londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

03/11/2025 – 09/11/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£19,996.35

TOTAL INVOICES

38

NEW LEADS

6

QUOTES SENT

4

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HOSPITALITY

CONVERSIONS

1

AMAZON SALES

£455.15

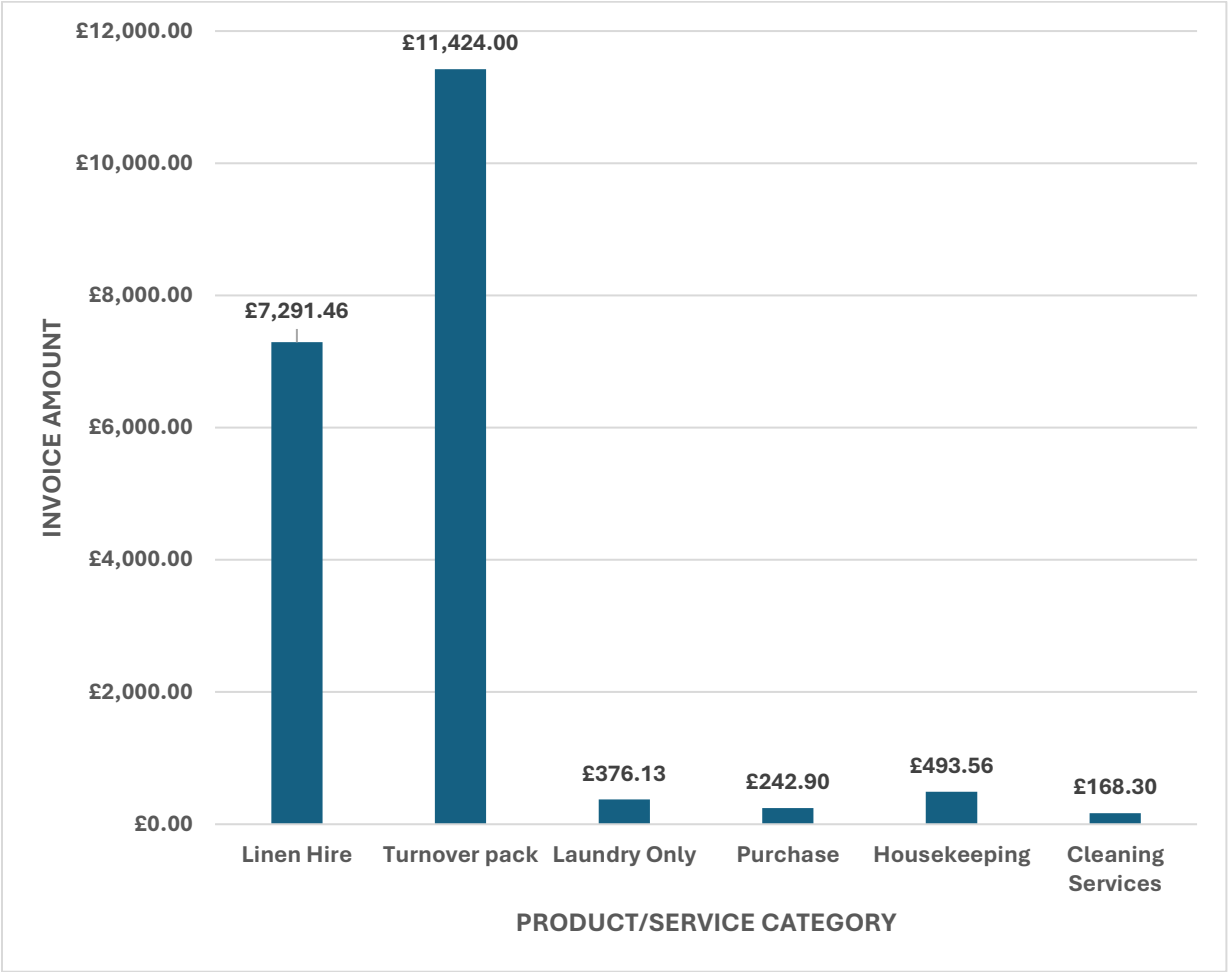
AMAZON ORDERS

20

ORDERS DELIVERED

49

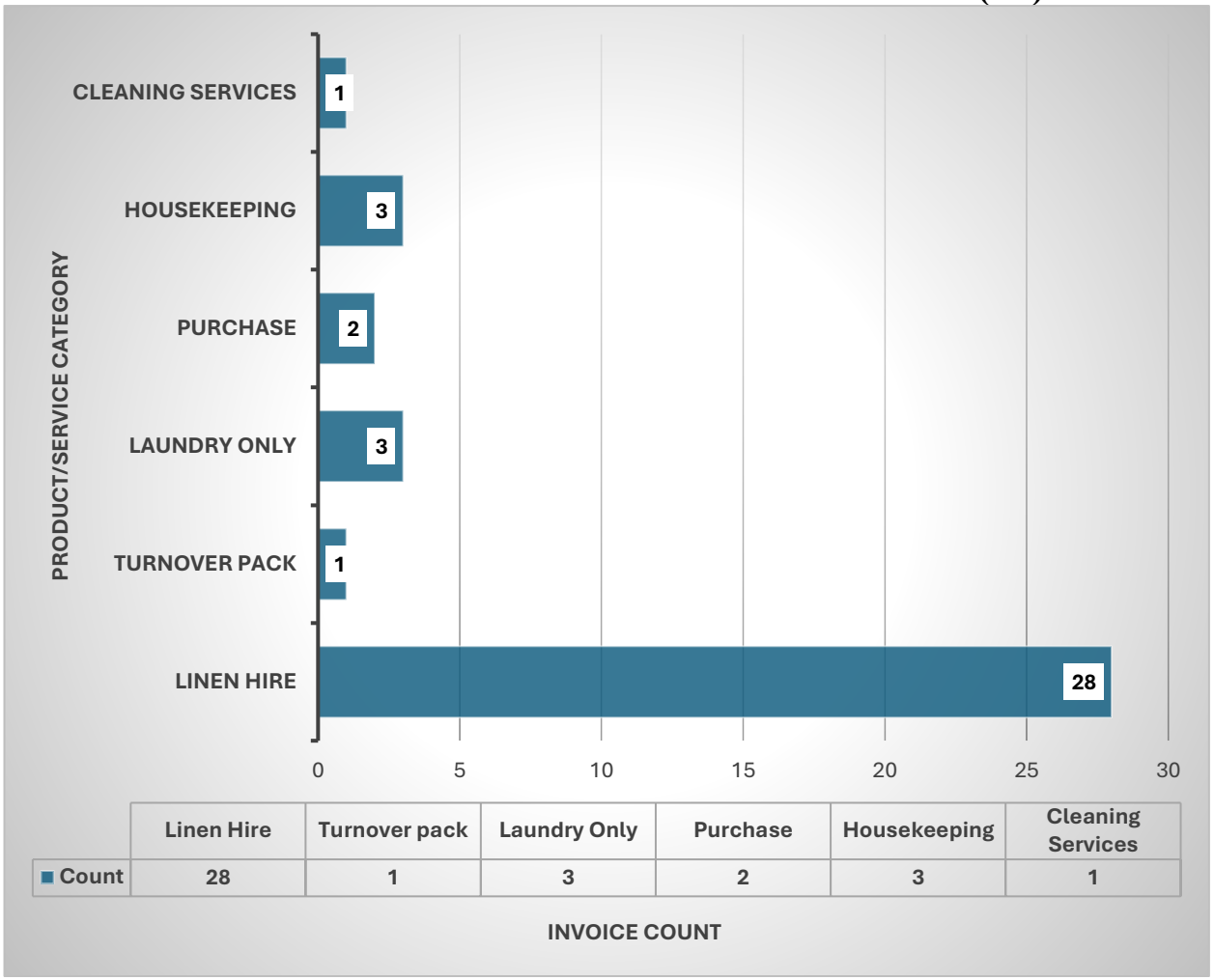
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £19,996.35

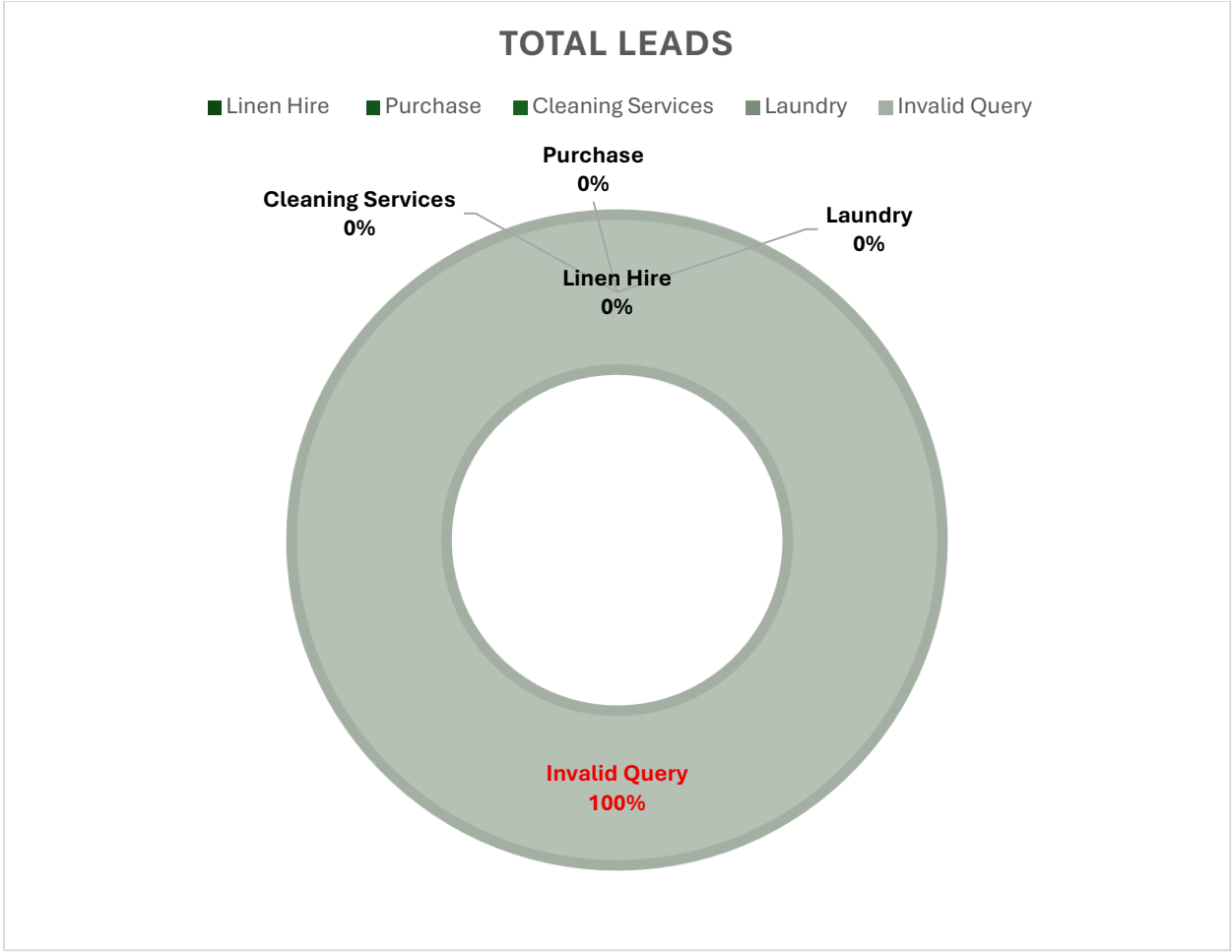
DMC sales: **£11,685.90**
Other (LHS Clients): **£8,310.45**

DETAILED STATISTICS – INVOICE COUNT (38)

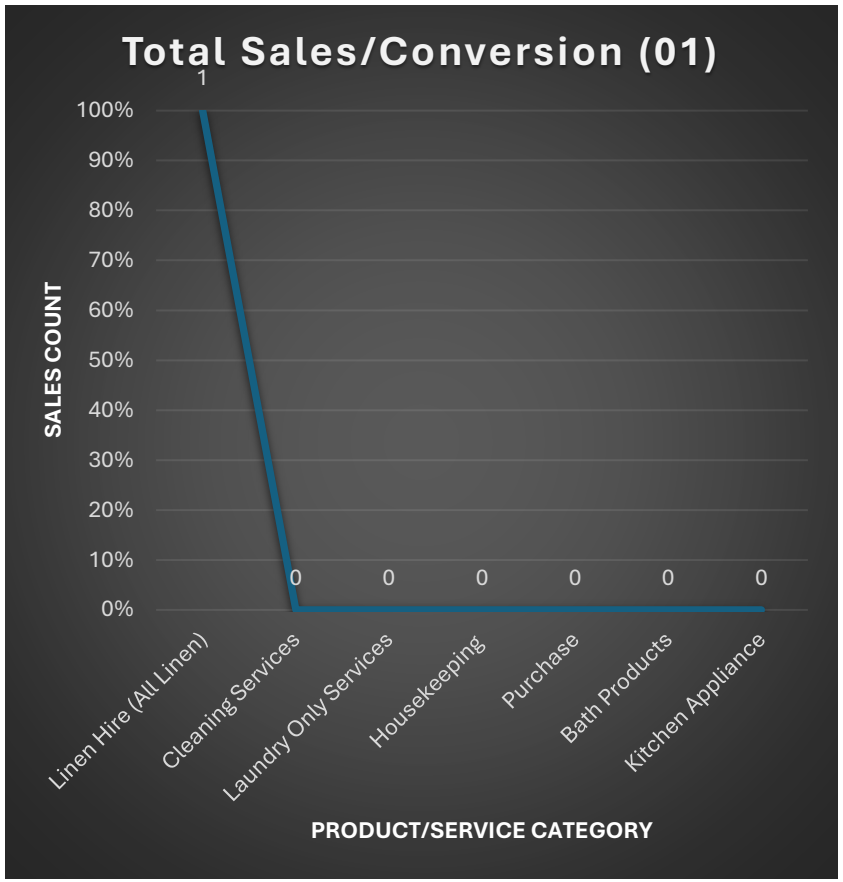


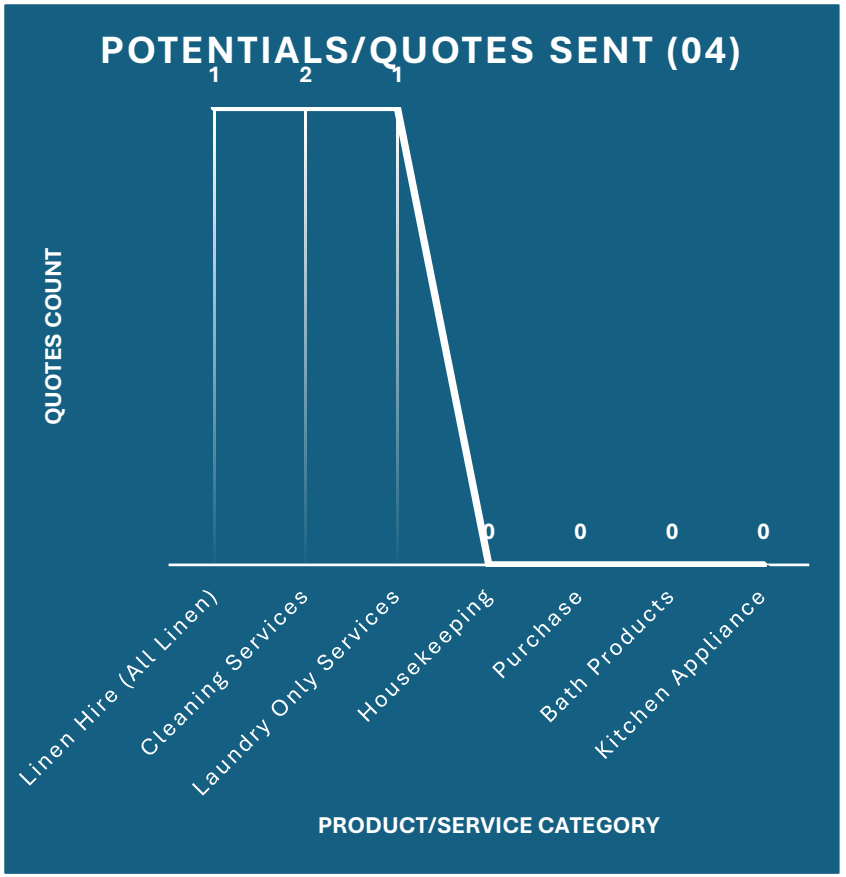
	Linen Hire	Turnover pack	Laundry Only	Purchase	Housekeeping	Cleaning Services
Count	28	1	3	2	3	1

LEADS RECEIVED DURING THE WEEK (06)

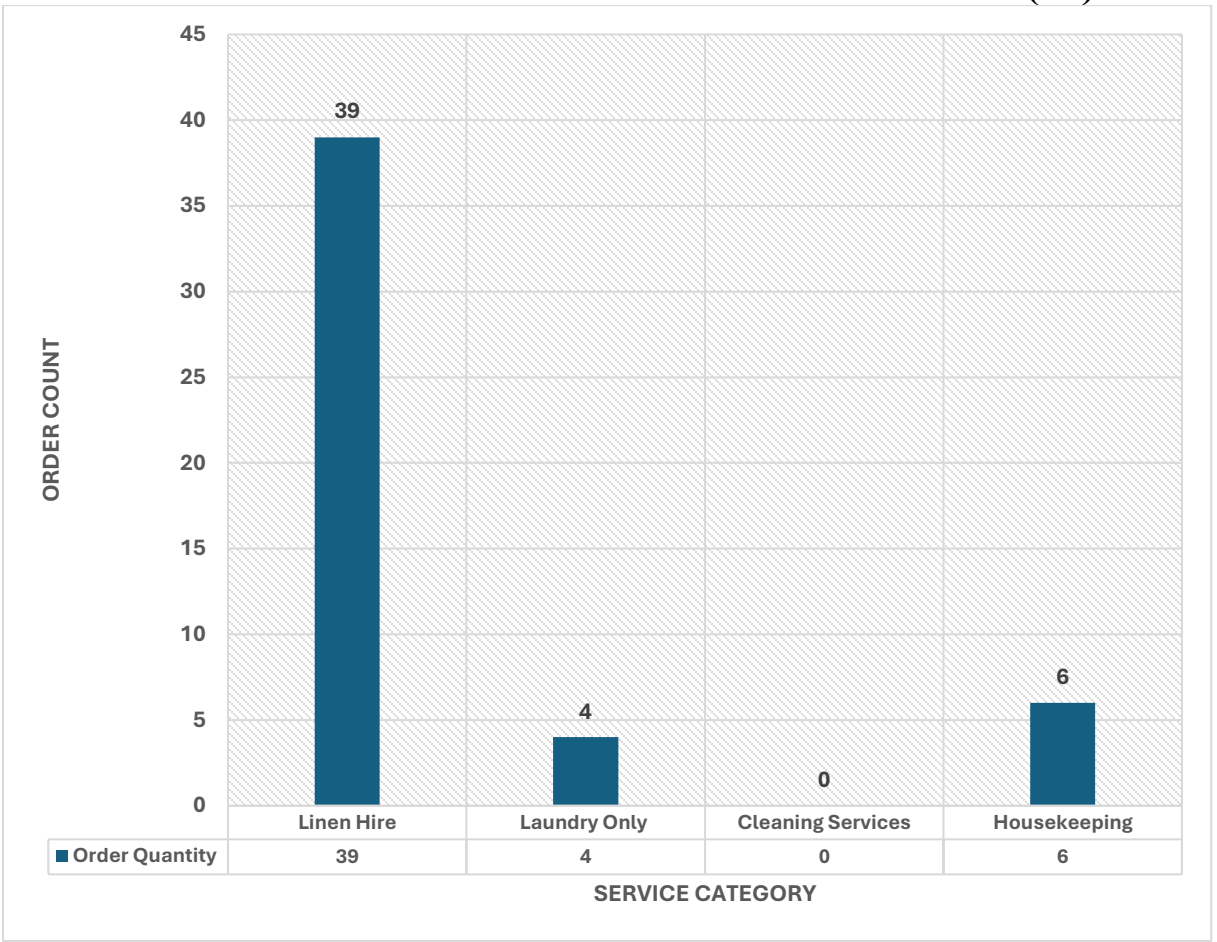


SALES TEAM ACTION





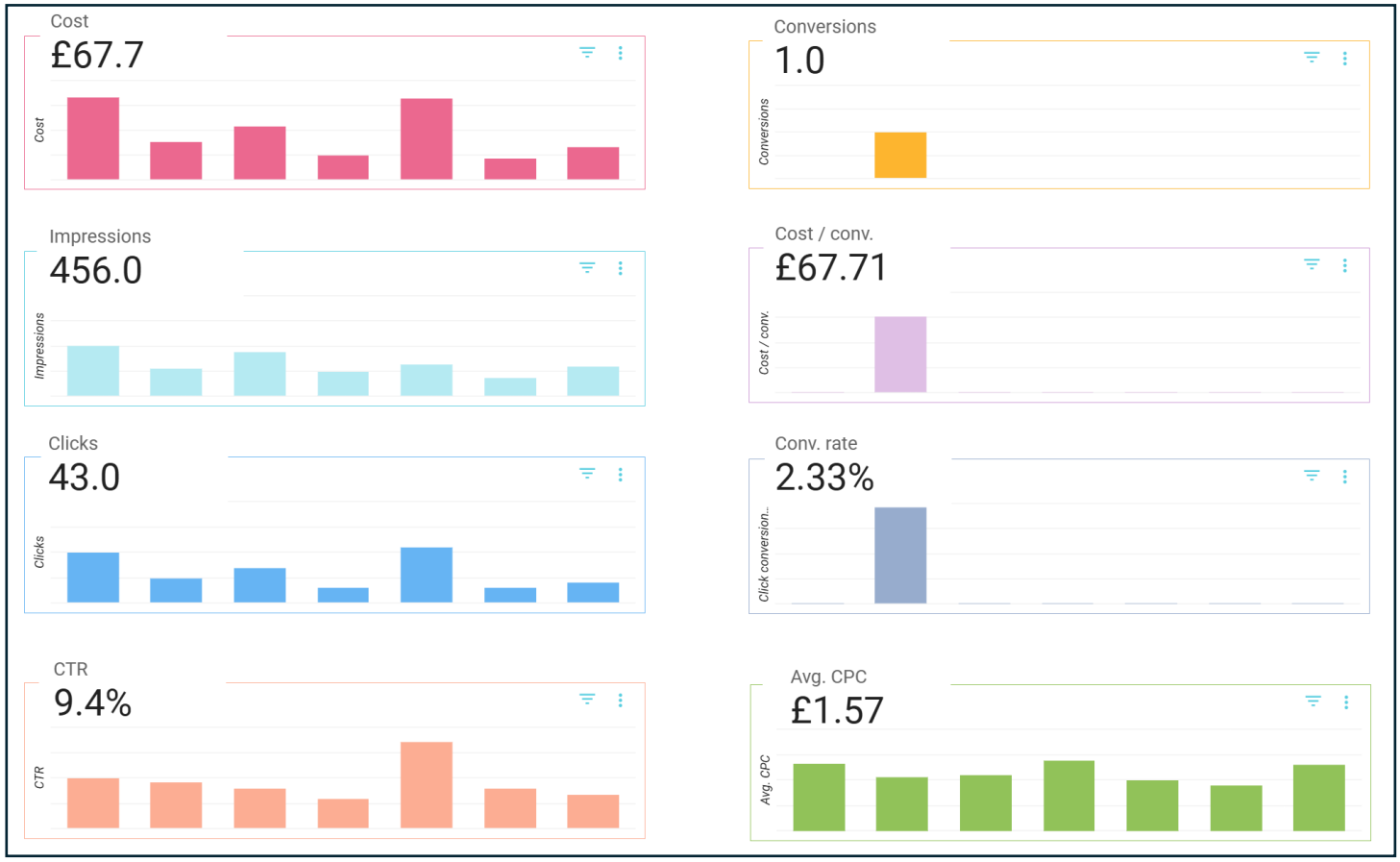
ORDERS DELIVERED DURING THE WEEK (49)



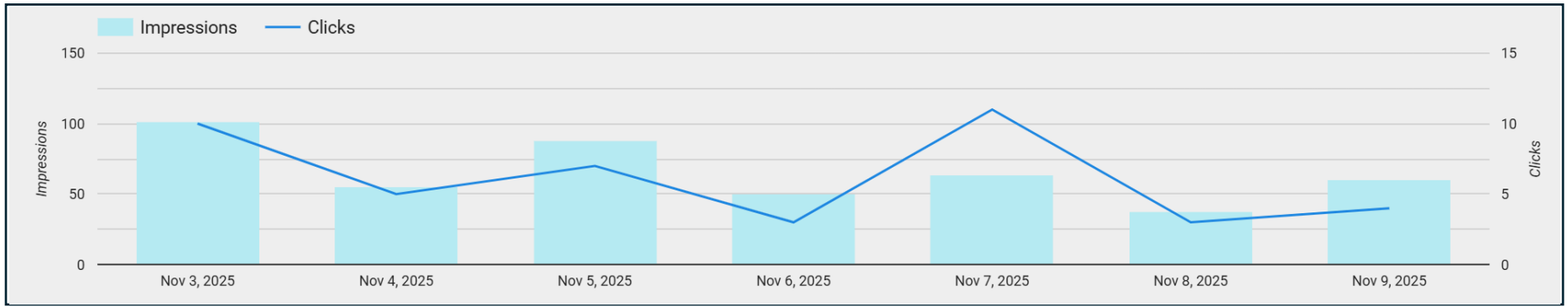
NOTE: Number of clients placed the order – **27**

MARKETING PAID AD PERFORMANCE DURING THE WEEK

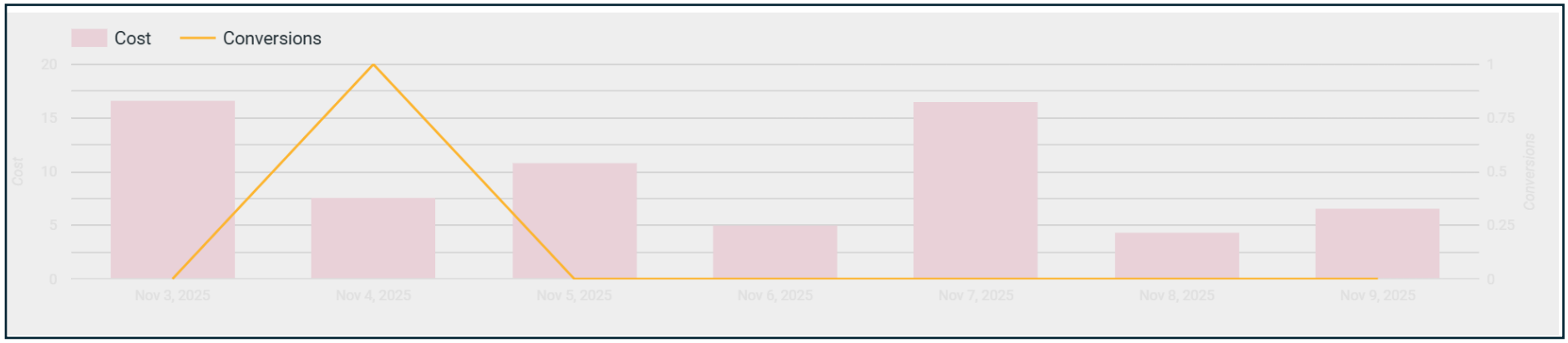
Google Ads
PERFORMANCE METRICS



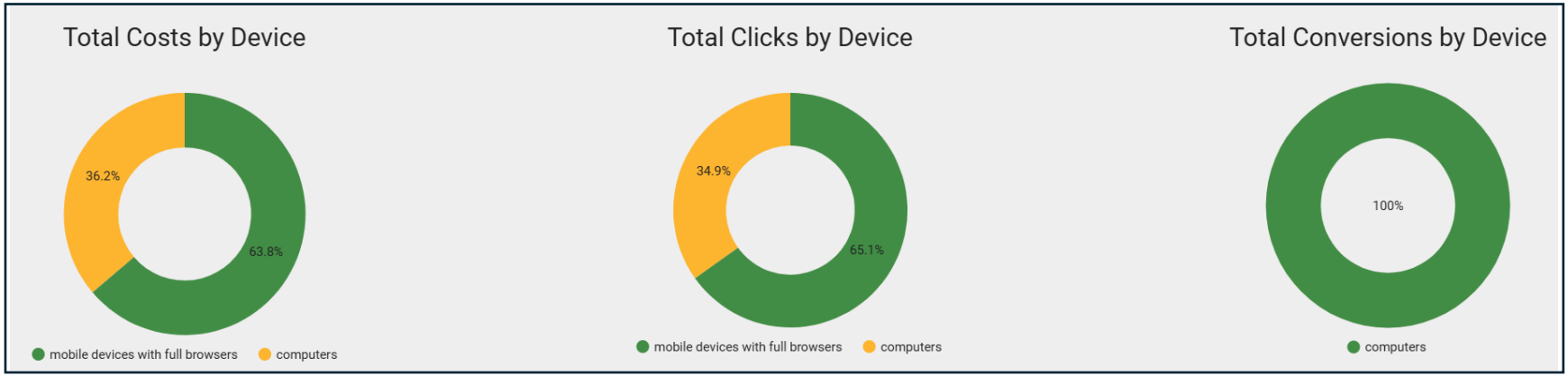
IMPRESSIONS 456.0 -69 & CLICKS 43.0 -2



CONVERSIONS 1 1 vs COSTS £68 £-6.70



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£43	293	28	9.56%	£1.54	0	£0	0%
2.	computers	£25	161	15	9.32%	£1.63	1	£24.52	6.67%
3.	tablets with full browsers	£0	2	0	0%	£0	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£64	417	39	9.35%	£1.63	1	£63.67	2.56%
Cleaning Services	£4	39	4	10.26%	£1.01	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%
Grand total	**£68**	**456**	**43**	**9.43%**	**£1.57**	**1**	**£67.71**	**2.33%**

HIGHLIGHT (03/11/2025 – 09/11/2025)

SALES

Promising Leads & Contracts Signed

1. **Debbie Ann Pearce – Ryan – Qualified Lead**
   Service – Tablecloth hire
   Frequency – Based on requirements
   Samples purchase - TBD
   Feedback – Will be sharing the sizes of table clothes after Christmas

2. **Natalia – Promising Lead**
   Service Requested – Linen Hire & Laundry services both
   Frequency – Once a week
   Status – Waiting for the feedback on quote. She had 2 properties.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**

Total amount spent - **£67.7**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£0**
   Leads generated – **0**
2. Hire Ads spent - **£64**
   Leads generated – **1**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	1
Cleaning Services	0	2
Laundry Only Services	0	1
Housekeeping	0	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**4**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	28	£7,291.46
Turnover pack	1	£11,424.00
Laundry Only	3	£376.13
Purchase	2	£242.90
Housekeeping	3	£493.56
Cleaning Services	1	£168.30
Damage Charge	0	£0.00
Total	**38**	**£19,996.35**

***DMC* - £11,685.90**
LHS (Other clients) - £8,310.45

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	39
Laundry Only	4
Cleaning Services	0
Housekeeping	6
Total	**49**
Orders placed - Clients 27	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	0
Purchase	0
Cleaning Services	0
Laundry	0
Invalid Query	6
GRAND TOTAL	**6**

Self-sourced leads - 0

TENTATIVE SCHEDULE FOR NEXT WEEK (10/11/2025 – 16/11/2025)

Company Name	Order Ref	Delivery Address	Contact Details	Order Description
Linden House Hotel	INV-003196	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Notting Hill Hotel	INV-003199	7 Clanricarde Gardens W2 4JJ	07846 366 652	%100 Cotton
Magic Stay London	INV-003202	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Magic Stay London	INV-003202	122 Sussex Gardens,Tyburnia, London, W2 1UB	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Messiah Properties	INV-003193	Flat 1, 43 Grafton Way, W1T 5DG	07786 080 000/ 0204 603 4190	Sets (2x Toiletry kits)
Natalie Emmerson	INV-003192	8 Broxash Road, London, SW11 6AB	7539 476762	Itemised
Building Clean London	INV-003203	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Itemised
Johnny Romana	INV-003210	29 Ridge Hill London NW11 8PR	7968 928874	Itemised
Domi Stay	INV-003218	Shurgard Blackhorse Road ,London SE8 5HY	7985 367548	Itemised
Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Key Bridge Limited	INV-003117	77 Tapping The Admiral Castle Road, London NW1 8SU	7507620206	Sets
Molly Evans	-	222 Durnsford road SW198DR	7591106390	Itemised
Molly Evans	-	212 Merton Road SW18 5SW	7591106390	itemised

Perth Recording	INV-003191	10 Porchester Terrace, Flat 6, W2 3TL	7730 731955	Sets
La Bibliotheque	INV-003208	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	+44 7590 554108	Itemised (4x garbage bags)
Pankhurst	INV-003223	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	07766811141	Laundry
Art of Smile	INV-003207	2 Gladstone Park Gardens, NW2 6JU	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-003207	84 Harlesden Road, NW10 2BE	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-003207	140 Clitterhouse Cress, NW2 1DA	07507 925 485	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Linden House Hotel	INV-003197	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Notting Hill Hotel	INV-003200	7 Clanricarde Gardens W2 4JJ	07846 366 652	%100 Cotton
Messiah Properties	TBC	Basement Flat, 69 Marchmont St, WC1N 1AP	07786 080 000/ 0204 603 4190	Collection
Nawsa Properties	INV-003209	Flat 4 steel back house, 102 Renwick Road IG11 0PE	7540 808554	Itemised
Barking Hotel	INV-003211	28 station parade, Barking IG11 8DR	07786 080 000/ 0204 603 4190	Itemised
Seeker Estates Ltd	INV-003214	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Magic Stay London	INV-003202	122 Sussex Gardens,Tyburnia, London, W2 1UB	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)

Magic Stay London	INV-003202	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	07717 613 340 / 07719 777 616	Sets
Building Clean London	INV-003222	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Itemised
Molly Evans	-	222 Durnsford road SW198DR	7591106390	Itemised
Molly Evans	-	212 Merton Road SW18 5SW	7591106390	itemised
AXO Waterloo	TBC	2 Secker Street, SE1 8UF	7445 170777	Laundry
Tibor Matta	INV-003189	38 Wansey Street, London, SE17 1JP,	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-003198	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Notting Hill Hotel	INV-003201	7 Clanricarde Gardens W2 4JJ	07846 366 652	%100 Cotton
Seeker Estates Ltd	INV-003215	10 Upper Montagu Street W1H 2PB	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Messiah Properties	INV-003195	Flat 1, 26 Lupus Street SWIV 3DZ	07786 080 000/ 0204 603 4190	Sets (2x Toiletry kits)
Messiah Properties	INV-003194	102 Wheat sheaf close E14 9UY	07786 080 000/ 0204 603 4190	Sets
Steve Cogan	INV-003212	26 Arminger Road, W12 7BB	7984 285205	Sets
Pam Nash	INV-003205	Number 68 WC1X 9HB	7399 153138	Itemised
Pam Nash	INV-003206	18 Dunloe Avenue, London, N17 6LA	7399 153138	Itemised
Key Bridge Limited	INV-003204	77 Tapping The Admiral Castle Road, London NW1 8SU	7507620206	Sets

AEG Cleaning	INV-003213	Collection from Warehouse	NA	Sets
London Urban Escape	INV-003217	14 Camden High Street, NW1 0JH	7481 154511	Sets
London Urban Escape	INV-003217	1 Westbourne Crescent, W2 3DB	7481 154511	100% Cotton
Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
My London Hop	INV-003219	Flat 5, 36 Green Street, London W1K 7FH	7760 383256	Sets