londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

07/07/2025 – 13/07/2025

QUICK GLANCE AT FIGURES

£ LHS SALES

£56,878.59

AMAZON SALES

£691

TOTAL INVOICES

33

londonist HOSPITALITY

AMAZON ORDERS

21

NEW LEADS

13

QUOTES SENT

3

CONVERSIONS

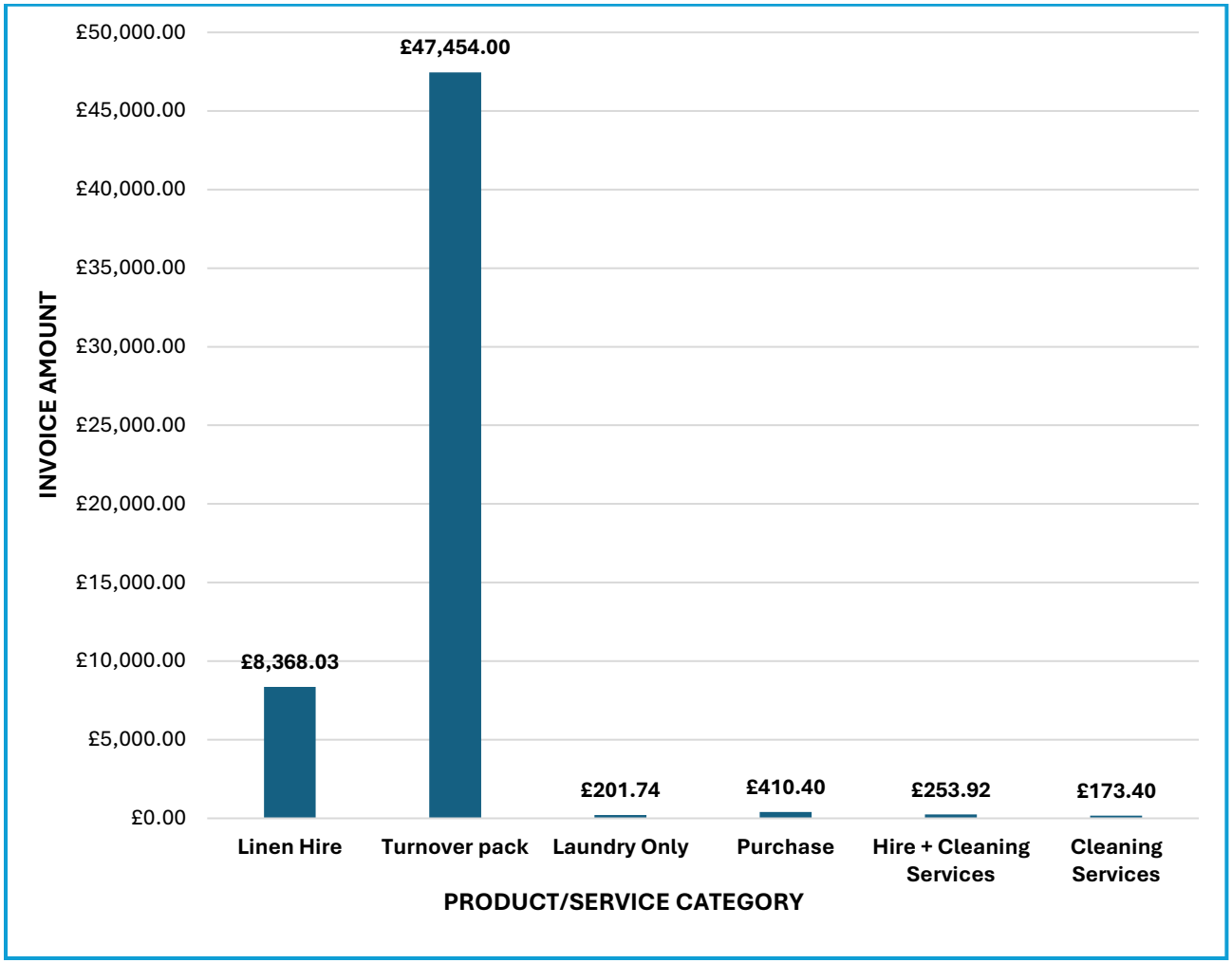
1

ORDERS DELIVERED

43

NOTE: 2x Amazon Returns reported amounting to £40.49

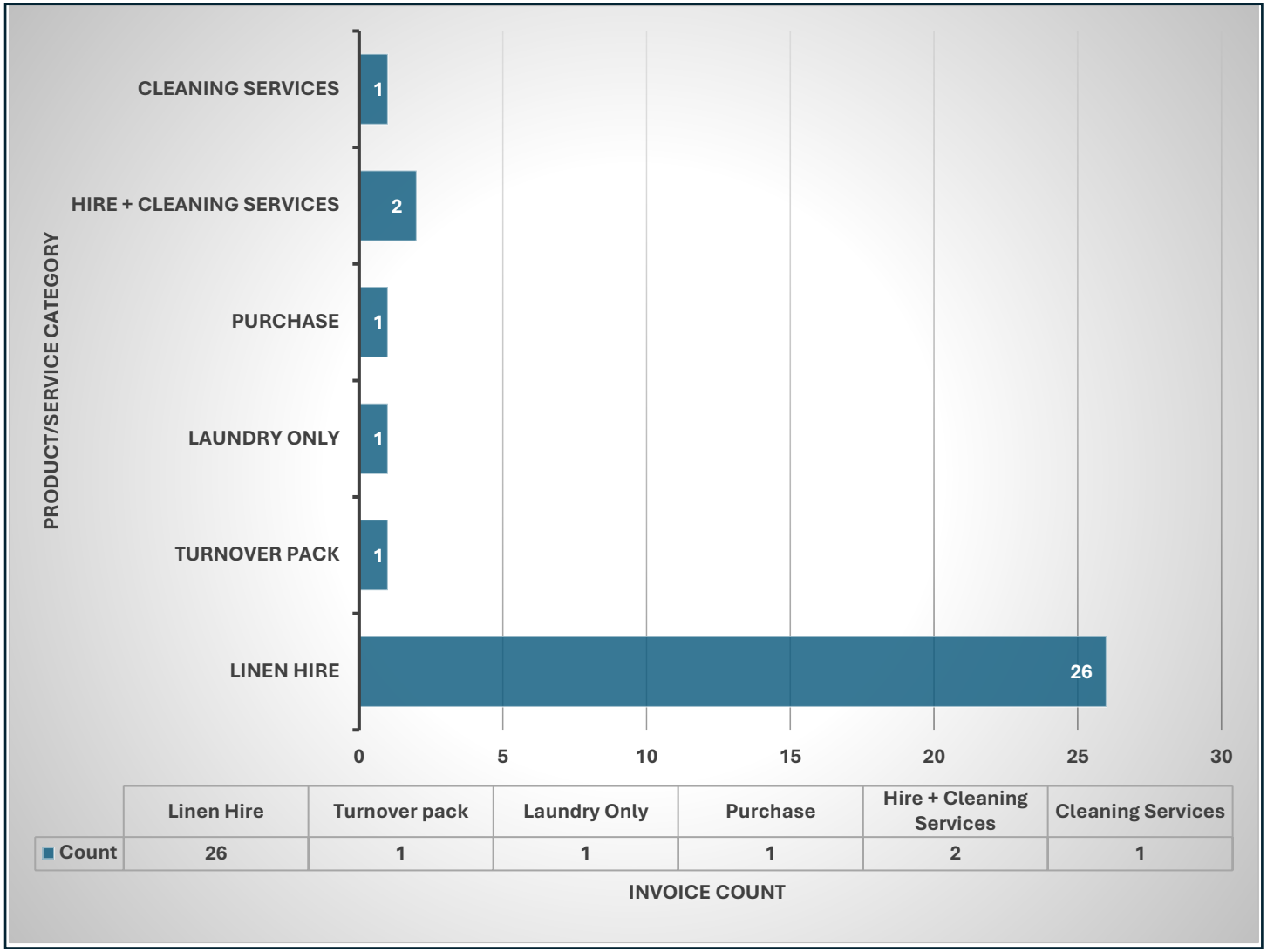
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £56,878.59

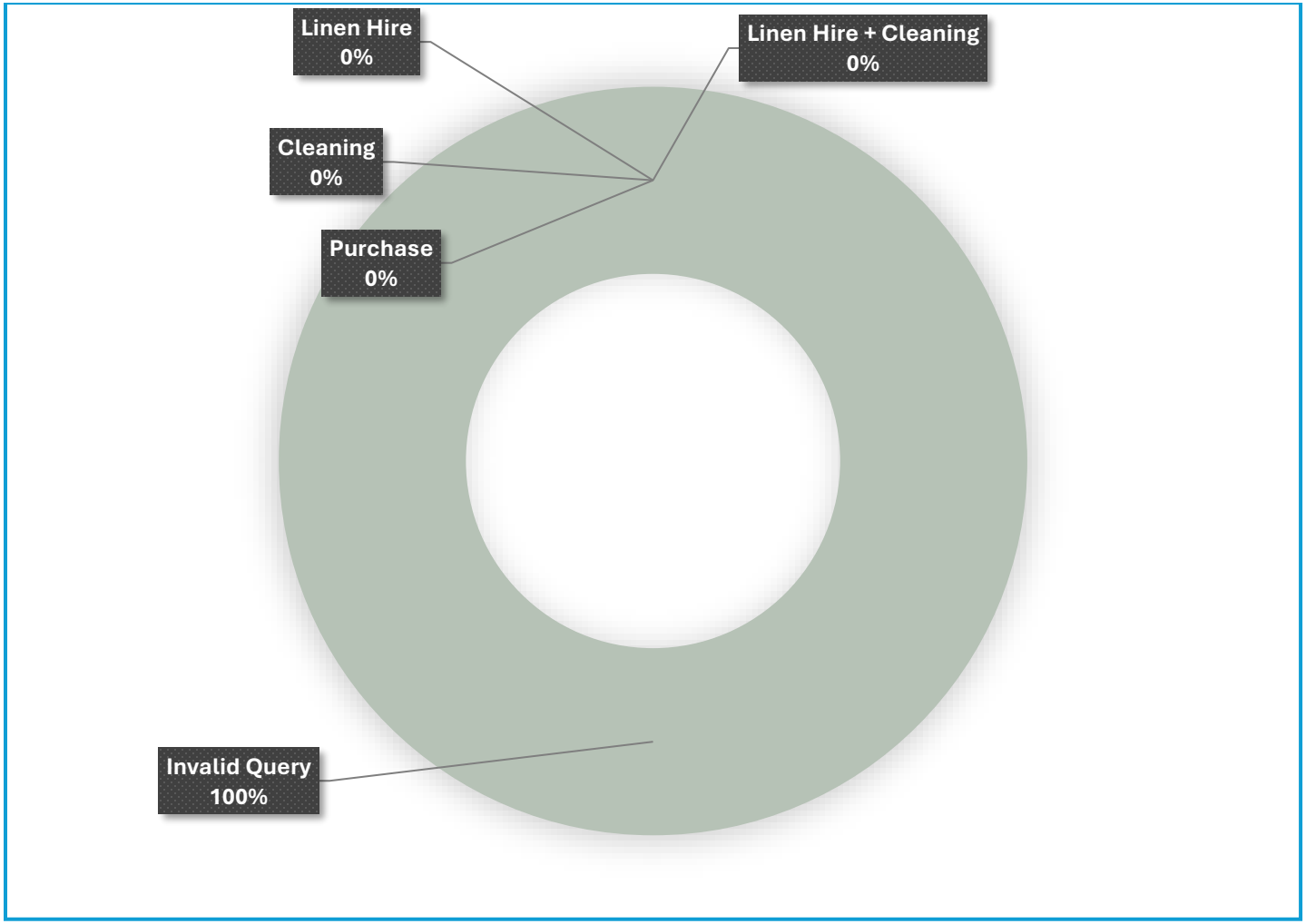
DMC sales: **£48,037.8**
Other (LHS Clients): **£8,840.79**

DETAILED STATISTICS – INVOICE COUNT (33)



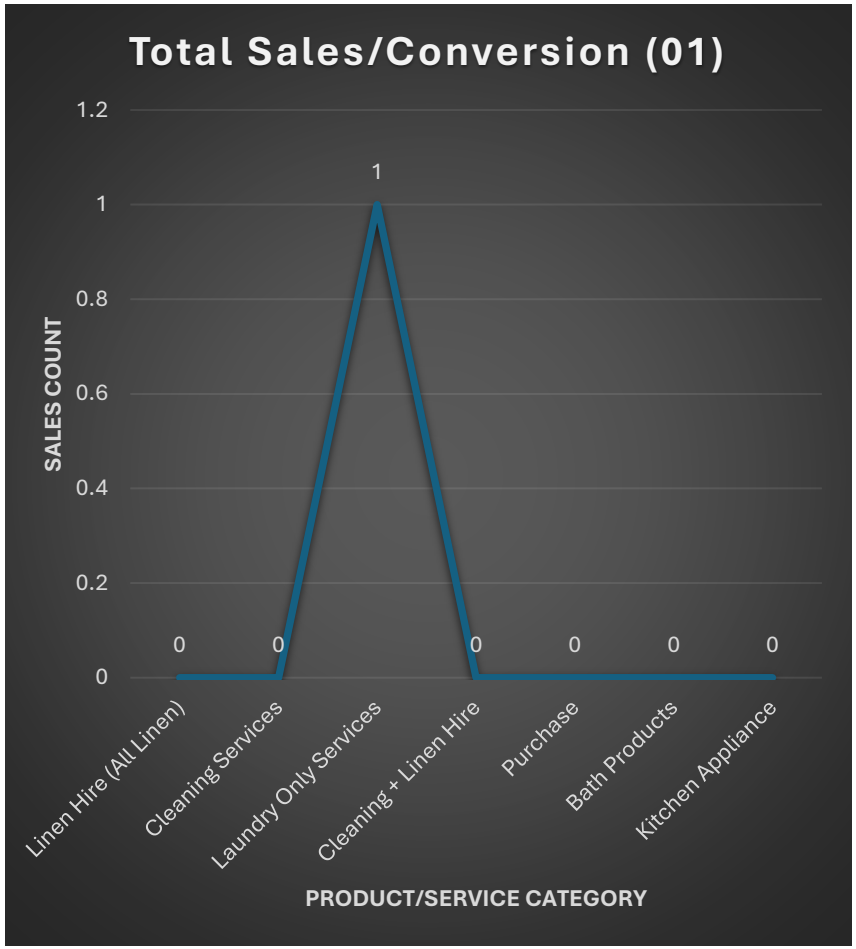
	Linen Hire	Turnover pack	Laundry Only	Purchase	Hire + Cleaning Services	Cleaning Services
Count	26	1	1	1	2	1

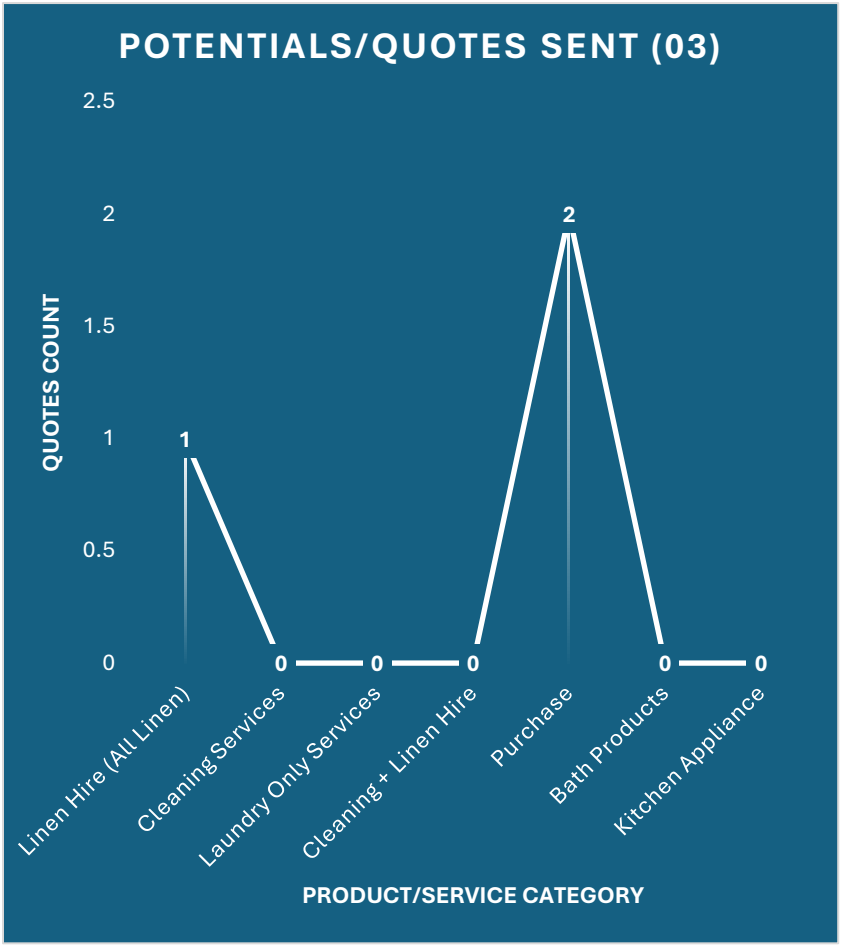
LEADS RECEIVED DURING THE WEEK (13)



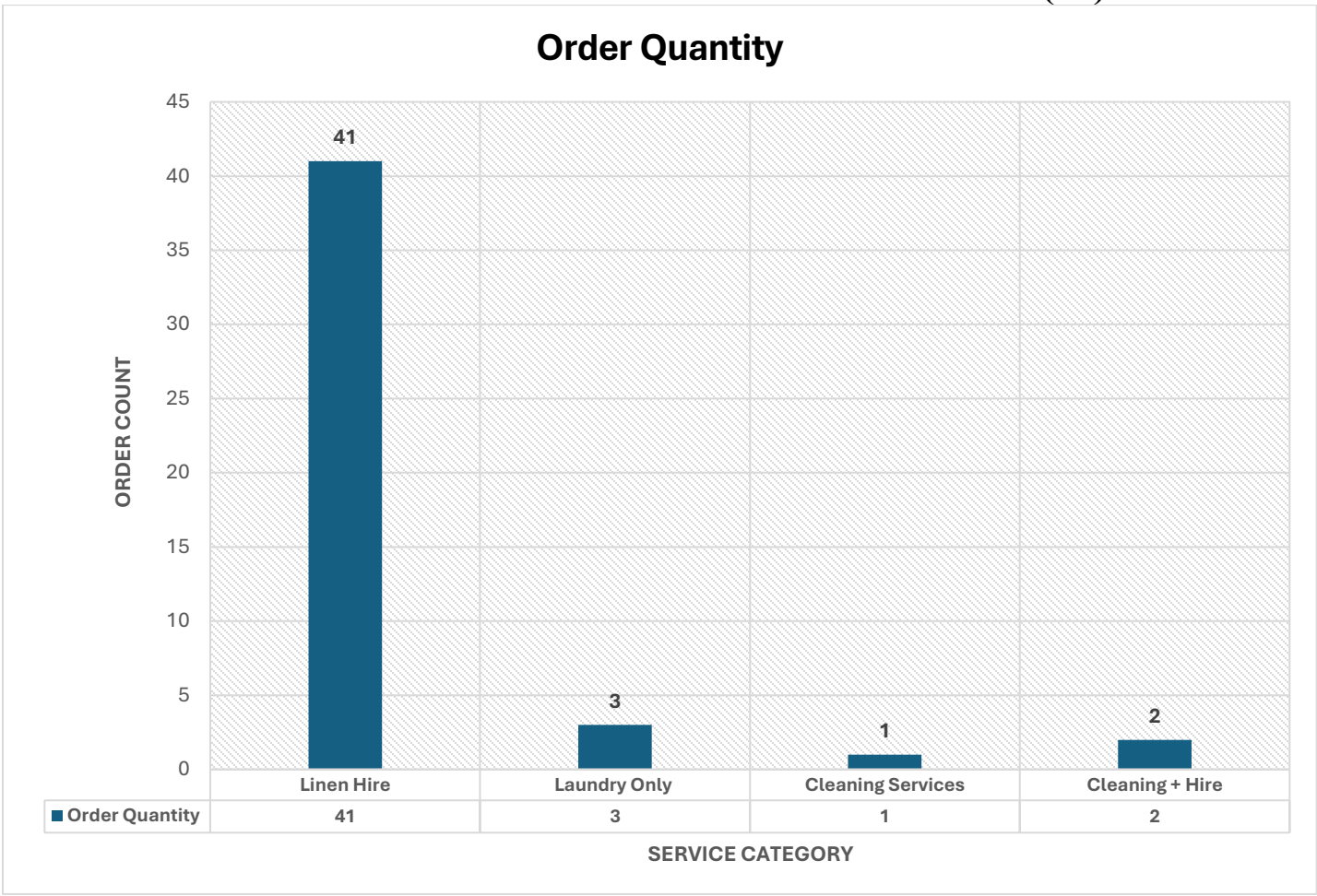
NOTE: All 13 Leads belongs to Job Enquiry and duplicate entries.
And 1 Accommodation query passed to DMC. Meta Ads Data

SALES TEAM ACTION





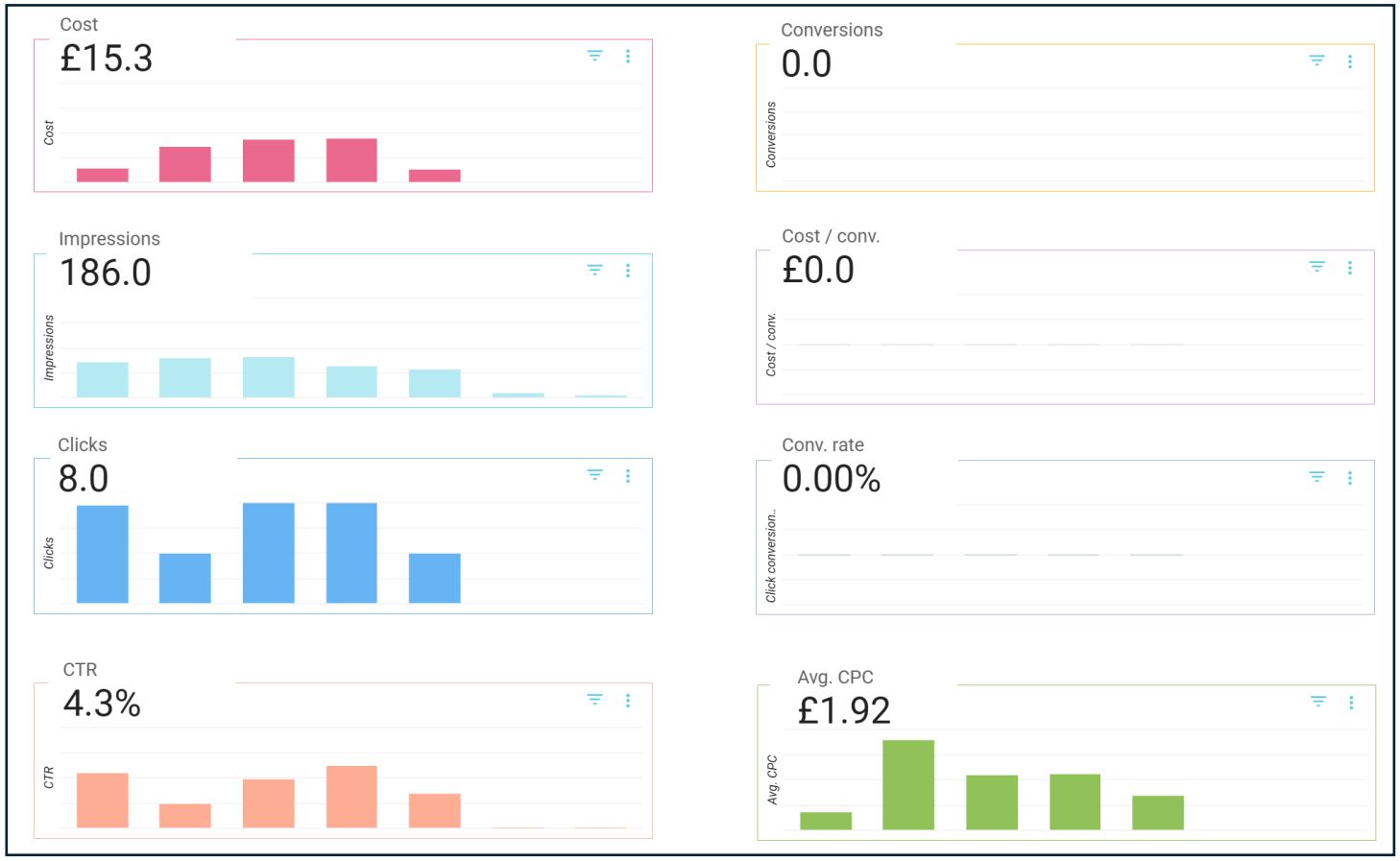
ORDERS DELIVERED DURING THE WEEK (43)



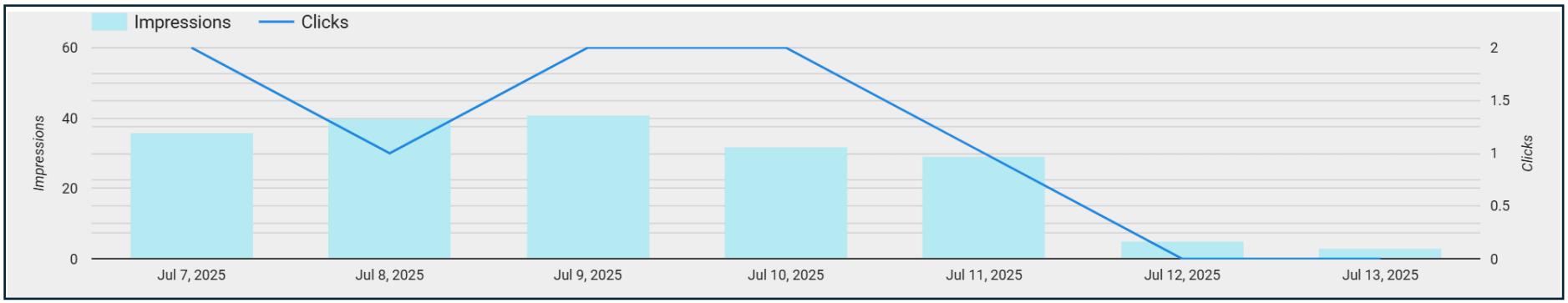
NOTE: Number of clients placed the order **- 23**

MARKETING PAID AD PERFORMANCE DURING THE WEEK

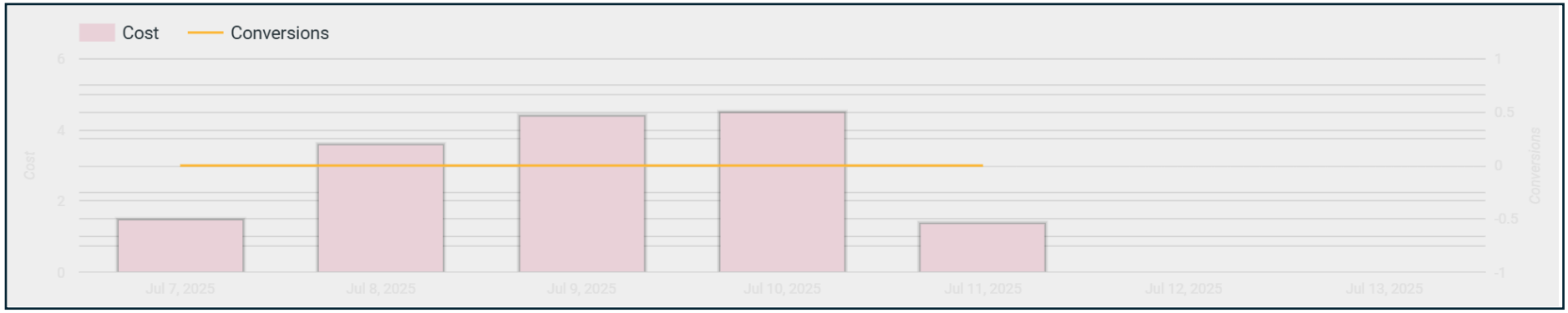
Google Ads
PERFORMANCE METRICS



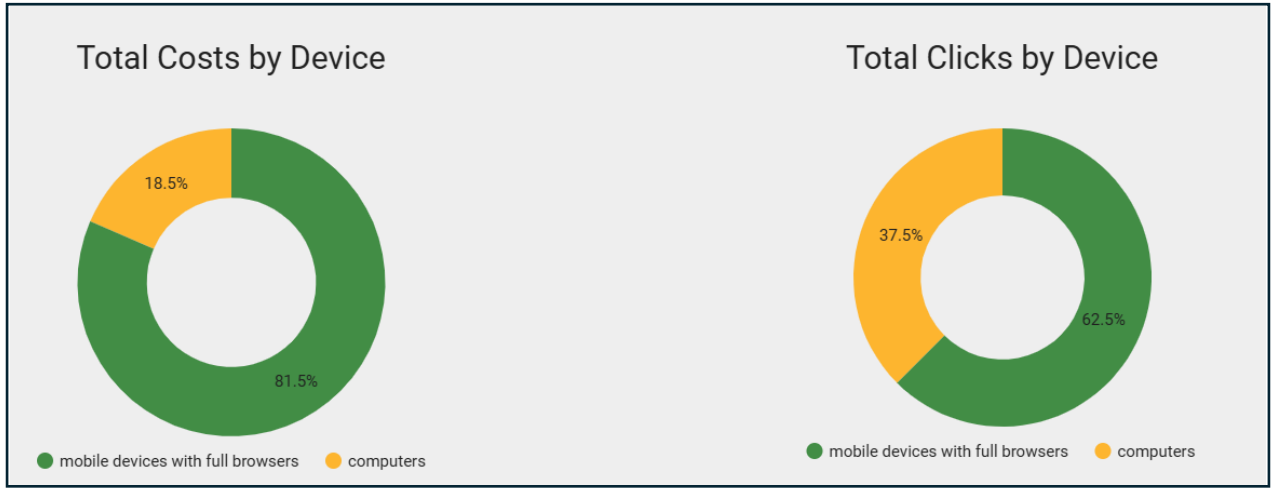
IMPRESSIONS 186.0 -39 & CLICKS 8.0 -7



CONVERSIONS 0 0 vs COSTS £15 £-6.66



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£13	149	5	3.36%	£2.5	0	£0	0%
2.	computers	£3	36	3	8.33%	£0.95	0	£0	0%
3.	tablets with full browsers	£0	1	0	0%	£0	0	£0	0%
	Grand total	**£15**	**186**	**8**	**4.3%**	**£1.92**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£9	95	4	4.21%	£2.3	0	£0	0%
Hire Services	£6	91	4	4.4%	£1.54	0	£0	0%
Cleaning Services	£0	0	0	0%	£0	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	**£15**	**186**	**8**	**4.3%**	**£1.92**	**0**	**£0**	**0%**

HIGHLIGHT (07/07/2025 – 13/07/2025)

SALES

Promising Leads & Contracts Signed

1. **Michelle, Domistay – Contract Signed**
   Service Requested – Laundry
   Frequency – As per requirements
   Estimated quote amount – £204 per order
   Location – 15 Locations on her portfolio in Southeast London
   Status – Signed the contract and first service was availed on 11th July 2025.

2. **Arjun Gill, Niwaas – Promising Lead**
   Service Requested – Laundry
   Frequency – TBD
   Location – Slough
   Status – Prospect just came back from the long holidays, will discuss with the team internally and get back to us.

3. **Charles Umole, Maclean Services Ltd – Promising Lead**
   Service Requested – Laundry services
   Frequency – 2 to 3 times a week
   Location – Bayeswater, Westminster
   Status – Prospect found the laundry prices quite high, but the quantity is equally low.

4. **Ahsan Tufail, ABC Hyde Park Hotel – Promising Lead**
   Request – Purchase
   Frequency – One time purchase
   Quantity – TBD
   Location – Westminster, London
   Status – Manager is to review the quotation.

5. **Charlie, Meraki Studios – Promising Lead**
   Service Requested – Cleaning Services
   Requirement – Cleaning 2 floors for 3 Days a week
   Estimated quote amount - **TBD**
   Location – 66 Pembroke Road, Kensington, W8 6NX
   Status – On hold due to shortage of housekeeping staff.

6. **Jay, Publicis Sapient – Promising Lead**
   Service Requested – Linen Hire + Cleaning services
   Estimated quote amount – **£97.02 per order**
   Frequency – Once a week (Depends on booking)
   Location – Balham
   Status – On hold due to Operational situation.

7. **Tanya Zafirova**
   Service Requested **– Linen Hire + Cleaning**
   Estimated quote amount – TBD
   Frequency – Once a week
   Location – Purley & Kingston
   Status – She would like to start with a deep cleaning trial first and then regular cleaning. Still under discussion.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion - **£15.3**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£9**
   Leads generated – **0**
2. Hire Ads spent - **£6**
   Leads generated – **0**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	0	1
Cleaning Services	0	0
Laundry Only Services	1	0
Cleaning + Linen Hire	0	0
Purchase	0	2
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**3**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	26	£8,368.03
Turnover pack	1	£47,454.00
Laundry Only	1	£201.74
Purchase	1	£410.40
Hire + Cleaning Services	2	£253.92
Cleaning Services	1	£173.40
Damage	1	£17.10
Total	**33**	**£56,878.59**

***DMC* - £48,037.8**
LHS (Other clients) - £8,840.79

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	37
Laundry Only	2
Cleaning Services	1
Cleaning + Hire	3
Total	**43**

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	0
Purchase	0
Cleaning	0
Linen Hire + Cleaning	0
Invalid Query	13
GRAND TOTAL	**13**

Self-sourced leads - 0

TENTATIVE SCHEDULE FOR NEXT WEEK (14/07/2025 – 20/07/2025)

Company Name	Order Ref	Delivery Address	Delivery /Collection	Contact Details	Order Description
Linden House Hotel	INV-002575	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Magic Stay London	INV-002574	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	AM - Delivery/Collection	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Pankhurst	TBC	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	AM - Collection	07766 811 141	Collection Laundry
Domi Stay	NA	Flat 2 Lyncourt, The Orchard, London, SE3 0QT	AM- Collection	7985367548	Laundry
Messiah Properties	INV-002558	Flat 12: 293 Ballards Lane, N12 8NP	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002556	79 Maidenstone Hill, SE10 8SY	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002561	Basement flat, 69 Marchmont St, WC1N 1AP	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002560	102, Wheatsheaf close, E14 9UY	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Pass the Keys	INV-002566	10 Mossford Street, Bow, London E3 4TH	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
Building Clean London	INV-002573	57-59 Philbeach Gardens, SW5 9EE	PM - Delivery/Collection	07562 448 464	Sets

Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	PM - Delivery/Collection	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Perfect Touch Cleaning Services	INV-002581	3 Skillfield NW9 6QT	AM - Delivery/Collection	07766846868	Sets
Perfect Touch Cleaning Services	INV-002582	13 Holders Hill NW4 1JP	AM - Delivery/Collection	07766846868	Sets
Perfect Touch Cleaning Services	INV-002583	5 Oldberry HA8 9DA	AM - Delivery/Collection	07766846868	Sets
Khaya Getaways	INV-002568	Flat B, 429-431 Wick Lane, Bow, E3 2JG	AM - Delivery/Collection	07950 674 283	Itemised
Art of Smile	INV-002578	2 Gladstone Park Gardens, NW2 6JU	PM - Delivery/Collection	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-002578	84 Harlesden Road, NW10 2BE	PM - Delivery/Collection	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-002578	140 Clitterhouse Cress, NW2 1DA	PM - Delivery/Collection	07507 925 485	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
GK Lettings	INV-002567	2 Vincent Road, CR0 6ED Croydon	PM - Delivery/Collection	07703 430949	Sets
Relocation Point	NA	FLAT 12 107 CROWN DALE , SE19 3BH	Collection	7310 495870	Collection
London Urban Escape	INV-002554	1 Westbourne Crescent, London, W2 3DB	PM - Delivery/Collection	07481 154 511	%100 Cotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)

London Urban Escape	INV-002554	14 Camden High Street, London, NW1 0JH	PM - Delivery/Collection	07481 154 511	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Linden House Hotel	INV-002576	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Messiah Properties	INV-002559	42 Carronade Court, Eden Grove, N7 8EP	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Nakita	INV-002555	8 Portal Way, Flat 3902, W3 6EH	AM - Delivery/Collection	7821479950	Itemised
Afaad Properties	INV-002529	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	AM - Delivery/Collection/Property Clean	7948977750	Cleaning
City Sparrow Apartments	INV-002570	278 Saint James Road, Wetons House, London, SE1 5JX	PM - Delivery/Collection	07500 707 831	Sets
La Bibliotheque	INV-002569	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	PM - Delivery/Collection	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	INV-002579	Self-Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	AM - Delivery/Collection	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Magic Stay London	INV-002574	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	AM - Delivery/Collection	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) + 18 Double Duvet, 4 Single Duvet, and 70x Pillows
Domi Stay	NA	Flat 2 Lyncourt, The Orchard, London, SE3 0QT	AM- Delivery	7985367548	Laundry
Messiah Properties	INV-002557	161A Brook Drive, SE11 4TG	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Pam Nash	INV-002563	18 Dunloe Avenue, N17 6LA	AM - Delivery/Collection	7399153138	Sets

Heather Jane	NA	23 Lancaster Road W11 1QL	Collection	+44 7760 304201	Collection
Building Clean London	INV-002587	57-59 Philbeach Gardens, SW5 9EE	PM - Delivery/Collection	07562 448 464	Sets(only plain)
Building Clean London	TBC	11 Romola Road, SE24 9BA	PM - Delivery/Collection	+44 7806 683932	Sets
Building Clean London	TBC	11 Stubbs Way, London, SW19 2UW	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	TBC	174 Tooting High Street, SW17 0RT	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	INV-002587	244 Wimbledon Park Road SW18 5RL	PM - Delivery/Collection	07562 448 464	Sets
Tibor Matta	INV-002584	38 Wansey Street, London, SE17 1JP,	PM - Delivery/Collection	07858 815 837	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-002577	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Seeker Estates Ltd	INV-002580	10 Upper Montagu Street W1H 2PB	AM - Delivery/Collection	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Key Bridge Limited	INV-002588	14 Oval Road,London, NW1 7DJ	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	INV-002588	5 Prince of Wales Terrace, London, W8 5PG	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	INV-002588	253 Royal College Street, NW1 9LU	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	TBC	72 Park Way, NW1 7AH	PM - Delivery/Collection	+44 7367 707044	Sets

Key Bridge Limited	TBC	76 Neal Street, WC2H 9AJ	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	TBC	3A Golders Green Road, NW11 8DY	PM - Delivery/Collection	+44 7367 707045	Sets
Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	PM - Delivery/Collection	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Afaad Properties	INV-002530	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	CANCELLED	7948977750	Cleaning
Shaheen	-	48 Cedar Road, Cricklewood, NW2 6SP	Cleaning	-	-