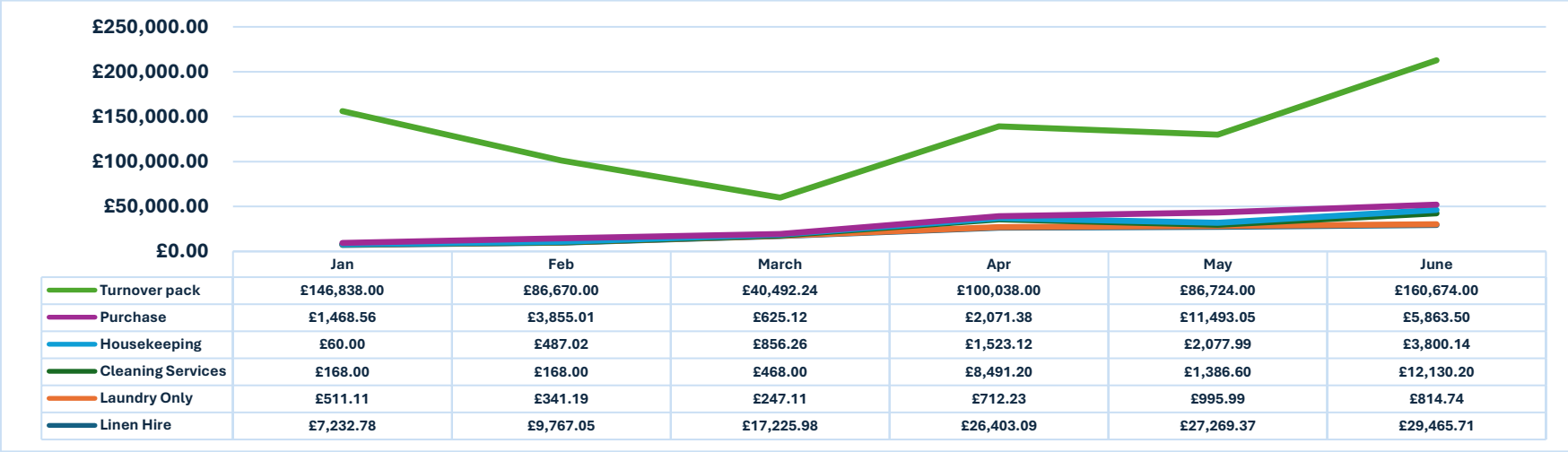
Terminology: Linen Hire – All Linen, Laundry – Washing & Ironing, Housekeeping – Cleaning & Hire/Laundry, Purchase – Linen & Appliances, Turnover Pack – Linen & Cleaning & Appliance, Premises Rent – Orange Event Org., Accommodation – Short Let, Damage – Damaged Linen Charge

MOM COMPARISON – SALES TREND



June clearly had the highest sales, while March marked the lowest point.

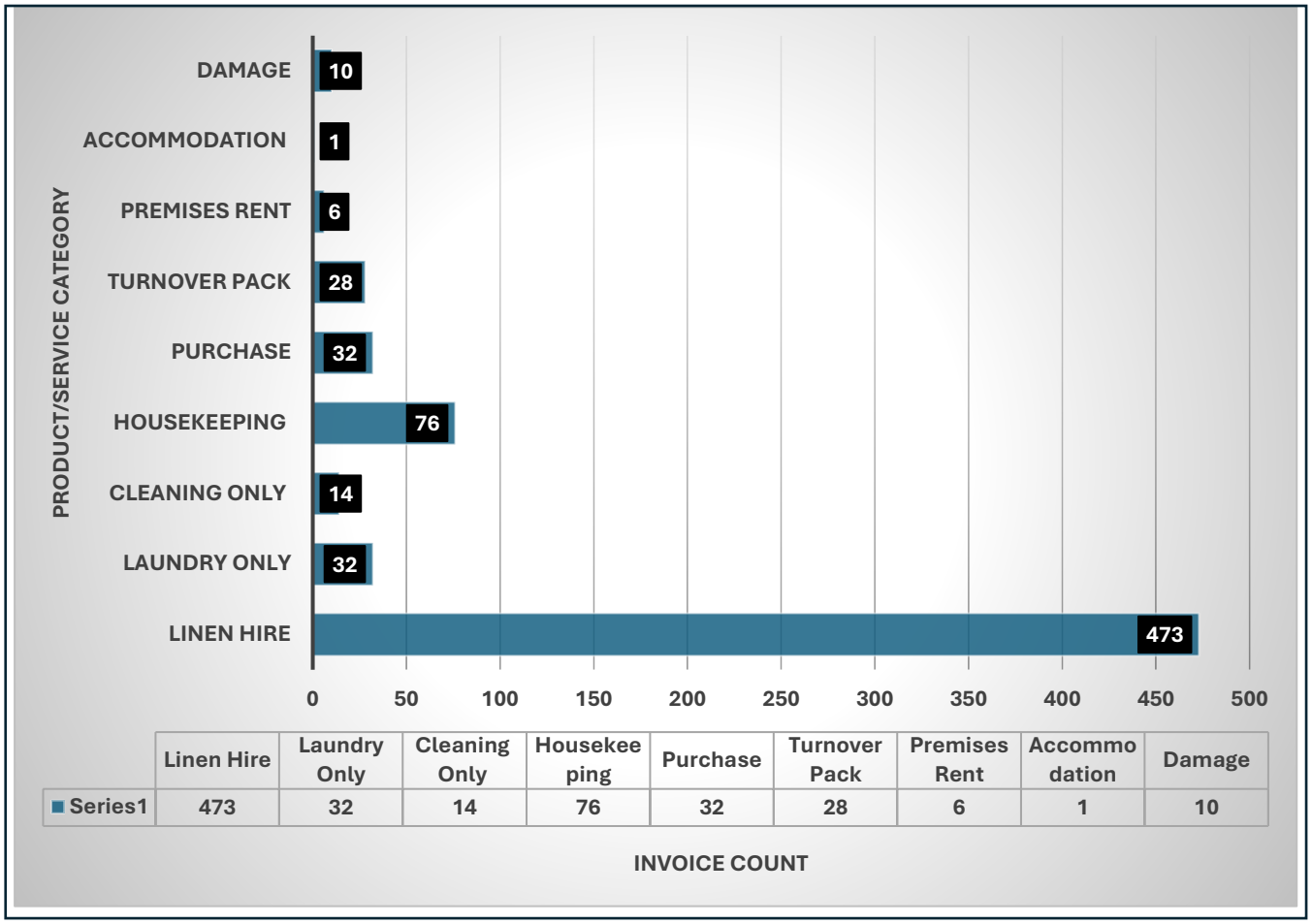
SALES TREND BY CATEGORY



	Jan	Feb	March	Apr	May	June
Turnover pack	£146,838.00	£86,670.00	£40,492.24	£100,038.00	£86,724.00	£160,674.00
Purchase	£1,468.56	£3,855.01	£625.12	£2,071.38	£11,493.05	£5,863.50
Housekeeping	£60.00	£487.02	£856.26	£1,523.12	£2,077.99	£3,800.14
Cleaning Services	£168.00	£168.00	£468.00	£8,491.20	£1,386.60	£12,130.20
Laundry Only	£511.11	£341.19	£247.11	£712.23	£995.99	£814.74
Linen Hire	£7,232.78	£9,767.05	£17,225.98	£26,403.09	£27,269.37	£29,465.71

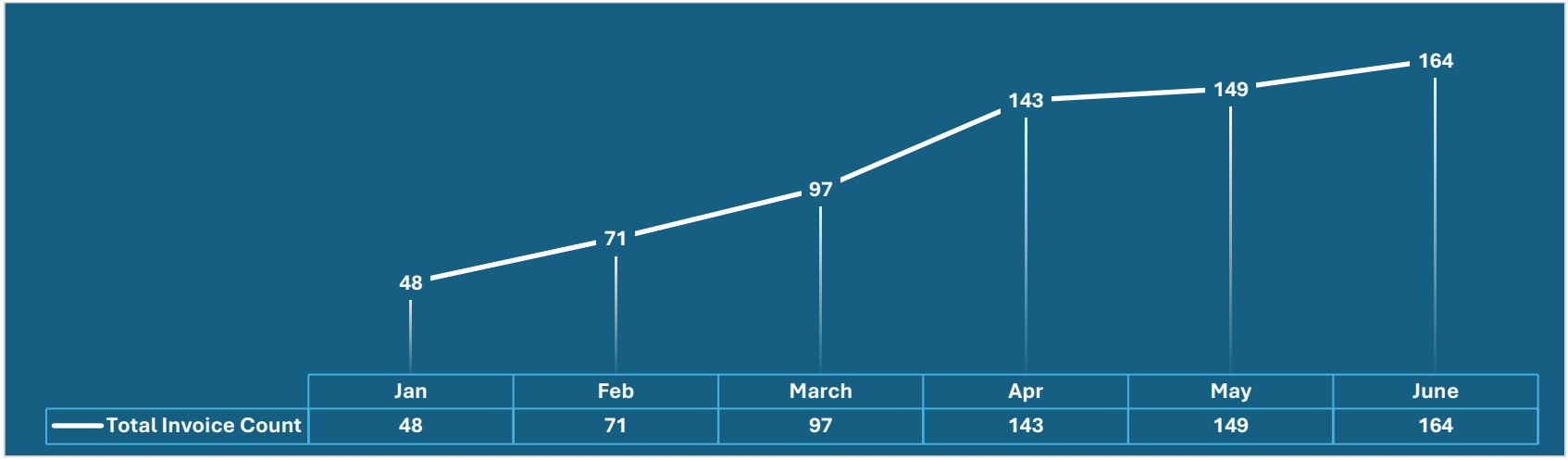
Turnover Pack dominates all months, especially in **June**. **Cleaning Services** spikes notably in **April** and **June**. Similar pattern was observed for Hire & Housekeeping services. Rest of the categories - relatively slow & steady.

TOTAL INVOICE COUNT (672)



	Linen Hire	Laundry Only	Cleaning Only	Housekeeping	Purchase	Turnover Pack	Premises Rent	Accommodation	Damage
Series1	473	32	14	76	32	28	6	1	10

MOM COMPARISON – TOTAL COUNT TREND

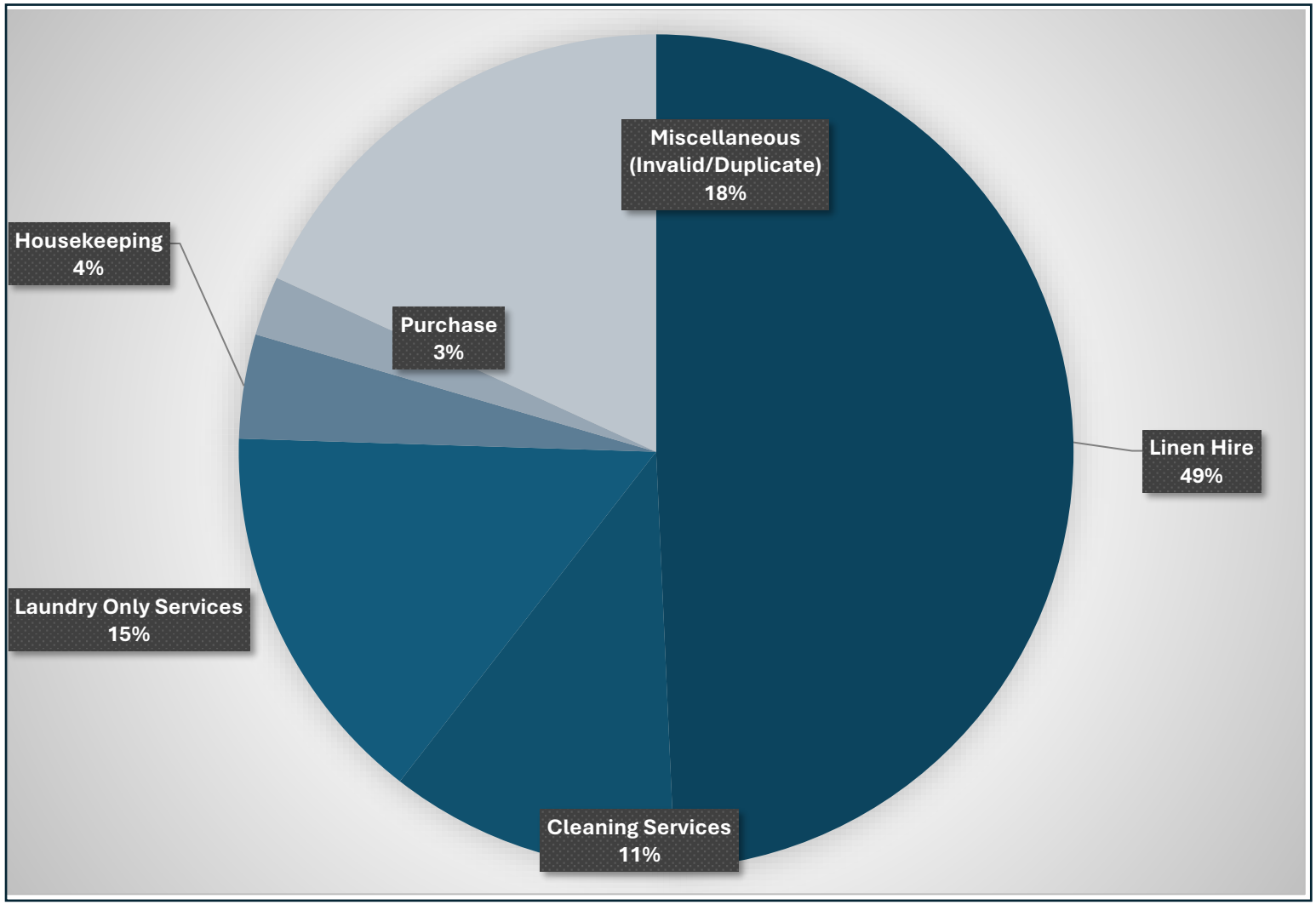


A consistent rise from January to June, with June having the highest number of services delivered (164)

MONTHLY SERVICE COUNT SUMMARY (JANUARY – JUNE)

Category	January	February	March	April	May	June
Linen Hire	34	50	75	104	101	109
Laundry Only	5	4	2	8	8	5
Cleaning Services	1	1	2	2	4	4
Housekeeping	1	5	8	13	17	32
Purchase	2	5	3	7	7	8
Turnover pack	4	5	6	5	4	4
Premises Rent	1	1	1	1	1	1
Accommodation	0	0	0	0	0	1
Damage	0	0	0	3	7	0
Total	**48**	**71**	**97**	**143**	**149**	**164**

LEADS RECEIVED DURING THE MONTH (3,083)



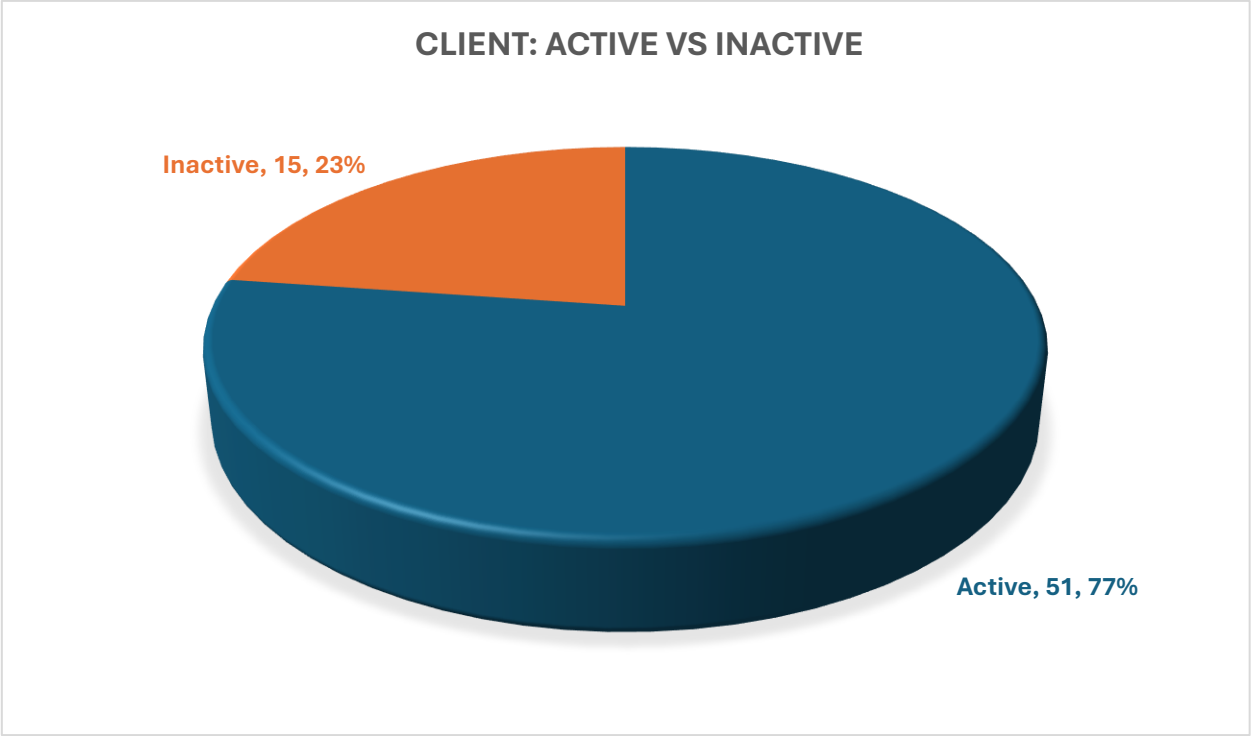
Total Leads (3083) = Paid Ads (347) + Data Broker (2,736)

CLIENT/CUSTOMER PORTFOLIO – OVERVIEW

Client: Engaged in recurring or ongoing services (contracted or long-term basis)

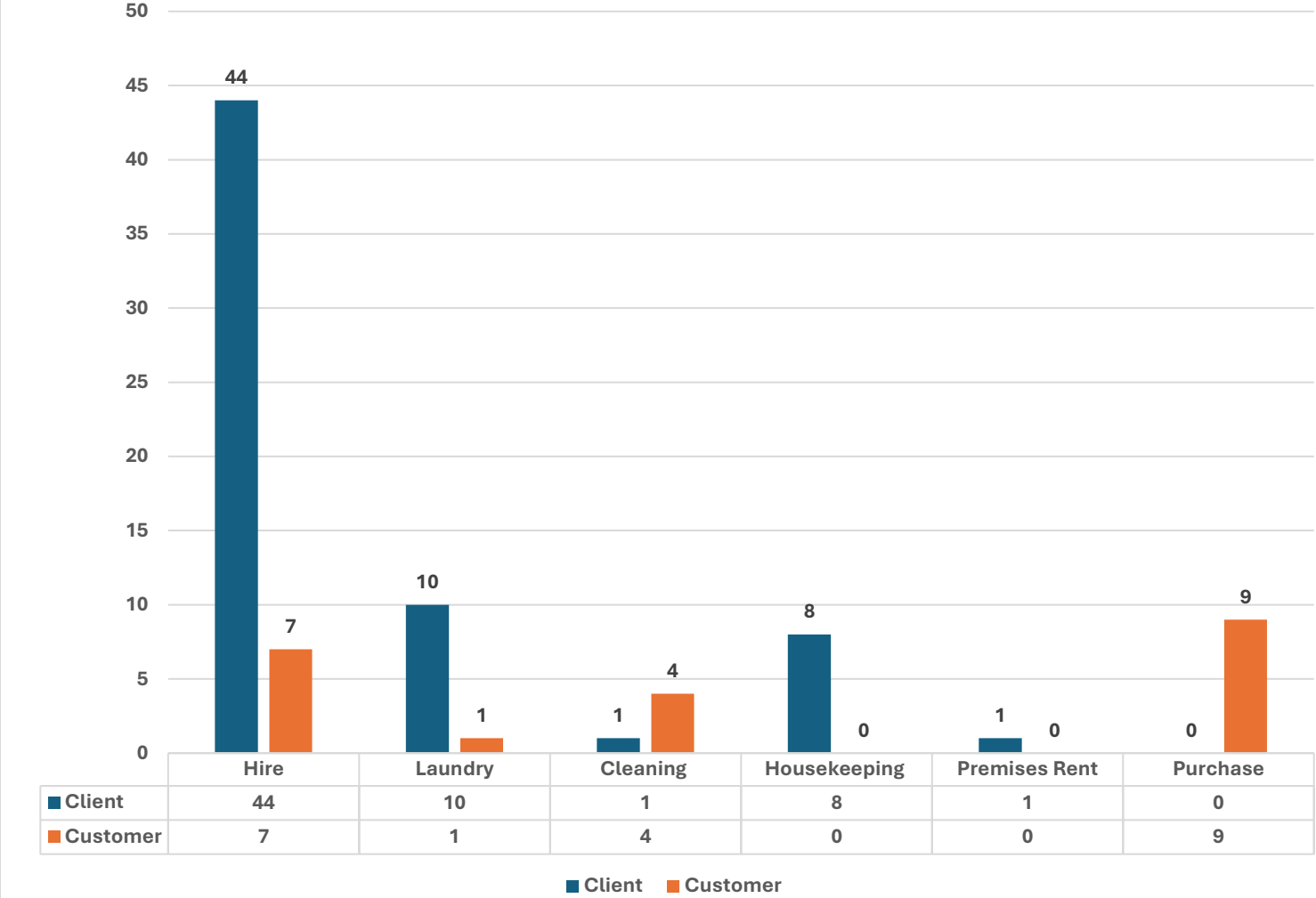
Customer: Opted for one-time or ad hoc service/purchase

Category	Client	Customer
Total	66	21



During the period, approximately 15 clients became inactive due to various reasons, such as lack of response after the initial service, low order volumes, or the conclusion or pending renewal of Airbnb contracts.

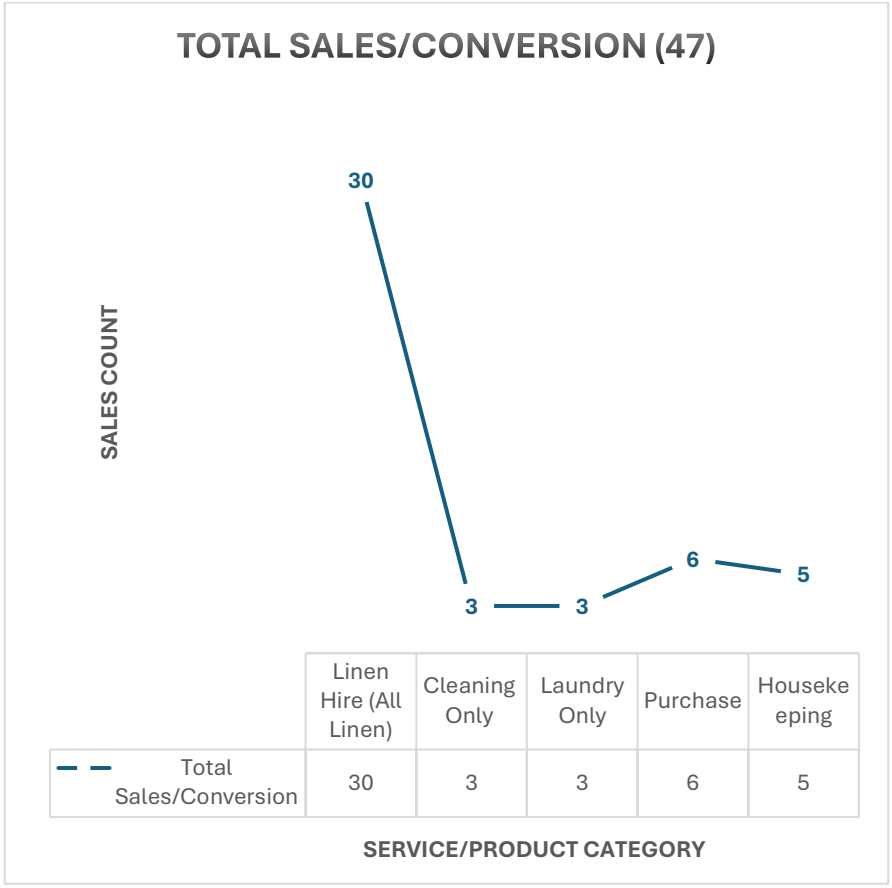
SERVICE PORTFOLIO BREAKDOWN – CLIENT vs CUSTOMER



	Hire	Laundry	Cleaning	Housekeeping	Premises Rent	Purchase
Client	44	10	1	8	1	0
Customer	7	1	4	0	0	9

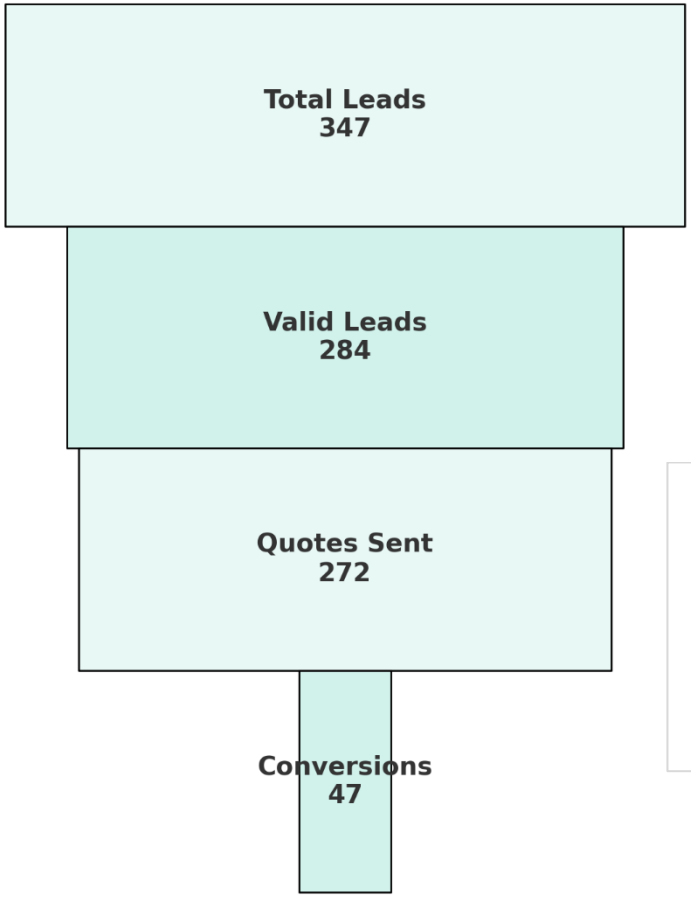
The complete details of all clients and customers are provided in the table within the appendix.

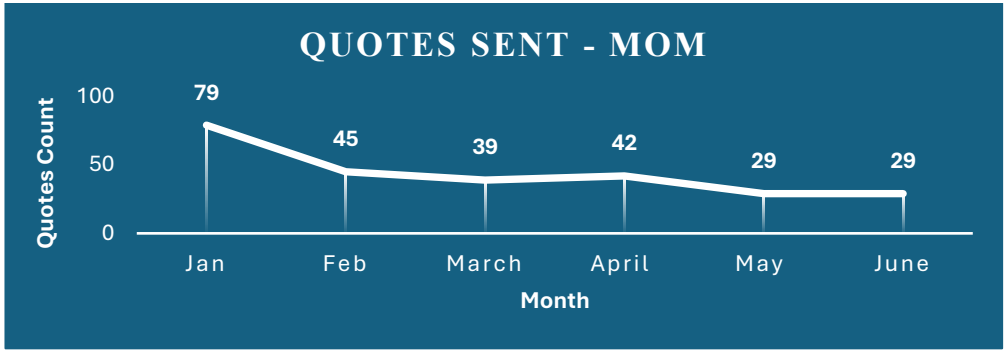
DETAILED GLANCE - SALES AND POTENTIALS

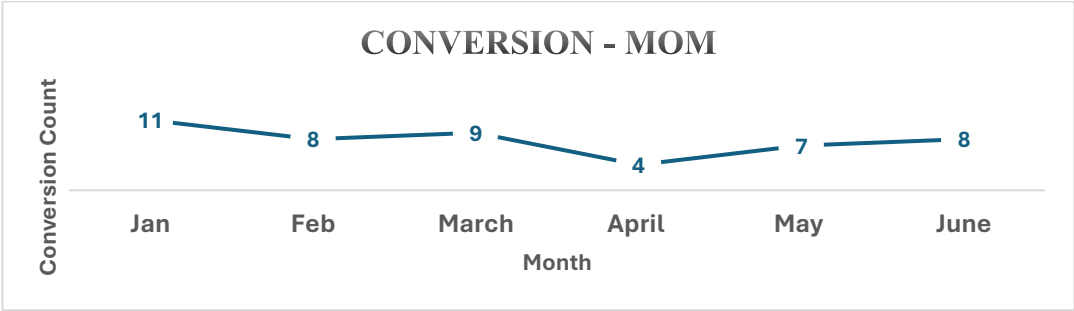




LEAD CONVERSION FUNNEL



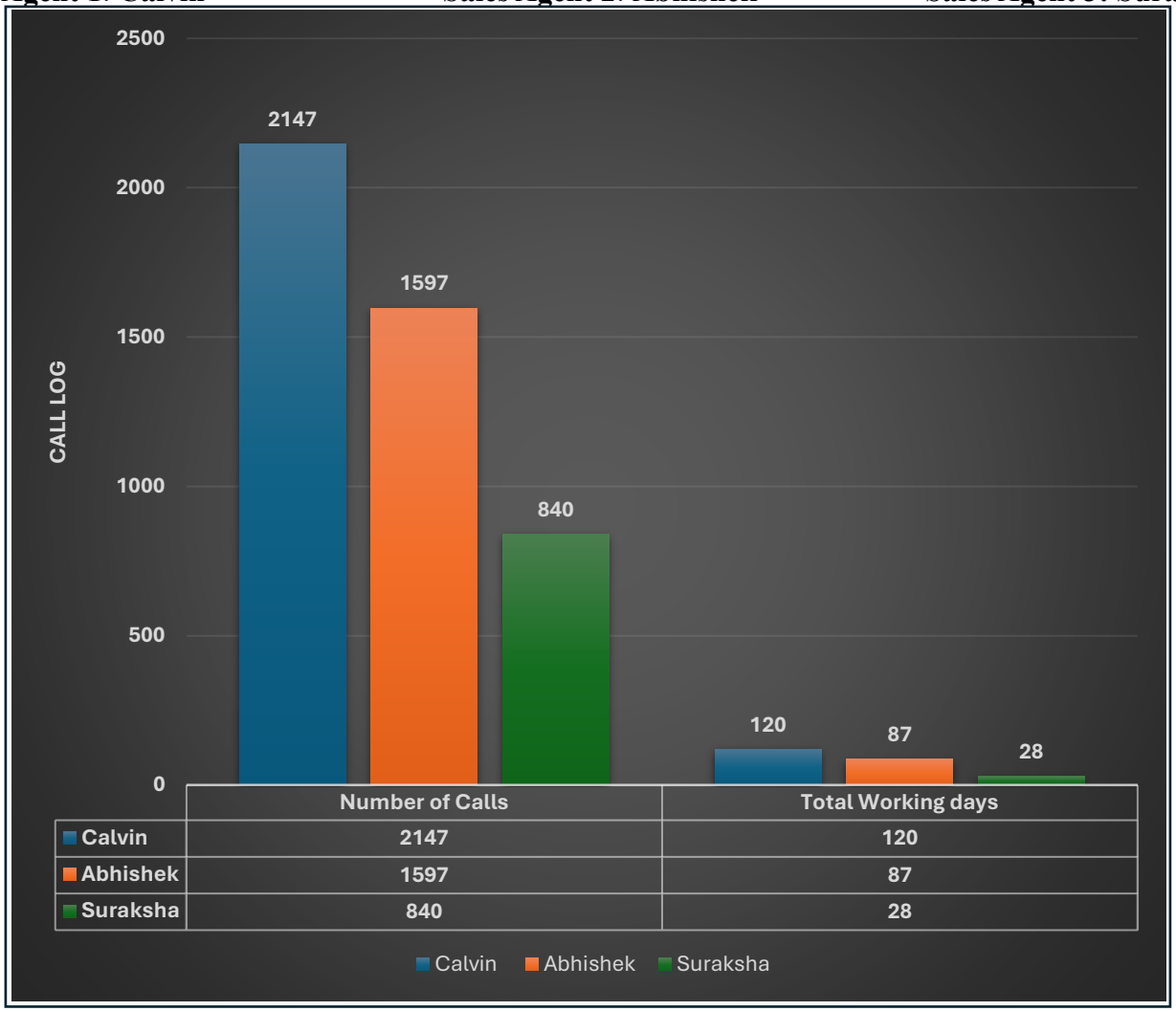




Conversion Rate: 17.3% — This means nearly 1 in every 6 valid leads resulted in a successful conversion. *(Calculated based on the Quotes sent)*

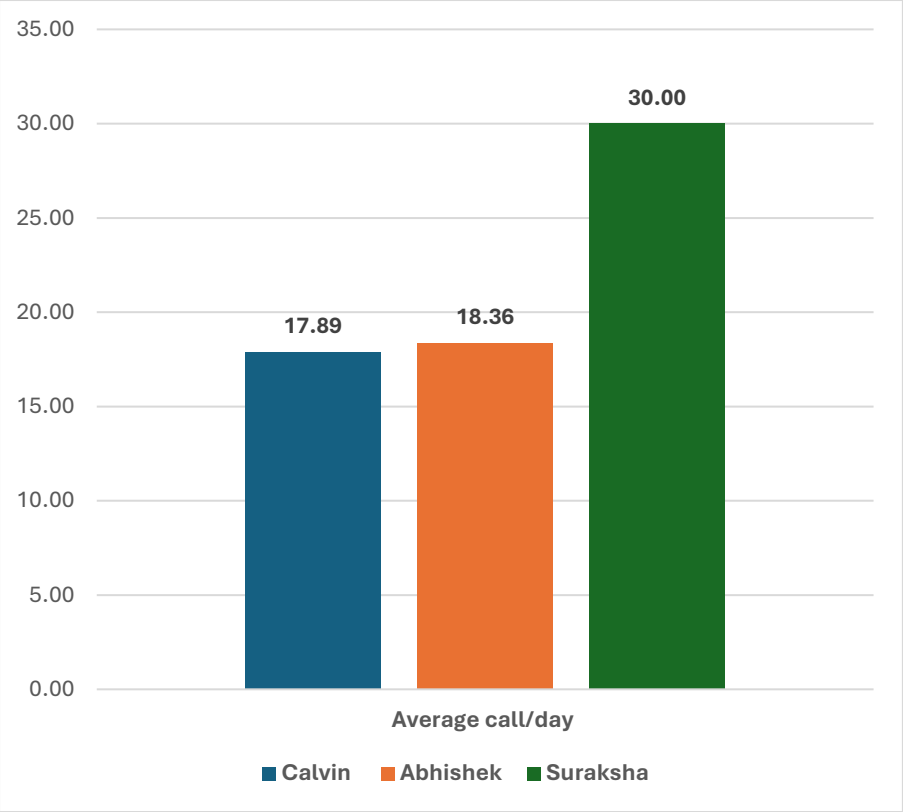
SALES CALL INSIGHTS

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

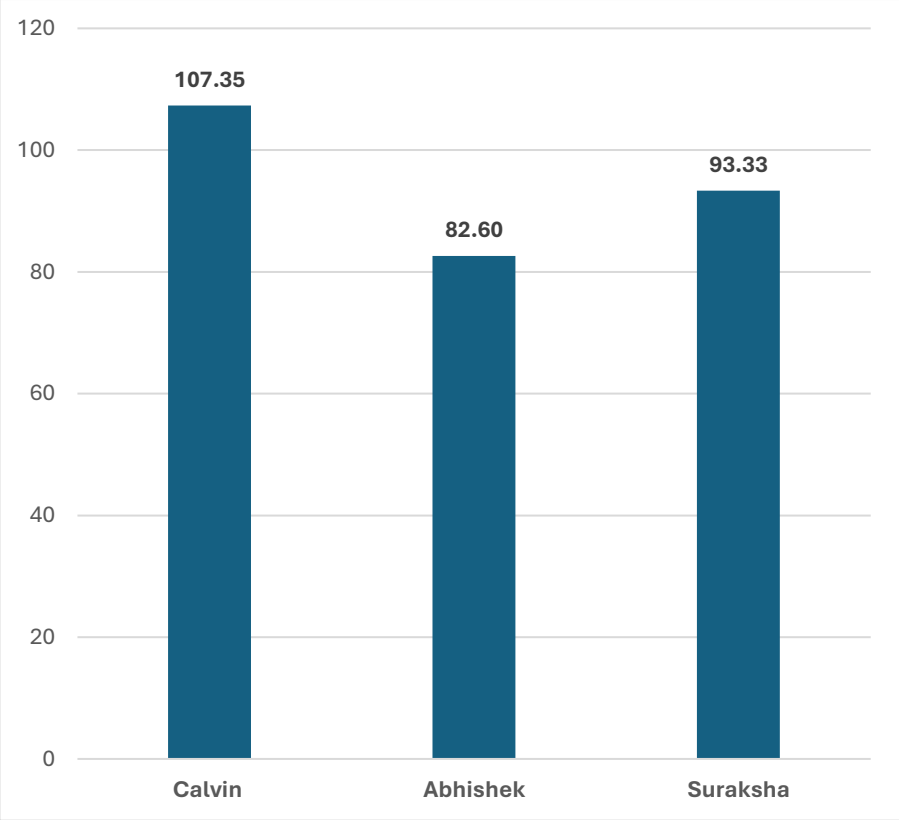


CALL ANALYSIS

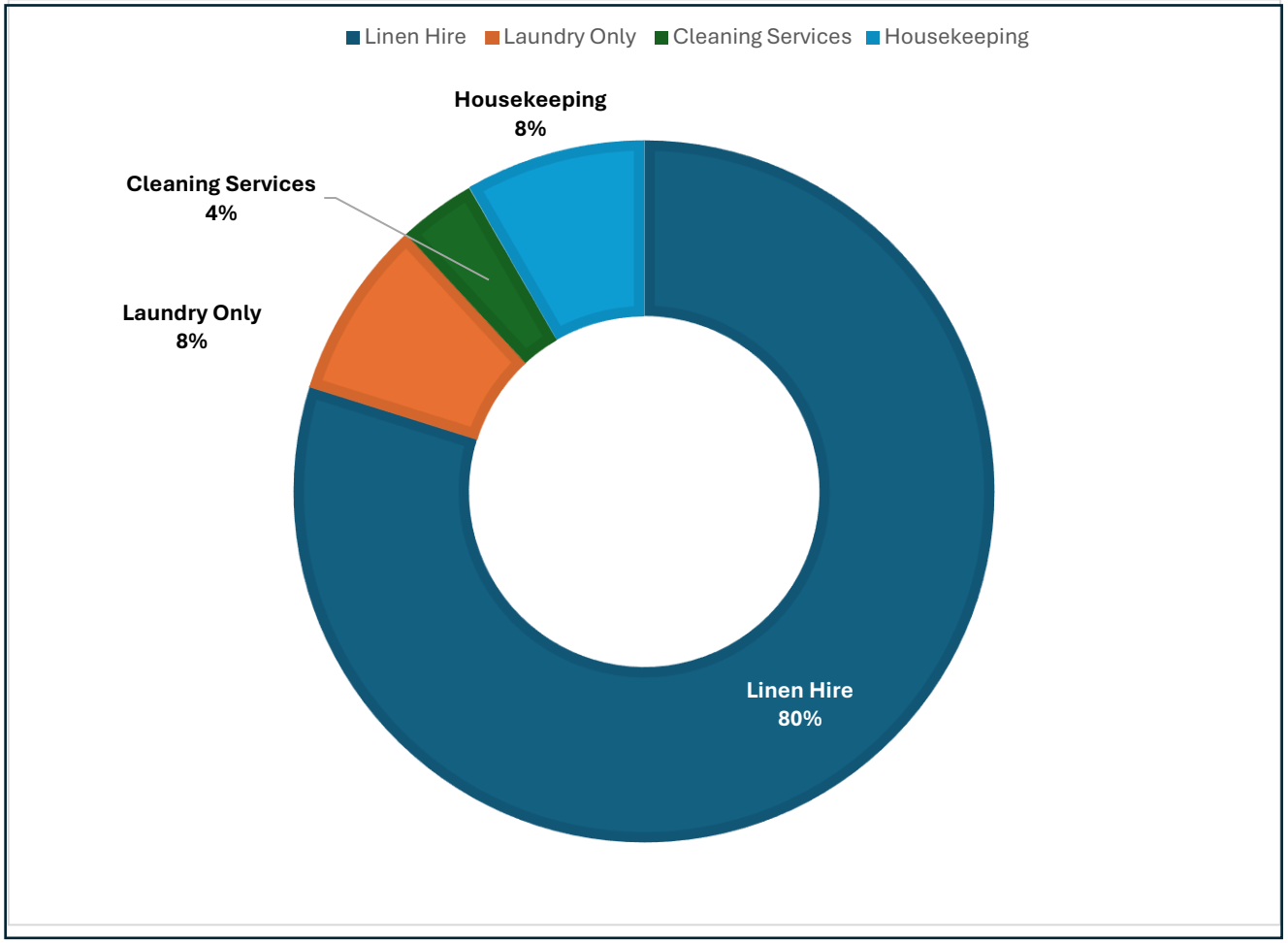
Average Calls Per Day



Average Calls Per Month



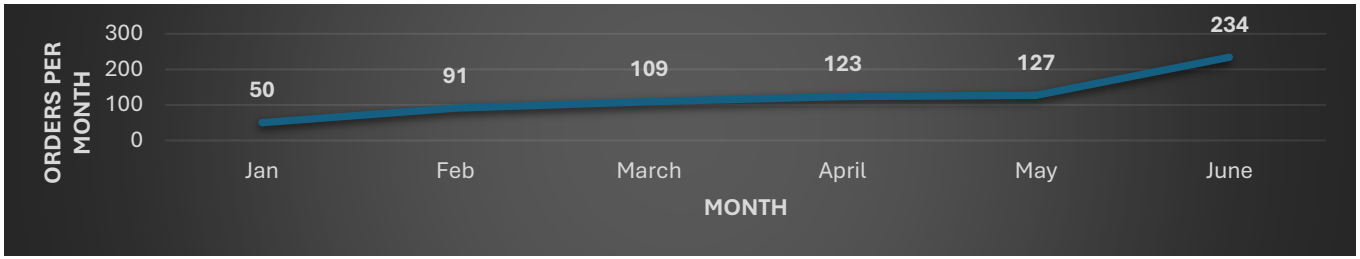
ORDERS DELIVERED DURING THE MONTH (734)



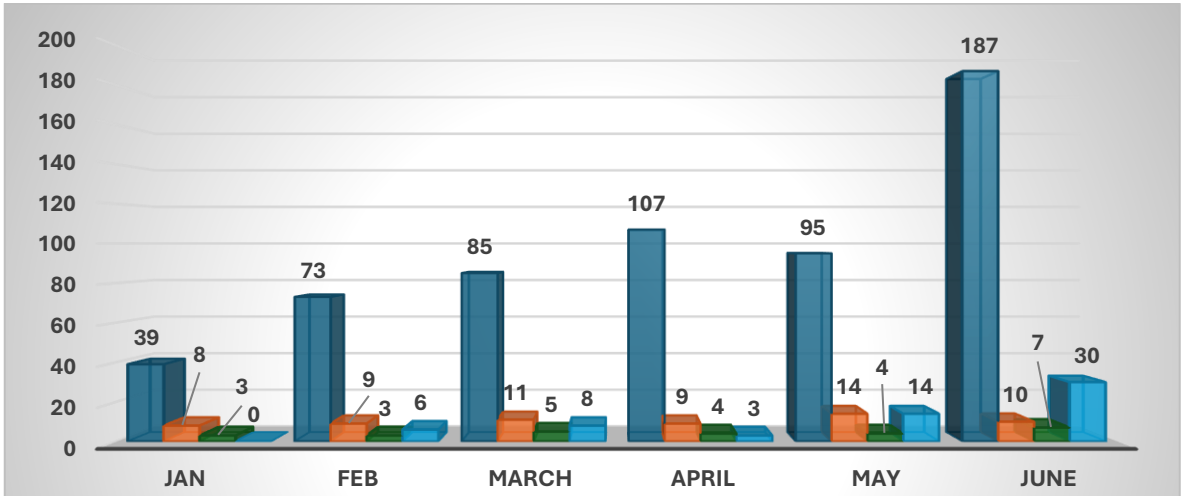
Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

Average number of clients placed the order every month – 40

DELIVERY TREND – MOM ANALYSIS



MONTHLY BREAKDOWN OF ORDERS PER CATEGORY



	Jan	Feb	March	April	May	June
Linen Hire	39	73	85	107	95	187
Laundry Only	8	9	11	9	14	10
Cleaning Services	3	3	5	4	4	7
Housekeeping	0	6	8	3	14	30

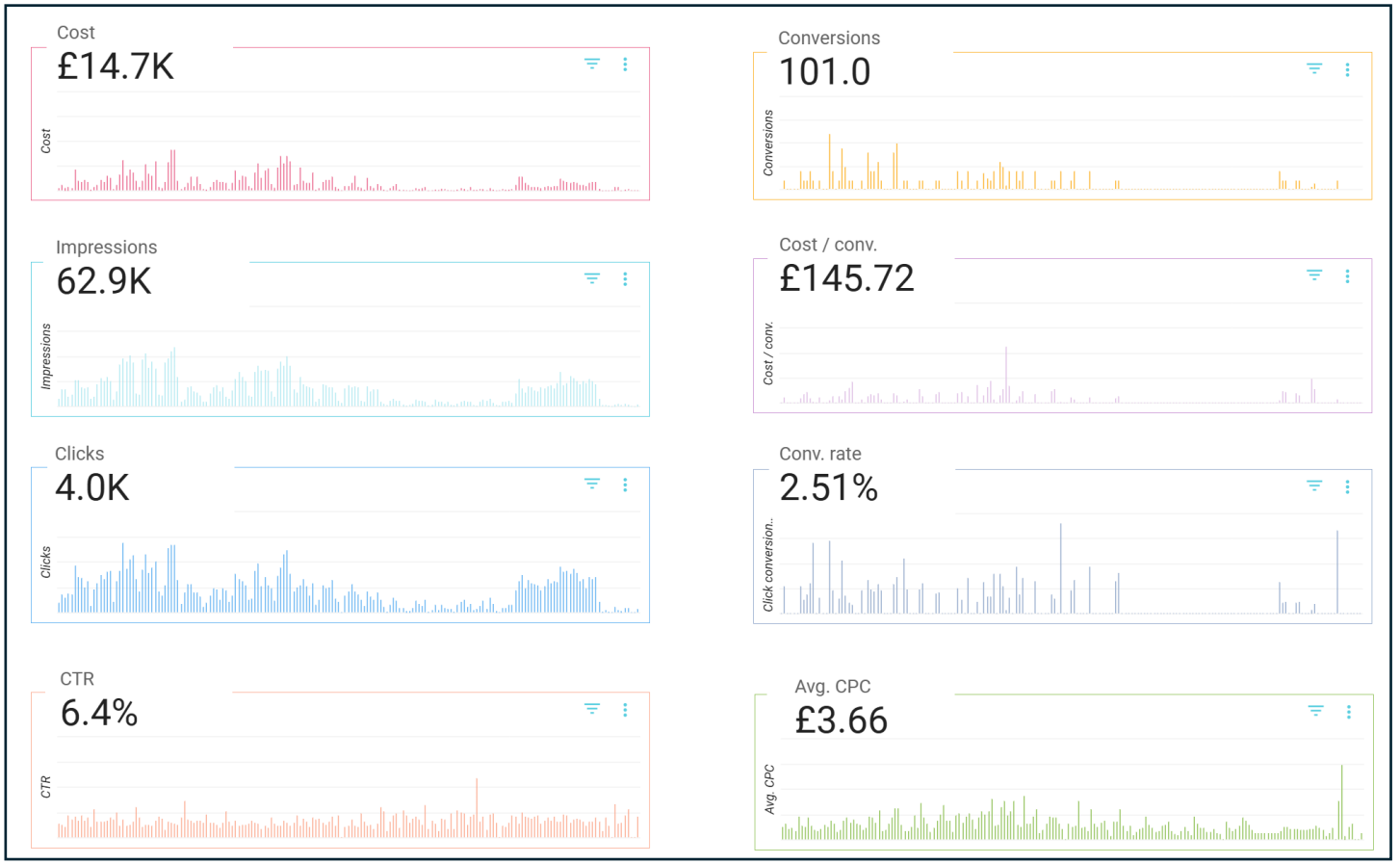
Linen Hire consistently led service demand through H1 2025

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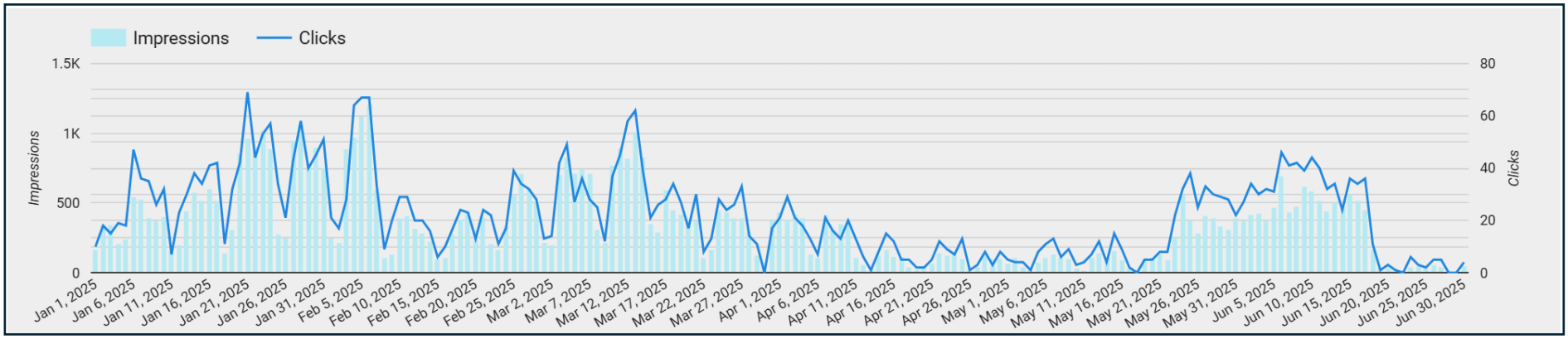
MARKETING PERFORMANCE

Google Ads during 01/01/2025 – 30/06/2025

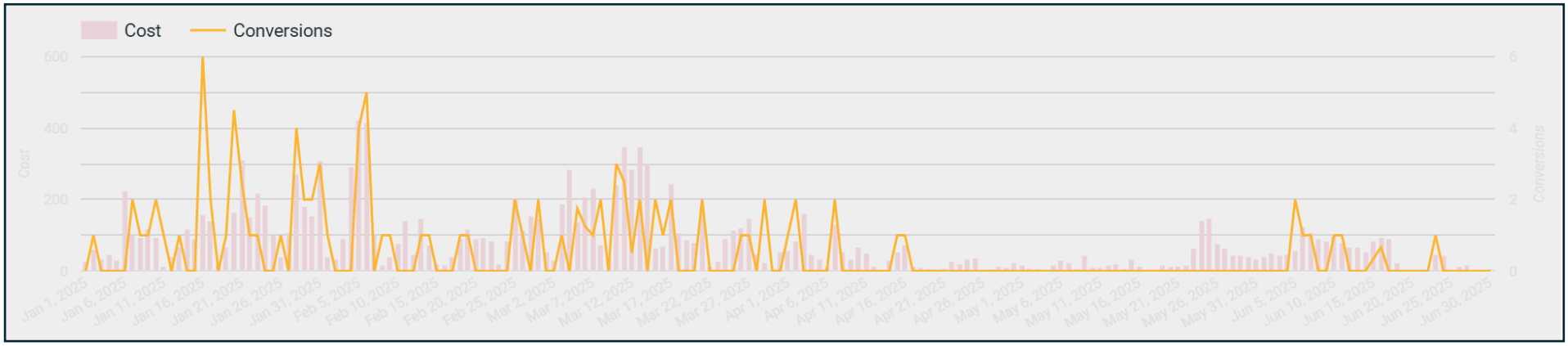
PERFORMANCE METRICS



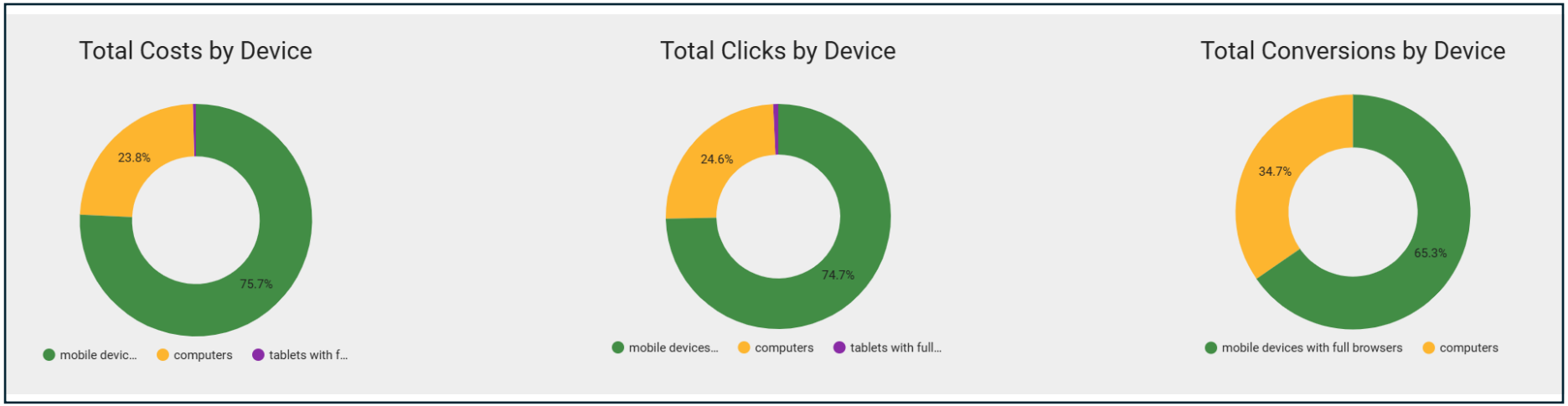
IMPRESSIONS 62.9K ↑ 13,757 & CLICKS 4.0K ↑ 337



COSTS £15K ↑ £1,612.29 & CONVERSIONS 101 ↓ -20



DEVICE PERFORMANCE

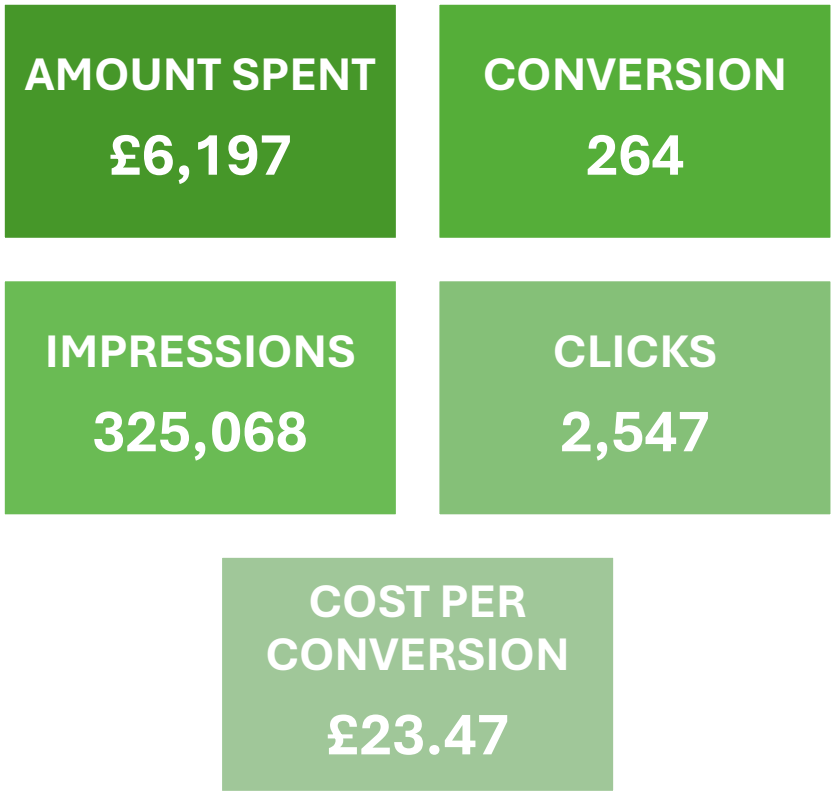


	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£11,148	48,187	3,000	6.23%	£3.72	66	£168.91	2.2%
2.	computers	£3,506	14,278	987	6.91%	£3.55	35	£100.16	3.55%
3.	tablets with full browsers	£64	389	30	7.71%	£2.12	0	£0	0%
	Grand total	**£14,718**	**62,854**	**4,017**	**6.39%**	**£3.66**	**101**	**£145.72**	**2.51%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£5,528	26,441	1,969	7.45%	£2.81	32.5	£170.08	1.65%
Laundry Services	£4,731	17,490	885	5.06%	£5.35	28.5	£166	3.22%
Cleaning Services	£4,087	17,727	1,063	6%	£3.84	39	£104.79	3.67%
Hire Services_UK	£372	1,196	100	8.36%	£3.72	1	£371.84	1%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£14,718**	**62,854**	**4,017**	**6.39%**	**£3.66**	**101**	**£145.72**	**2.51%**

Meta Ads during 01/01/2025 – 30/06/2025



NOTE: Out of 264 Leads, 195 Leads belong to Job enquiry for Cleaners

During March'25 – June'25, Meta Ads were put on hold for Service queries except the Job forms

PERFORMANCE HIGHLIGHTS: First Half of 2025

SALES

Total Active Client & Customer Portfolio: **72 (51 Clients & 21 Customers)**

Pending Contracts: **0**

Top performing Service

a) Turnover Pack



b) Linen Hire Services



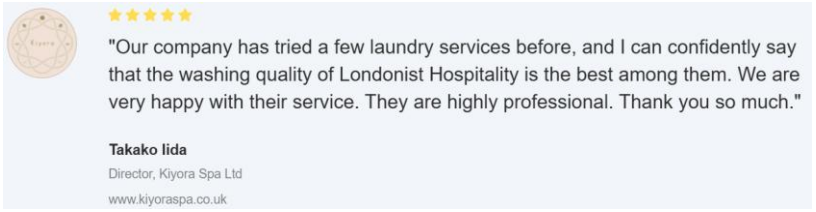
Top 5 Performing Client Groups

a) DMC: **£644k**
b) Linden House Hotel: **£15k**

c) Building Clean Limited, Magic Stay London, Homes for Students, Messiah Property**: £10k - £11k**
d) London Urban Escape Ltd, Tibor Matta: **£7k - £8k**
e) Seeker Estates Ltd: **£6K**

Testimonials & Ratings – Some examples

a) Revive Massage Studios, Kiyora Spa



b) YBB Rent



c) Pass The Keys (PTK)

Cleaning Date	Property	Platform Review Rating (1 to 5)
8 Jun 25	40 Manchester Grove E14 3Bg	5

Cleaning Date	Property	Platform Review Rating (1 to 5)
17 Jun 25	10 Mossford Street E3 4Th	5
20 Jun 25	40 Manchester Grove E14 3Bg	5
21 Jun 25	10 Mossford Street E3 4Th	4

SALES & OPERATIONS BOTTLENECKS

- LHS experienced the loss of several key clients—such as Abhishek Gharodia and PTK (Pass the Keys)—due to operational difficulties including limited cleaning staff and service dissatisfaction, leading to contract terminations or reduced service locations.
- Onboarding of potential clients was delayed as internal operational and logistics challenges prevented delivery of services at the expected standards.
- Order deliveries to multiple clients were affected by delays caused by a shortage of available drivers during that period.

SERVICE EXPANSION FORECAST:

- The client portfolio is projected to grow over the next six months, with equal emphasis on scaling both cleaning and laundry services.
- Order fulfilment and logistics challenges have been mitigated through the hiring of additional drivers, ensuring more reliable and timely deliveries.
- A key client, **Linden House Hotel**, has requested **service expansion** to an additional location—an opportunity expected to positively impact overall sales performance.

MARKETING

Total Amount Spent on Ads - **£20.8k**

Total Leads Received – **365**

Peak Conversion Time**: 10 AM to 4PM**

Male users showed a **higher conversion rate (3.54%)** compared to female users (2.38%).

Desktop users had the **strongest performance, with a 3.55% conversion rate**—outpacing both mobile and tablet devices.

Amazon:

- Built the Store page - Blissful B&B, covering all our linen range on Amazon
- New brands were added like Arzum (Electrical appliances), Hausberg (Electrical Appliances) and some Chinese products as well.

CHALLENGES

- A prolonged technical issue in the Gravity Form caused incorrect data syncing with Looker Studio (Google Ads reports), resulting in missing leads in the CRM. Many leads had to be entered manually, creating discrepancies between recorded and imported data. The issue remains under investigation.
- In the early campaign stages, a large share of cleaning-related ad traffic consisted of job enquiries rather than genuine service leads, impacting lead quality.
- Initially, leads were generated from regions outside London, which fell outside the serviceable area. This was later corrected by refining keywords to target London-specific audiences.

FORECASTING:

- Google Ads will continue to be a key focus, with the advertising budget to be strategically allocated across core services such as Laundry and Housekeeping.
- Lead generation efforts will expand through platforms like Bark (for cleaning services), B2B Quote Tenders, and LinkedIn Sales Navigator.
- Wholesale listings will target new e-commerce platforms, including Ankorstore and Faire.
- Dedicated Amazon Store Pages for brands such as Londonist Hospitality, Hausberg, and Zebra Casa are scheduled for launch in H2 2025.

LOGISTICS & OPERATIONS

1. **LHS Clients - Linen (During H1'25)**

Total Articles delivered/sent out: **103, 228** (Data for the month of May was missing)

Total Received: **68,034**

Pending Collection: Approx. **35k** Articles

Damaged Articles received: **1,347**

Damaged Proportion: **2%** ***(It should be maintained below 2.5%)***

CHALLENGES & RESOLUTIONS:

- Client complaints regarding missing sizes or items led to the implementation of a colour-coding system for each linen size.
- Delays in order fulfilment due to stock shortages and limited workforce were initially managed by sourcing temporary stock locally.
  Later on, Production Co-ordinator was appointed to streamline operations

FUTURE OPERATIONAL PLANS:

- Expansion of the Laundry and Housekeeping Teams anticipated by H2 2025.
- A minimum of two additional washers to be integrated into the current setup to support upcoming client onboardings.
- Extension of Unit T11 planned to enhance operational capacity and scalability.

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	30	159
Cleaning Only	3	35
Laundry Only	3	36
Purchase	6	20
Housekeeping	5	22
GRAND TOTAL	**47**	**272**

MOM COMPARISON – SALES VALUE

	Jan	Feb	March	Apr	May	June
Category	**Amount**	**Amount**	**Amount**	**Amount**	**Amount**	**Amount**
Linen Hire	£7,232.78	£9,767.05	£17,225.98	£26,403.09	£27,269.37	£29,465.71
Laundry Only	£511.11	£341.19	£247.11	£712.23	£995.99	£814.74
Cleaning Services	£168.00	£168.00	£468.00	£8,491.20	£1,386.60	£12,130.20
Housekeeping	£60.00	£487.02	£856.26	£1,523.12	£2,077.99	£3,800.14
Purchase	£1,468.56	£3,855.01	£625.12	£2,071.38	£11,493.05	£5,863.50
Turnover pack	£146,838.00	£86,670.00	£40,492.24	£100,038.00	£86,724.00	£160,674.00
Premises Rent	£4,900.00	£4,900.00	£4,900.00	£4,900.00	£4,900.00	£4,900.00
Accommodation	£0.00	£0.00	£0.00	£0.00	£0.00	£1,330.00
Damage	£0.00	£0.00	£0.00	£304.45	£189.26	£0.00
Total	**£161,178.45**	**£106,188.27**	**£64,814.71**	**£144,443.47**	**£135,036.26**	**£218,978.29**

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ORDERS DELIVERED

Category	Order Count
Linen Hire	586
Laundry Only	61
Cleaning Services	26
Housekeeping	61
Total	**734**

MOM ORDER TRENDLINE

Category	Jan	Feb	March	April	May	June
Linen Hire	39	73	85	107	95	187
Laundry Only	8	9	11	9	14	10
Cleaning Services	3	3	5	4	4	7
Housekeeping	0	6	8	3	14	30
Total	**50**	**91**	**109**	**123**	**127**	**234**

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	473	£117,363.98
Laundry Only	32	£3,622.37
Cleaning Only	14	£22,812.00
Housekeeping	76	£8,804.53
Purchase	32	£25,376.62
Turnover Pack	28	£621,436.94
Premises Rent	6	£29,400.00
Accommodation	1	£1,330.00
Damage	10	£493.71
Total	**672**	**£830,640.15**

MOM COMPARISON – INVOICE COUNT

Category	January	February	March	April	May	June
Linen Hire	34	50	75	104	101	109
Laundry Only	5	4	2	8	8	5
Cleaning Services	1	1	2	2	4	4
Housekeeping	1	5	8	13	17	32
Purchase	2	5	3	7	7	8
Turnover pack	4	5	6	5	4	4
Premises Rent	1	1	1	1	1	1
Accommodation	0	0	0	0	0	1
Damage	0	0	0	3	7	0
Total	**48**	**71**	**97**	**143**	**149**	**164**

LEADS RECEIVED

Category	Total leads
Linen Hire	171
Cleaning Services	39
Laundry Only Services	52
Housekeeping	14
Purchase	8
Miscellaneous (Invalid/Duplicate)	63
Data Broker	2,736
GRAND TOTAL	**3083**

CALLS SUMMARY

Category	Number of Calls	Average call/day	Average Call/month	Total Working days	Days per month
Calvin	2147	17.89	107.35	120	20
Abhishek	1597	18.36	82.60	87	19
Suraksha	840	30.00	93.33	28	9
GRAND TOTAL	**3744**	**36.25**	**189.9534483**	**207**	**48.33333333**

CUSTOMER PORTFOLIO

Primary Contact	Product/Service	Customer/Client	Active/Inactive	Date Created
Michelle	Laundry	Client	Active	11/07/2025
Veli Esen	Purchase	Customer	N/A	18/06/2025
Master Overseas Education Consultancy Tourism Services Limited Company	Purchase	Customer	N/A	18/06/2025
Sally Robinson	Housekeeping	Client	Active	17/06/2025
Amanda Pullen	Hire	Customer	N/A	16/06/2025
Amy Poole	Hire	Customer	N/A	10/06/2025
Homes for Students	Cleaning	Customer	N/A	03/06/2025
Heather Jane de	Hire	Customer	N/A	03/06/2025
Wojciech Olczak	Laundry	Client	Active	27/05/2025
Ana Soria	Hire	Customer	N/A	27/05/2025
Machu lusengo	Hire	Client	Active	23/05/2025
Mahbub Shah	Hire	Client	Active	22/05/2025
Kaan Armagan	Purchase	Customer	N/A	21/05/2025
Muhammad Rahman	Purchase	Customer	N/A	12/05/2025
Abhishek Garodia	Housekeeping	Client	Inactive	08/05/2025

Rahul Ghai	Housekeeping	Client	Active	23/04/2025
Jennifer Atienza Atienza	Laundry	Client	Active	11/04/2025
Corentin Muller	Hire	Client	Active	07/04/2025
Mst Afsana Mim	Hire	Client	Active	28/03/2025
María del Valle Costantini	Hire	Client	Active	21/03/2025
Nicolò Lettieri	Hire	Client	Active	20/03/2025
Naushad Busawon	Hire	Client	Active	20/03/2025
Olivia Killoughery	Hire	Client	Active	19/03/2025
Klaas Harm	Hire	Client	Active	10/03/2025
Sanjay Sathiadas	Hire	Client	Active	05/03/2025
Elena Ferrara	Hire	Client	Active	27/02/2025
Younes Bennani	Housekeeping	Client	Active	14/02/2025
Mostafa Iqbal	Hire	Client	Active	13/02/2025
Ibrahim Egbejobi	Housekeeping	Client	Active	06/02/2025
Daanish Ahmad	Hire	Client	Active	04/02/2025
Lawrence Nicol	Hire	Client	Active	28/01/2025
Jojo Gaye Jagne	Hire	Client	Active	20/01/2025
Anil Bagga	Hire	Client	Active	15/01/2025
Mina Shirazimohager	Hire	Client	Active	14/01/2025
Heidi Kampa	Hire	Client	Active	14/01/2025
Clarissa Saccenti	Hire	Client	Active	10/01/2025
Seán Devereux	Hire	Client	Active	08/01/2025
Steven Wong	Hire	Client	Active	08/01/2025
Nakita Guanipa	Hire	Client	Active	07/01/2025
Shane Woods	Housekeeping	Client	Active	06/01/2025
Pam Nash	Hire	Client	Active	30/12/2024
Augustine Reynolds	Hire	Client	Active	27/12/2024
Andreea Seremet	Hire	Client	Active	24/12/2024
Mahfuzur Rahman	Hire	Client	Inactive	17/12/2024
Selim Balta	Property Rental	Client	Active	05/12/2024

Ahmad Hassan	Hire	Client	Active	05/12/2024
Tibor Matta	Hire	Client	Active	05/12/2024
Nina Paola Tapawan	Hire	Client	Active	04/12/2024
Johnny Romana	Hire	Client	Active	29/11/2024
Yuliya Trefilova	Hire	Client	Active	22/11/2024
Gunalan Ganasegaram	Hire	Client	Active	20/11/2024
Joyce Egbodion	Hire	Client	Active	13/11/2024
Nima HP	Hire	Client	Active	07/11/2024
Srinivasa Dontiboyina	Hire	Client	Active	04/11/2024
Priscila La Maison du Soleil Ltd	Hire	Client	Inactive	01/11/2024
Chris Grace	Hire	Client	Active	31/10/2024
Takako Iida	Laundry	Client	Active	18/10/2024
Blagovesta N Kyuchukova	Hire	Client	Active	16/10/2024
Ilham Mohamed	Hire	Client	Active	11/10/2024
Bella Tiarks	Purchase	Customer	N/A	11/10/2024
Dino Rozman	Hire	Client	Inactive	30/09/2024
Joy Gupta	Housekeeping	Client	Active	09/09/2024
Steve Cogan	Hire	Client	Active	22/08/2024
Uninist LTD	Purchase	Client	Active	19/08/2024
Shaheen D'Souza	Cleaning	Client	Active	09/07/2024
Kathrine Branton Branton	Purchase	Client	Inactive	30/03/2024
Bryant	Cleaning	Customer	Inactive	18/11/2024
Eva Estrada Kockova	Housekeeping	Client	Inactive	31/01/2025
Shaz and Co limited	Hire	Client	Inactive	20/02/2025
Ashley Oloyede	Laundry	Client	Inactive	24/02/2025
Asael	Purchase	Customer	Inactive	14/03/2025
Taha	Purchase	Customer	Inactive	21/03/2025
KPM Short Stay Management	Cleaning	Customer	Inactive	16/12/2024
Syed Shah	Hire	Client	Inactive	09/04/2025
Entreprenuer	Laundry	Client	Inactive	11/11/2024

Millfields Coach House Ltd	Laundry	Client	Inactive	11/11/2024
Willa Bowman	Hire	Customer	Inactive	03/06/2025
Legacy Project	Hire	Customer	Inactive	21/10/2024
LPH	Cleaning	Customer	Inactive	26/09/2024
Amani Apartment	Purchase	Customer	Inactive	05/04/2024
Alyzea G Clean	Purchase	Customer	Inactive	02/07/2025
Surface Measurement	Laundry	Customer	Inactive	29/08/2024
Bronte Buchanan	Hire	Customer	Active	06/09/2024
Acrewood Realty	Laundry	Client	Inactive	09/09/2024
Boat House	Laundry	Client	Inactive	09/10/2024
Kinda Ghanem	Hire	Client	Inactive	11/10/2024
Dario Tenace	Laundry	Client	Inactive	11/10/2024

CLIENT & CUSTOMER PORTFOLIO

Category	Hire	Laundry	Cleaning	Housekeeping	Premises Rent	Purchase
Client	44	10	1	8	1	0
Customer	7	1	4	0	0	9

MOM CONVERSION

	Jan	Feb	March	April	May	June
Category	**Total Sales/Conversion**	**Total Sales/Conversion**	**Total Sales/Conversion**	**Total Sales/Conversion**	**Total Sales/Conversion**	**Total Sales/Conversion**
Linen Hire (All Linen)	10	5	7	2	3	3
Cleaning Only	1	0	0	0	0	2
Laundry Only	0	1	0	1	1	0
Purchase	0	0	2	0	2	2
Housekeeping	0	2	0	1	1	1
GRAND TOTAL	**11**	**8**	**9**	**4**	**7**	**8**

MOM QUOTES SENT

	Jan	Feb	March	April	May	June
Category	**Potentials/Quotes Sent**	**Potentials/Quotes Sent**	**Potentials/Quotes Sent**	**Potentials/Quotes Sent**	**Potentials/Quotes Sent**	**Potentials/Quotes Sent**
Linen Hire (All Linen)	45	34	26	18	11	11
Cleaning Only	16	5	2	7	5	5
Laundry Only	11	5	6	7	5	5
Purchase	5	1	5	2	2	2
Housekeeping	2	0	0	8	6	6
GRAND TOTAL	**79**	**45**	**39**	**42**	**29**	**29**

MARKETING

Peak Hours for Query/Search

Hour of day ▲	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
12AM	£169.26	873	77	8.82%	£2.2	1	£169.26	1.3%
1AM	£105.89	537	53	9.87%	£2	0	£0	0%
2AM	£62.56	318	29	9.12%	£2.16	1	£62.56	3.45%
3AM	£43.94	226	20	8.85%	£2.2	0	£0	0%
4AM	£45.68	222	17	7.66%	£2.69	0	£0	0%
5AM	£87.02	303	33	10.89%	£2.64	0	£0	0%
6AM	£103.62	532	41	7.71%	£2.53	0	£0	0%
7AM	£174.46	940	72	7.66%	£2.42	0	£0	0%
8AM	£379.05	1,637	118	7.21%	£3.21	4	£94.76	3.39%
9AM	£977.09	4,080	203	4.98%	£4.81	8.25	£118.44	4.06%
10AM	£1,688.22	5,330	297	5.57%	£5.68	15.5	£108.92	5.22%
11AM	£1,388.2	5,692	334	5.87%	£4.16	13.25	£104.77	3.97%
12PM	£1,455.78	5,632	297	5.27%	£4.9	10	£145.58	3.37%
1PM	£1,478.54	5,471	312	5.7%	£4.74	7	£211.22	2.24%
2PM	£1,411.72	5,894	326	5.53%	£4.33	9.67	£146.04	2.97%
3PM	£1,549.57	5,586	349	6.25%	£4.44	11	£140.87	3.15%
4PM	£1,088.58	4,931	308	6.25%	£3.53	10.33	£105.35	3.35%
5PM	£661.15	3,465	220	6.35%	£3.01	2	£330.57	0.91%
6PM	£392.64	2,032	171	8.42%	£2.3	2	£196.32	1.17%
7PM	£246.17	1,875	122	6.51%	£2.02	1	£246.17	0.82%
8PM	£319.12	1,969	151	7.67%	£2.11	2	£159.56	1.32%
9PM	£346.25	1,928	167	8.66%	£2.07	0	£0	0%
10PM	£332.15	1,979	174	8.79%	£1.91	1	£332.15	0.57%
11PM	£210.97	1,402	126	8.99%	£1.67	2	£105.48	1.59%

Gender Performance

	Gender	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	Female	£5,639.17	19,232	1,594	8.29%	£3.54	38	£148.4	2.38%
2.	Undetermined	£5,057.85	30,719	1,518	4.94%	£3.33	31	£163.16	2.04%
3.	Male	£4,020.59	12,903	905	7.01%	£4.44	32	£125.64	3.54%

META ADS

Campaign name	Leads	Amount spent (GBP)	Impressions	Clicks (all)	Cost Per Lead	Cost Per Click
hospitality_linen_hire_leadform	54	5013.74	255327	1373		
hospitality_commercial_laundry_leadform	15	1003.09	47238	392		
hospitality_cleaners_job_leadform Campaign	195	180.14	22503	782		
TOTAL	**264**	**£6,196.97**	**325068**	**2547**	**£23.47**	**£2.43**