londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

10/11/2025 – 16/11/2025

QUICK GLANCE AT FIGURES

£
LHS SALES
£16,635.64

TOTAL INVOICES
46

NEW LEADS
2

QUOTES SENT
1

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CONVERSIONS
1

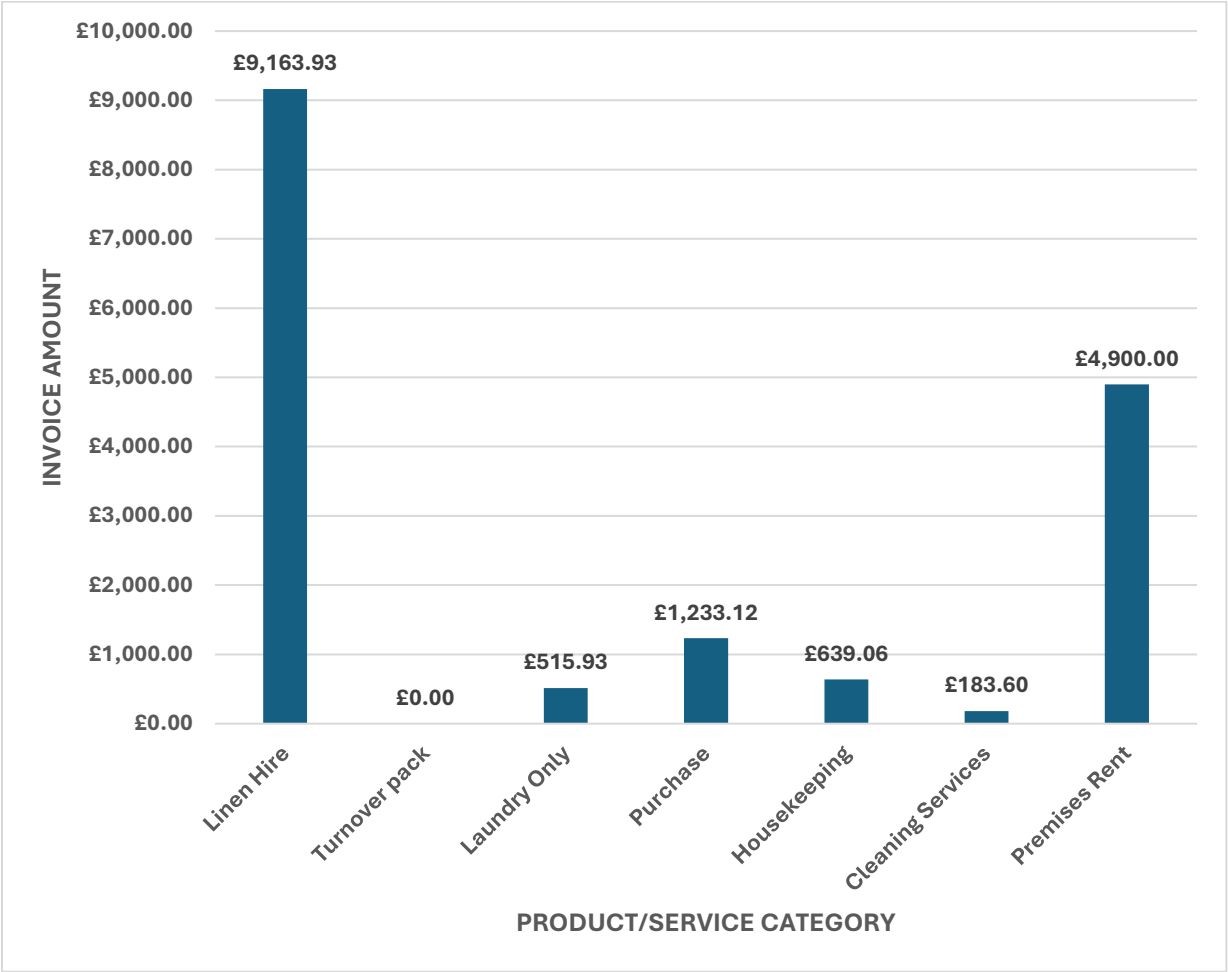
AMAZON SALES
£481.88

AMAZON ORDERS
21

ORDERS DELIVERED
43

Note: 5 Amazon returns were reported last week

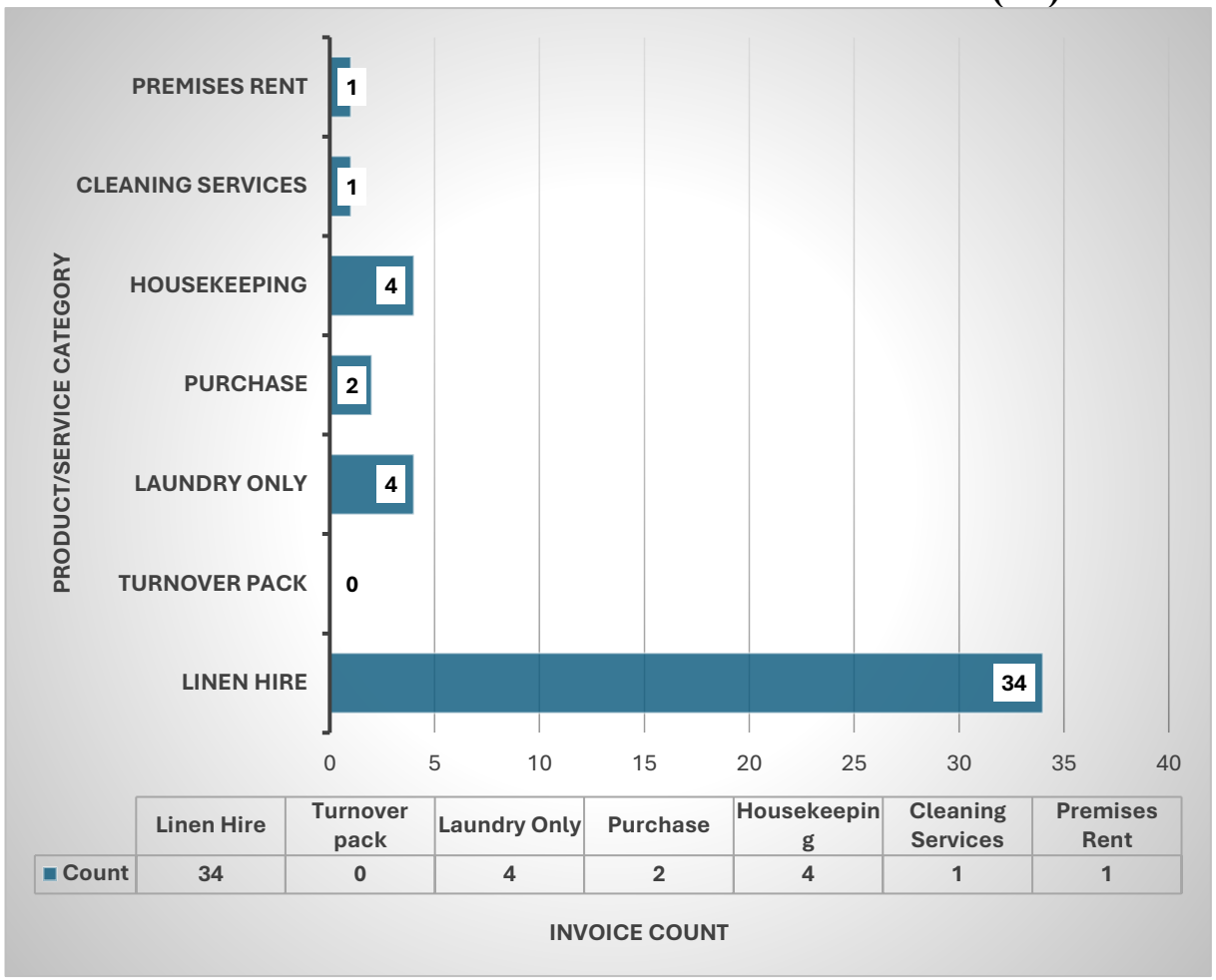
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £16,635.64

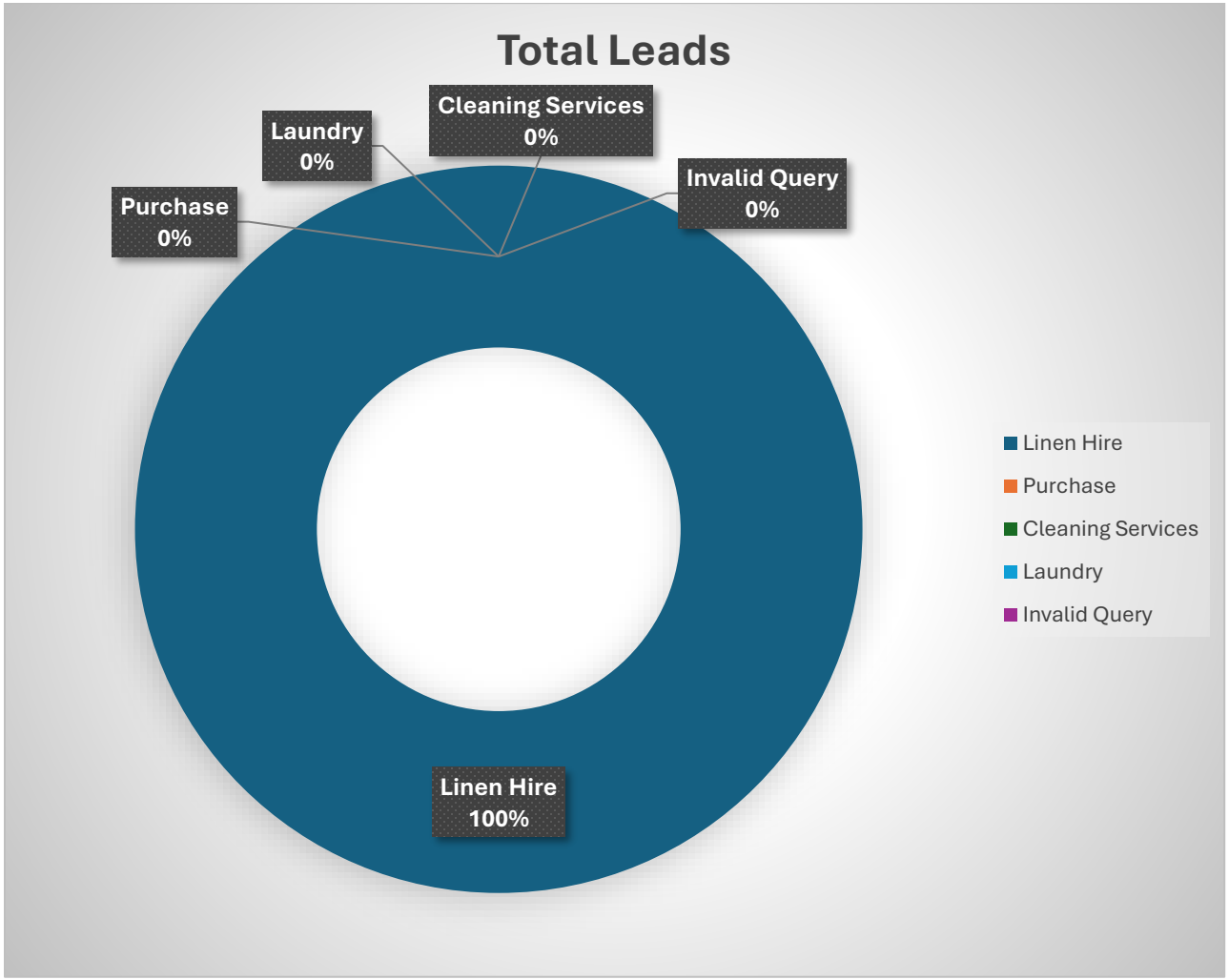
DMC sales: **£183.60**
Other (LHS Clients): **£11,552.04**

DETAILED STATISTICS – INVOICE COUNT (46)

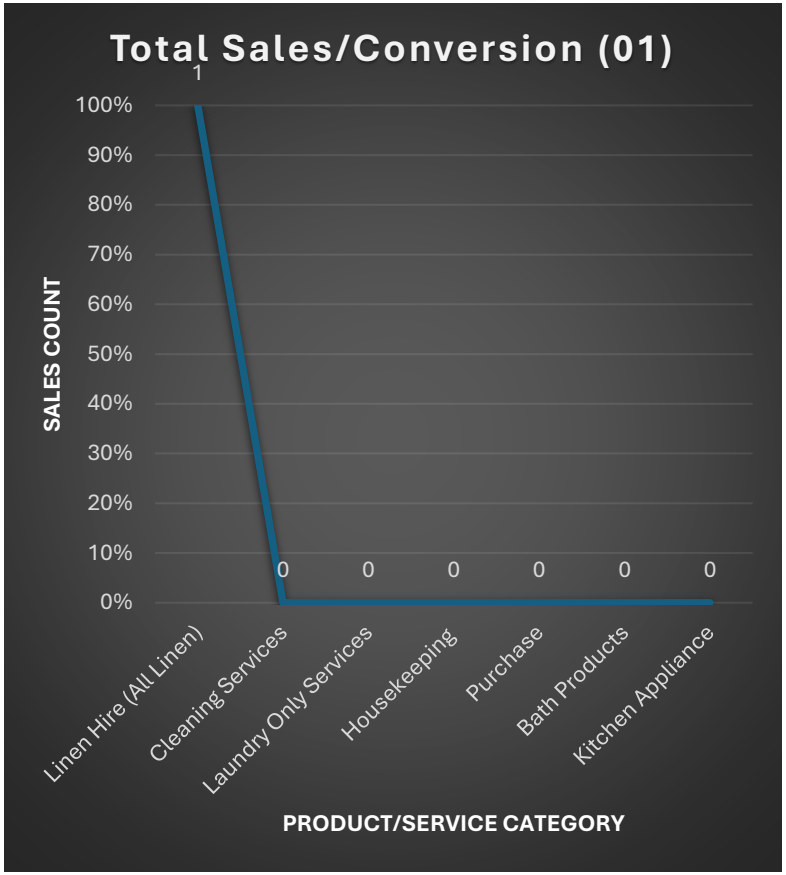


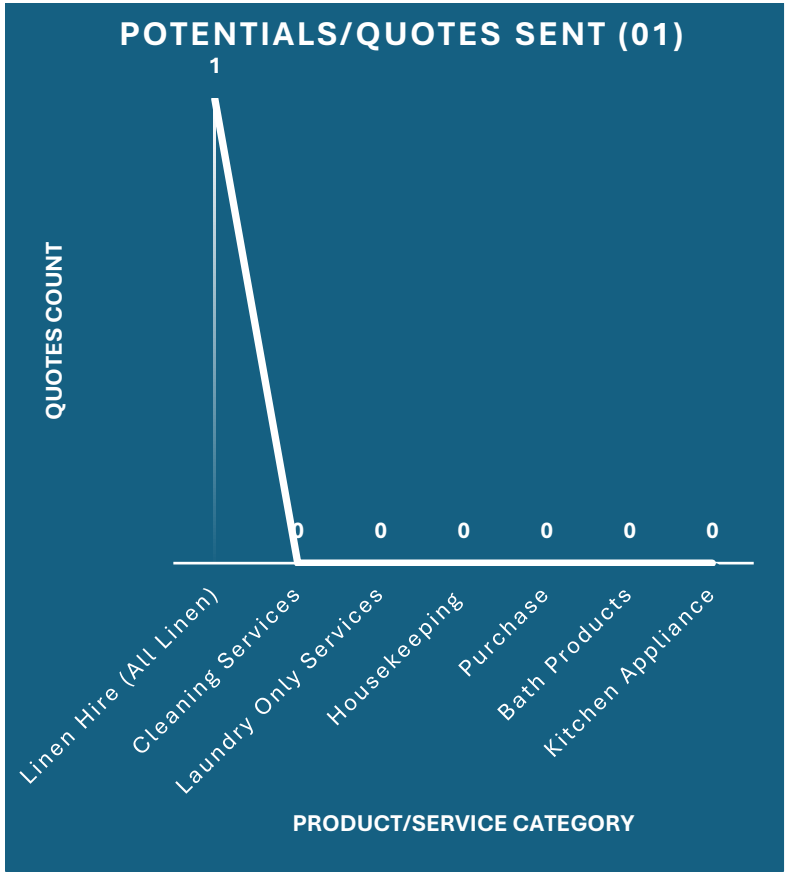
	Linen Hire	Turnover pack	Laundry Only	Purchase	Housekeeping	Cleaning Services	Premises Rent
Count	34	0	4	2	4	1	1

LEADS RECEIVED DURING THE WEEK (02)

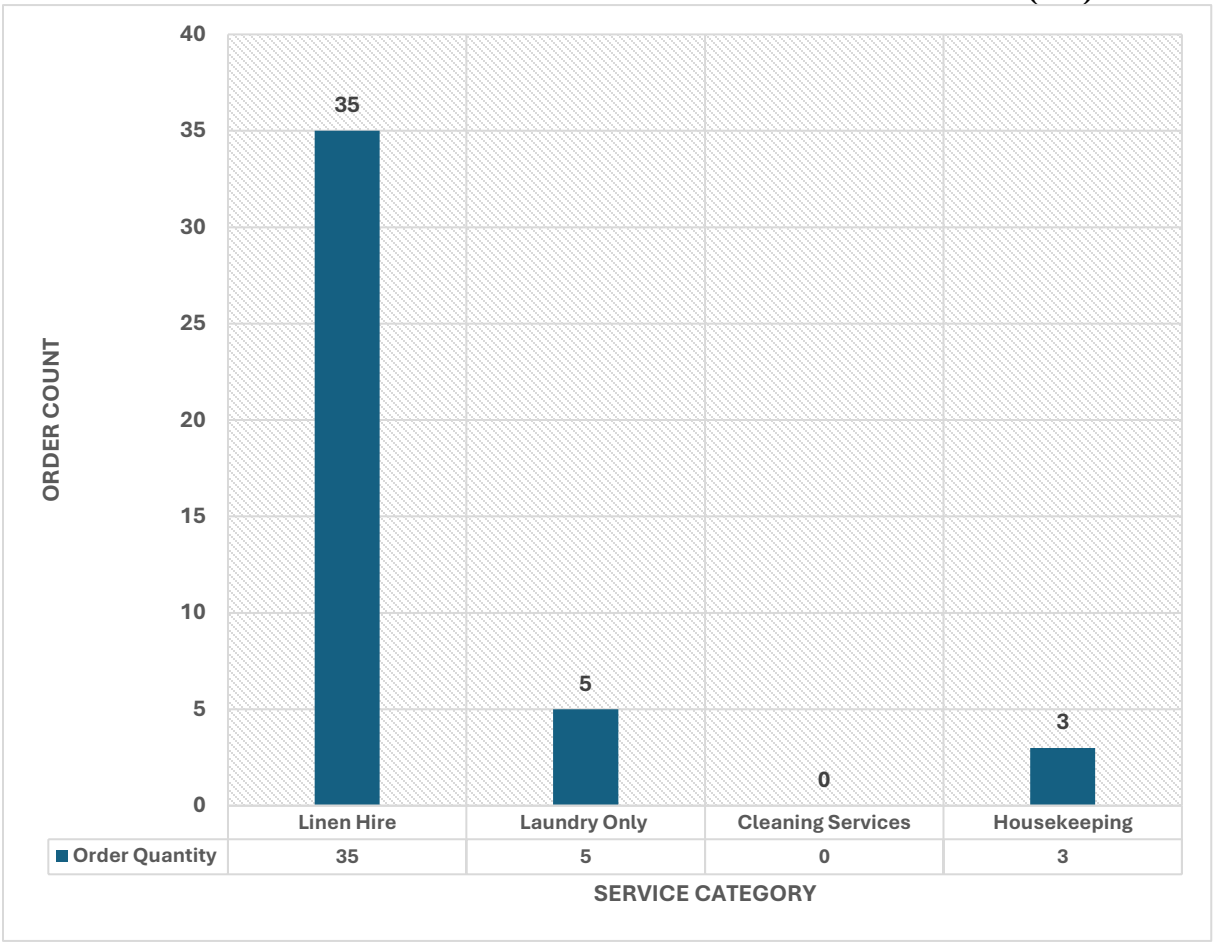


SALES TEAM ACTION





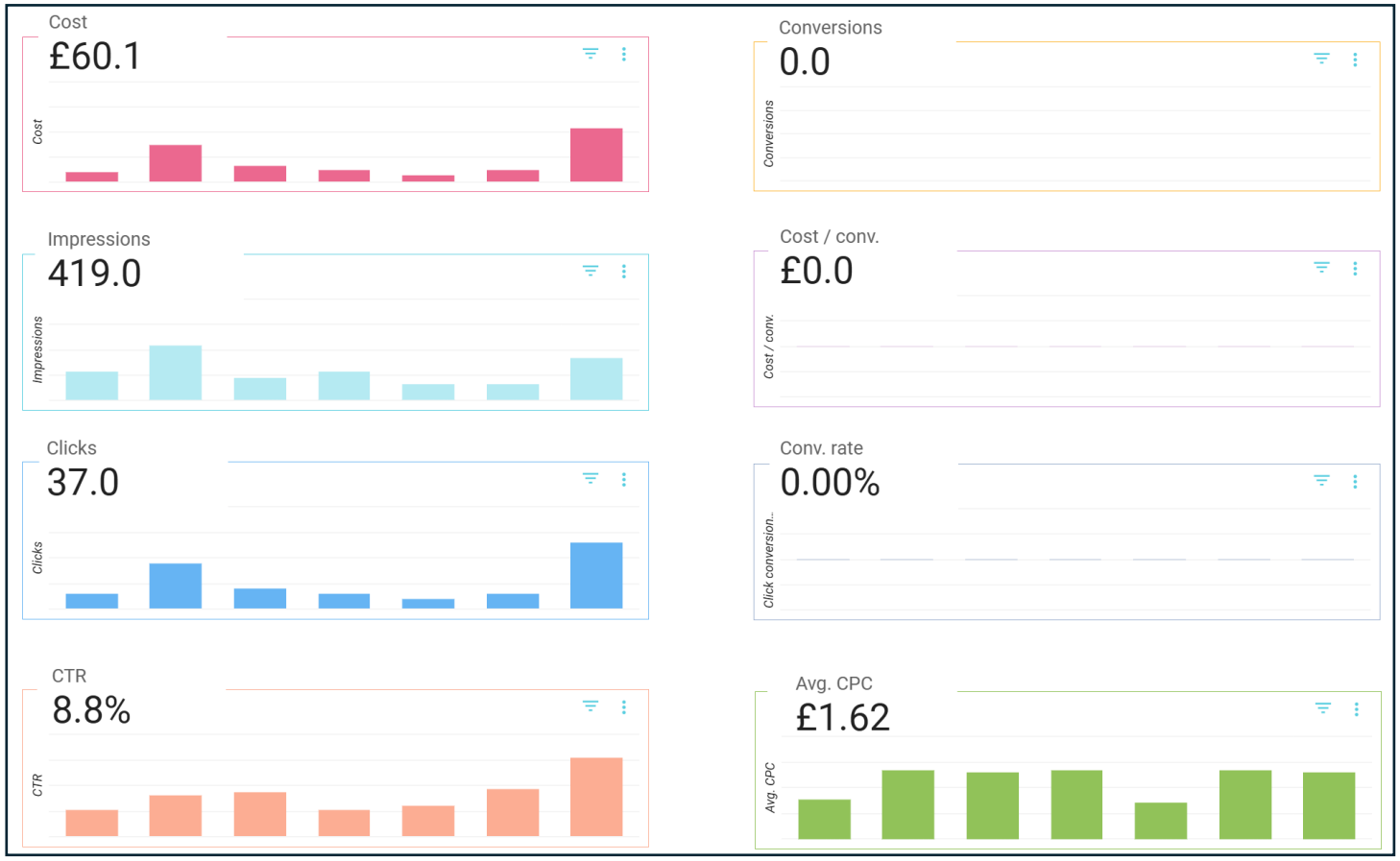
ORDERS DELIVERED DURING THE WEEK (43)



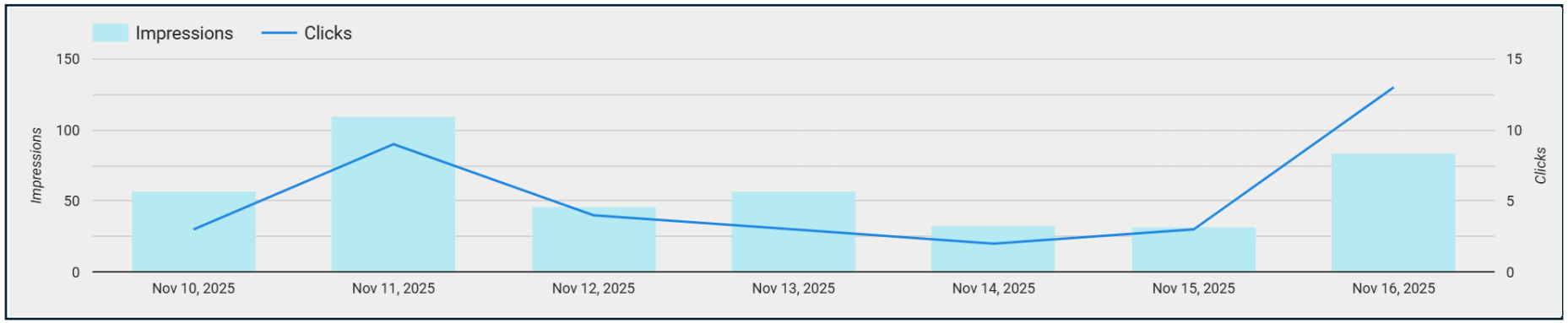
NOTE: Number of clients placed the order – **26**

MARKETING PAID AD PERFORMANCE DURING THE WEEK

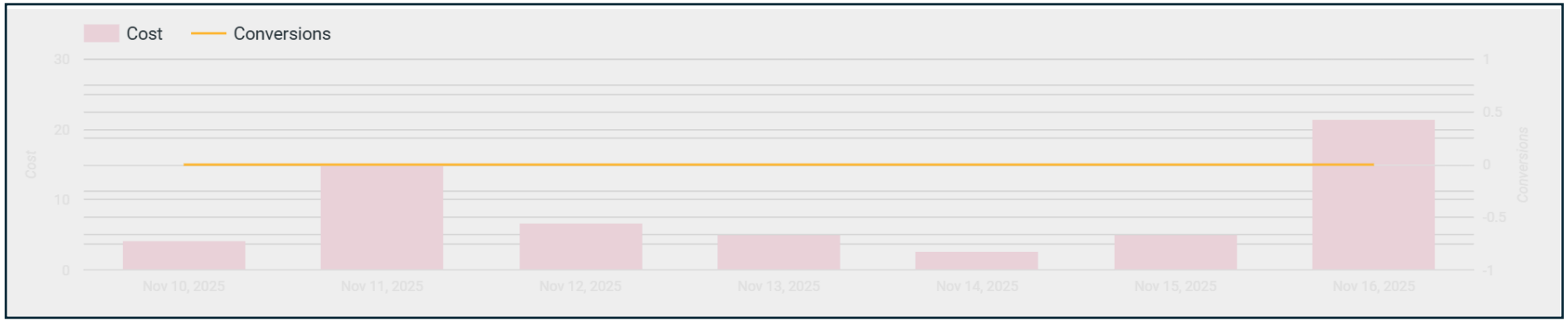
Google Ads
PERFORMANCE METRICS



IMPRESSIONS 419.0 -37 & CLICKS 37.0 -6



CONVERSIONS 0 -1 vs COSTS £60 £-7.61



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£42	253	26	10.28%	£1.63	0	£0	0%
2.	computers	£16	157	10	6.37%	£1.61	0	£0	0%
3.	tablets with full browsers	£2	9	1	11.11%	£1.65	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£58	376	35	9.31%	£1.66	0	£0	0%
Cleaning Services	£2	43	2	4.65%	£1.02	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	**£60**	**419**	**37**	**8.83%**	**£1.62**	**0**	**£0**	**0%**

HIGHLIGHT (10/11/2025 – 16/11/2025)

SALES

Promising Leads & Contracts Signed

1. **Sab Jan, Crystal Waters Global Ltd – Qualified Lead**
   Service – Linen hire
   Frequency – Once a week
   Source – Came through reference from Seeker Estates for the same address
   Feedback – Quote is under review with his team

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Total amount spent - **£60.1**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£0**
   Leads generated – **0**
2. Hire Ads spent - **£0**
   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)	1	1
Cleaning Services	0	0
Laundry Only Services	0	0
Housekeeping	0	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**1**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	34	£9,163.93
Turnover pack	0	£0.00
Laundry Only	4	£515.93
Purchase	2	£1,233.12
Housekeeping	4	£639.06
Cleaning Services	1	£183.60
Premises Rent	1	£4,900.00
Total	**45**	**£16,452.04**

***DMC* - £183.60**
LHS (Other clients) - £11,552

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	35
Laundry Only	5
Cleaning Services	0
Housekeeping	3
Total	**43**
Orders placed - Clients 26	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	2
Purchase	0
Cleaning Services	0
Laundry	0
Invalid Query	0
GRAND TOTAL	**2**

Self-sourced leads - 0

TENTATIVE SCHEDULE FOR NEXT WEEK (17/11/2025 – 23/11/2025)

Date	Company Name	Order Ref	Delivery Address	Order Description
17/11/2025	Linden House Hotel	INV-003244	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
17/11/2025	Notting Hill Hotel	INV-003216	7 Clanricarde Gardens W2 4JJ	%100 Cotton
17/11/2025	Magic Stay London	INV-003253	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
17/11/2025	Magic Stay London	INV-003253	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
17/11/2025	YBB Rent	INV-003240	Flat 2 179 Battersea Park Road SW8 4LR	Itemised
17/11/2025	Nakita	INV-003233	`8 Portal Way Flat 3902 W3 6EH	100% Cotton Itemised
17/11/2025	Voyage Stay	INV-003232	9 Wigmore Place, W1U 2LS	Sets
17/11/2025	Messiah Properties	INV-003235	Flat 12: 293 Ballards Lane, N12 8NP	100% Cotton
17/11/2025	Building Clean London	INV-003251	57-59 Philbeach Gardens, SW5 9EE	Itemised
17/11/2025	Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
18/11/2025	Key Bridge Limited	INV-003230	77 Tapping the Admiral Castle Road, London NW1 8SU	Sets
18/11/2025	Molly Evans	-	222 Durnsford road SW198DR	Itemised

18/11/2025	Molly Evans	-	212 Merton Road SW18 5SW	itemised
18/11/2025	London Holiday Rental	INV-003239	124 Mile End Road, E1 4UN	Itemised
18/11/2025	Messiah Properties	INV-003236	Flat 12 Peninsula Court, 121 East Ferry rd, E14 3LH	100% Cotton
18/11/2025	Natalie Emmerson	INV-003227	8 Broxash Road, London, SW11 6AB	Itemised
18/11/2025	Pankhurst	TBC	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	Laundry
18/11/2025	Devereux Residence	INV-003234	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	Sets
18/11/2025	Art of Smile	INV-003229	2 Gladstone Park Gardens, NW2 6JU	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
18/11/2025	Art of Smile	INV-003229	84 Harlesden Road, NW10 2BE	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
18/11/2025	Art of Smile	INV-003229	140 Clitterhouse Cress, NW2 1DA	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
19/11/2025	Linden House Hotel	INV-003245	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
19/11/2025	Notting Hill Hotel	INV-003247	7 Clanricarde Gardens W2 4JJ	%100 Cotton
19/11/2025	Perth Recording	INV-003226	10 Porchester Terrace, Flat 6, W2 3TL.	Sets (2x Toiletry kits, 2x Garbage bag, Toilet roll x2)
19/11/2025	La Bibliotheque	INV-003238	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Itemised (4x garbage bags)
19/11/2025	YBB Rent	INV-003243	Flat 9, 189b High Road Willesden London NW10 2SD	Itemised

19/11/2025	YBB Rent	INV-003242	Flat 6, 189b High Road Willesden London NW10 2SD	Itemised
19/11/2025	AXO New Cross	INV-003252	403-407 New Cross Road, SE14 6LA	Laundry Delivery
20/11/2025	Seeker Estates Ltd	INV-003258	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)
20/11/2025	Magic Stay London	INV-003253	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
20/11/2025	Magic Stay London	INV-003253	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Sets
20/11/2025	Daanish	INV-003254	29 Warple Way, Acton, W3 0RX	Sets
20/11/2025	Daanish	INV-003255	38 Askew Road W12 9BH	Sets
20/11/2025	Daanish	INV-003256	254A Gloucester Terrace W2 6HU	Sets
20/11/2025	Daanish	INV-003257	29 Warple Way, Acton, W3 0RX	
20/11/2025	Molly Evans	-	222 Durnsford road SW198DR	Itemised
20/11/2025	Molly Evans	-	212 Merton Road SW18 5SW	itemised
20/11/2025	Tibor Matta	INV-003228	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)
21/11/2025	Linden House Hotel	INV-003246	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
21/11/2025	Notting Hill Hotel	INV-003248	7 Clanricarde Gardens W2 4JJ	%100 Cotton

21/11/2025	Seeker Estates Ltd	INV-003259	10 Upper Montagu Street W1H 2PB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
21/11/2025	Key Bridge Limited	INV-003231	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets
21/11/2025	Pam Nash	INV-003249	18 Dunloe Avenue, London, N17 6LA	Itemised
21/11/2025	Pam Nash	INV-003250	Number 68 WC1X 9HB	Itemised
21/11/2025	Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
22/11/2025	My London Hop	INV-003250	Flat 5, 36 Green Street, London W1K 7FH	Sets (2x Toiletry kits, 2x Garbage bag, Toilet roll x2)