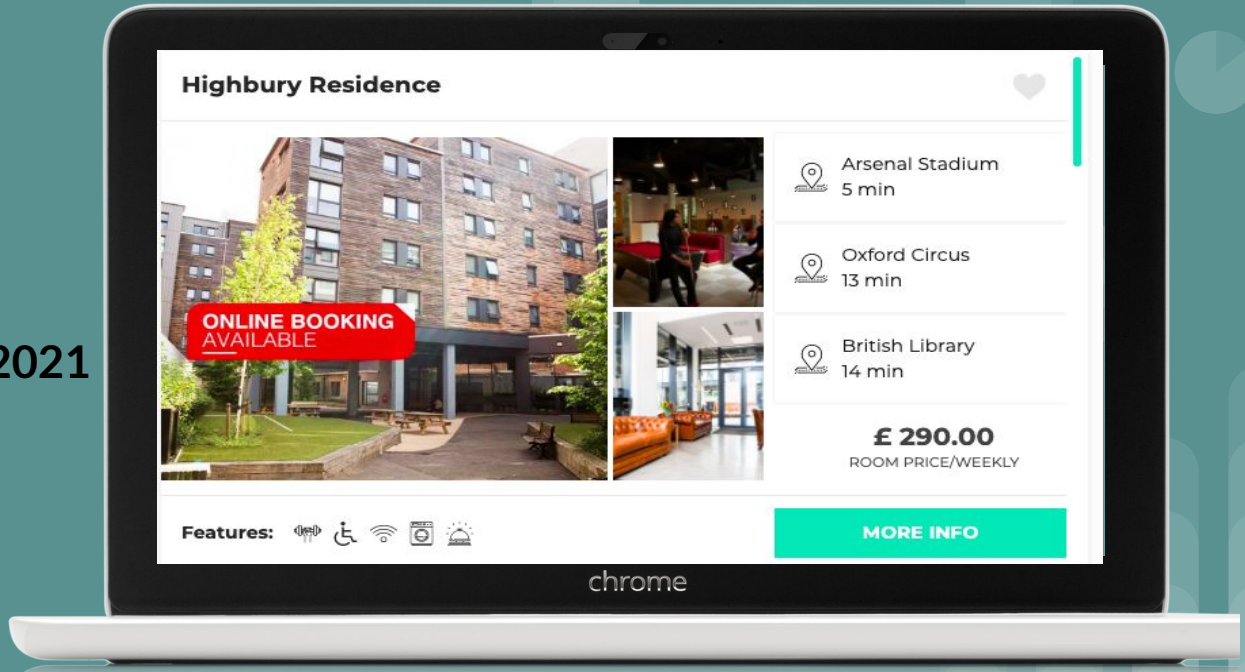
LONDONIST

STUDENT ACCOMMODATION AGENCY

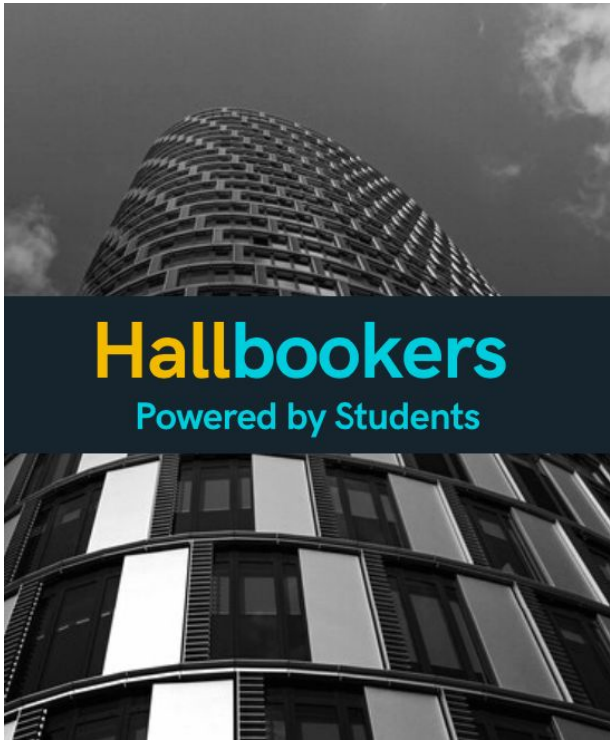
Account Review 18/06/ 2021

Overview and Potential



About Hallbookers

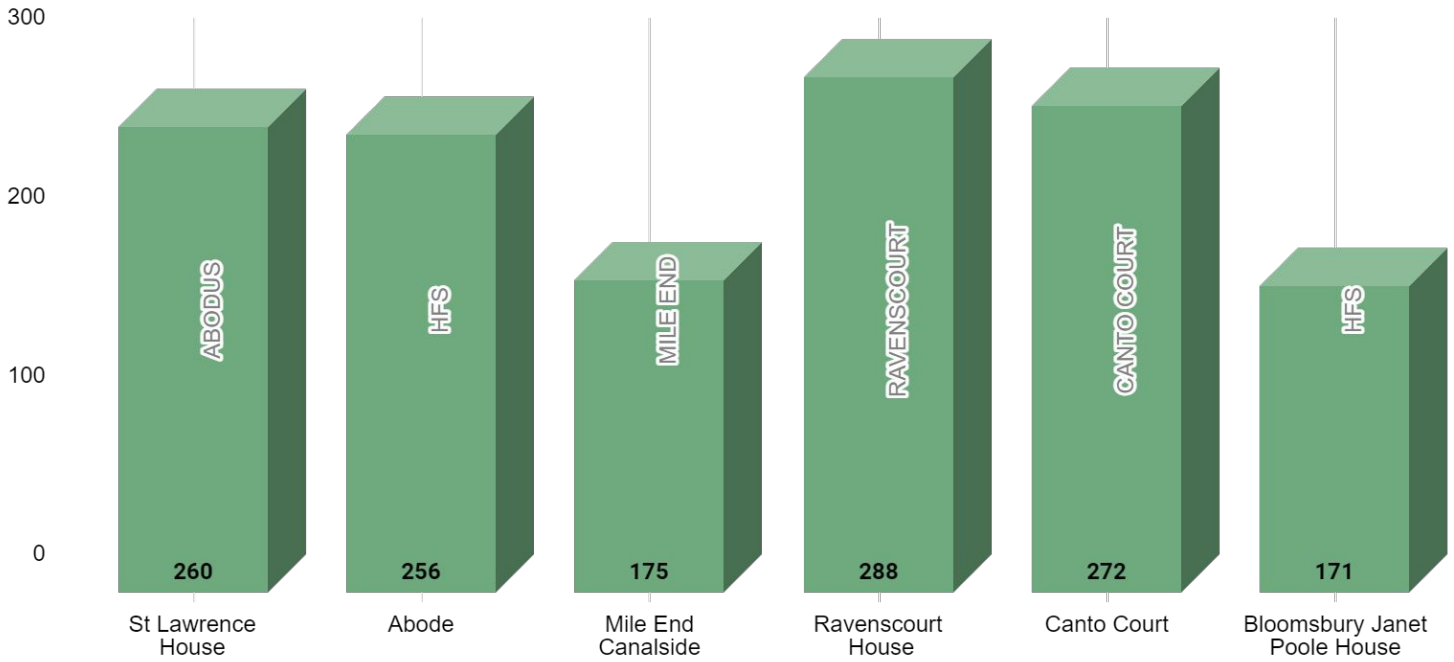
- We’ve been around for ca. 6 years
- Originated through a dispute with Unite
- Pivoted from referral to subscription model in summer 2019
- 62k - 70k unique visitors per year (60 % UK)
- Ca. 4, 500 reviews
- Ca. 2,000 properties are listed on HB
- 100+ Premium Subscriptions (HFS, CRM, Student Castle, Realstar, Abodus, Scape, ….)



Traffic Stats

Time Period:

01/06/2020-31/05/2021



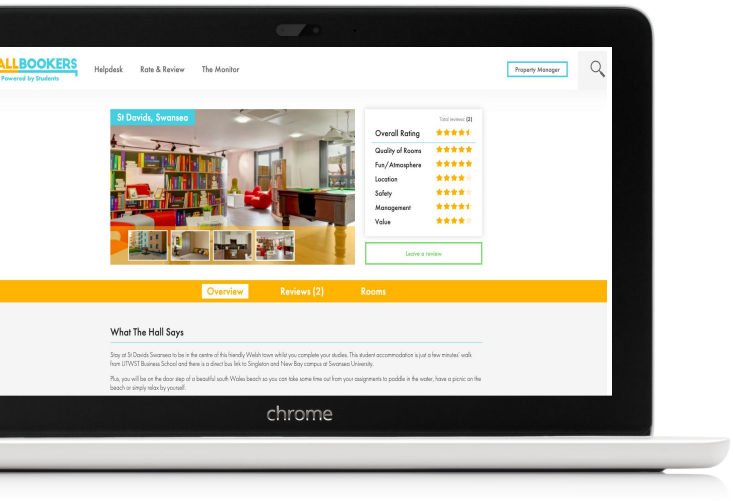
Traffic Stats

Time Period:

01/06/2020-31/05/2021

Residence	Company	Pageviews	Clickouts
St Lawrence House	ABODUS	260	57
Abode	HFS	256	41
Mile End Canalside	MILE END	175	30
Ravenscourt House	RAVENSCOURT	288	30
Canto Court	CANTO COURT	272	29
Bloomsbury Janet Poole House	HFS	171	25

Performance Potential



Time Period:

10/01/2020-10/01/2021

Hallbookers Premium Partners

Average Page Views per Listing:	**230**
Median Page Views per Listing:	**102**
Average Website Click Outs:	**11.2**
Median Website Click Outs:	**7.5**

---> Conversion from view to click: 7.4%

Traffic Stats

Time Period:

01/06/2019 - 31/05/2020

34,287 Pageviews

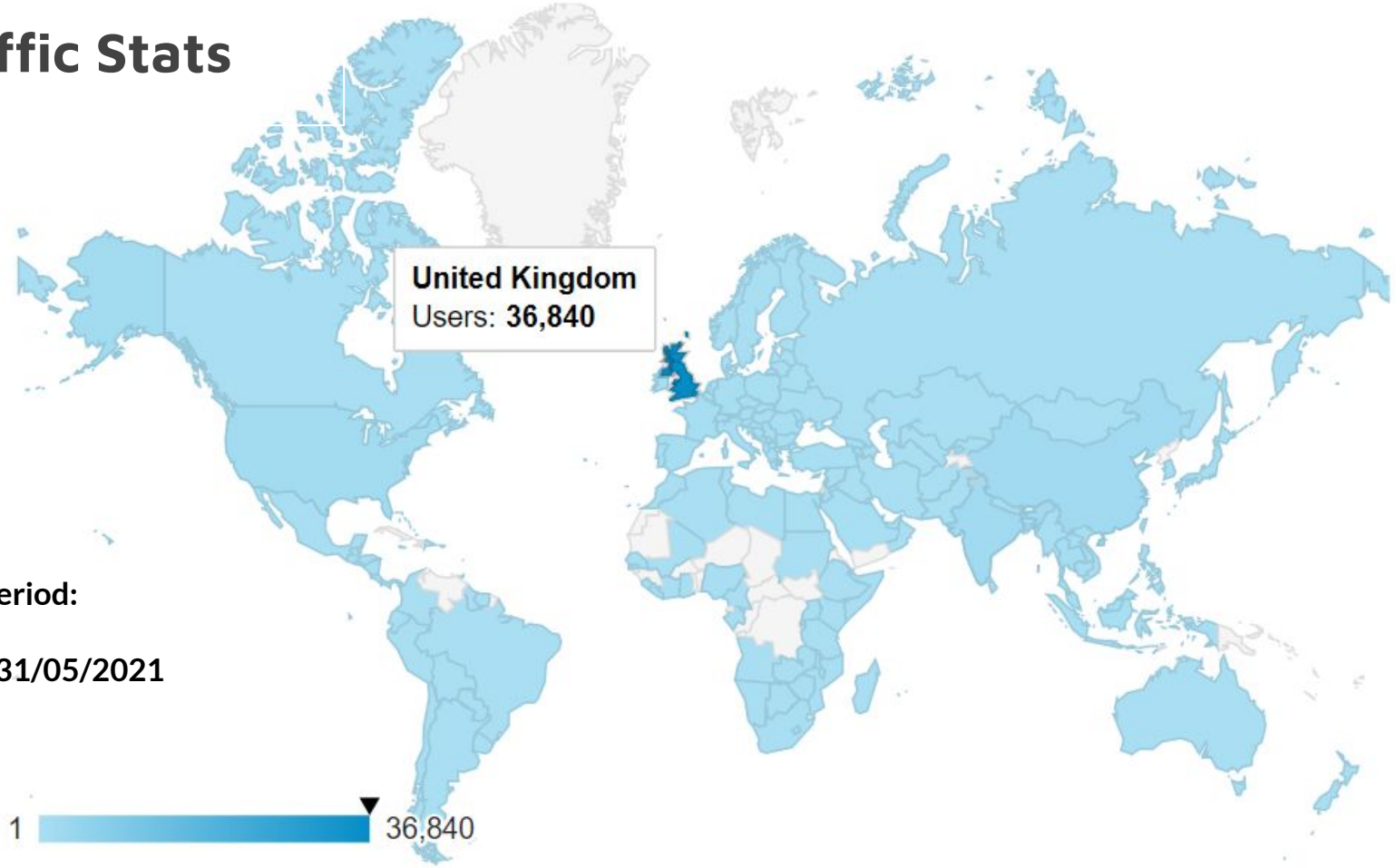
LONDON

Time Period:

01/06/2020-31/05/2021

21,305 Pageviews

Geo Traffic Stats



Time Period:

01/06/2020-31/05/2021

Geo Traffic Stats

Time Period:

01/06/2019-31/05/2020

1.	United Kingdom	58.43%
2.	India	7.85%
3.	China	2.79%
4.	United States	2.53%
5.	Malaysia	1.60%
6.	Hong Kong	1.52%
7.	Thailand	1.27%
8.	Spain	1.25%
9.	Japan	1.07%
10.	France	0.94%

Geo Traffic Stats

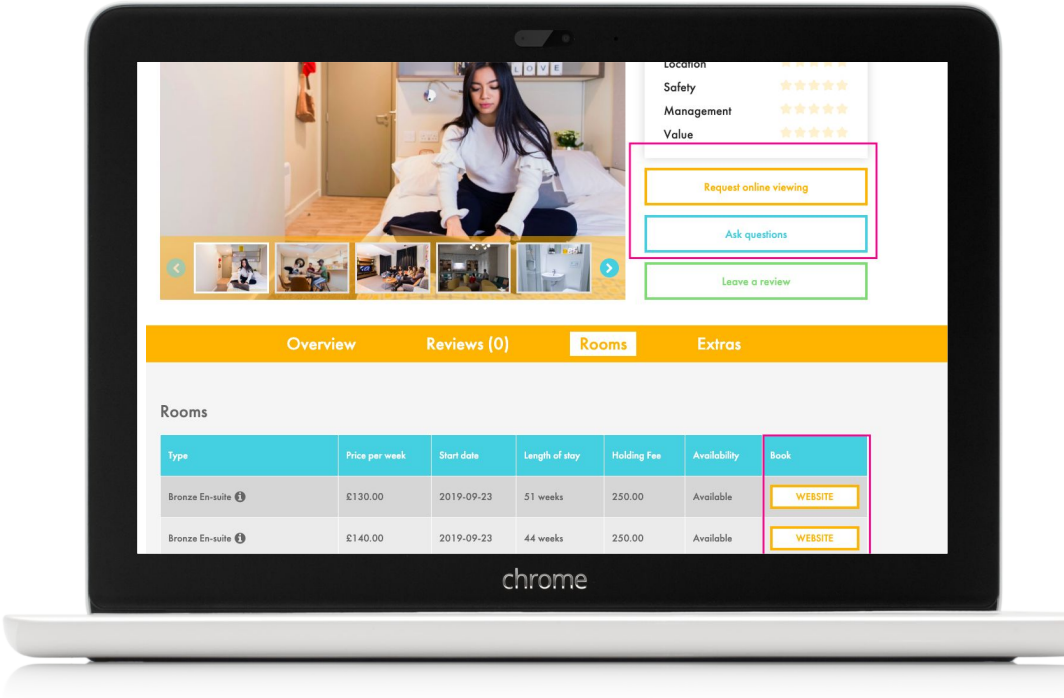
Time Period:

01/06/2020-31/05/2021

1.	United Kingdom	68.27%
2.	India	3.32%
3.	China	3.19%
4.	United States	2.71%
5.	Hong Kong	1.92%
6.	Malaysia	1.22%
7.	Thailand	1.08%
8.	Spain	1.05%
9.	France	1.01%
10.	Singapore	0.87%

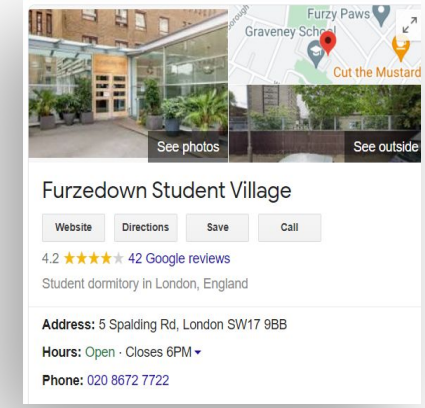
Premium Features

1. Connection to inbox
2. Link to website
3. Logo on listing/company page
4. Additional space for descriptions & images



New Feature

5 Google Reviews for extra Boost





New Feature



6

360 Virtual Tours
for higher visibility



Customer Feedback



"It is more important now than ever to explore new marketing options and services to drive sales. After some research, we came across Hallbookers and noticed some of our direct competitors using the service & decided our brand would be a good fit.

The main aspect of the ***service that stood out to us was the review system*** *which the majority of other advert platforms do not offer. The ability for students to leave reviews on their accommodation is a* ***great tool and we believe if students leave positive reviews for our sites then this will attract more students to book with us****."*

Katie Smith (Marketing Executive)

StudentCastle

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Annual Subscription Rates:

Single Listing:	GBP 495
4-Listing-Bundle:	GBP 1,700
Above 10 Listings:	Customised

Special promotion until 30/06/21:
Google Reviews & 360 tour integration as part of package, after 30/06 GBP 90+ per listing

Your Contact:

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maria@hallbookers.co.uk

+44 79 47 60 91 75