londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

17/11/2025 – 23/11/2025

QUICK GLANCE AT FIGURES

LHS SALES

£21,804.87

TOTAL INVOICES

42

NEW LEADS

5

QUOTES SENT

1

londonist HOSPITALITY

CONVERSIONS

0

AMAZON SALES

£745.44

AMAZON ORDERS

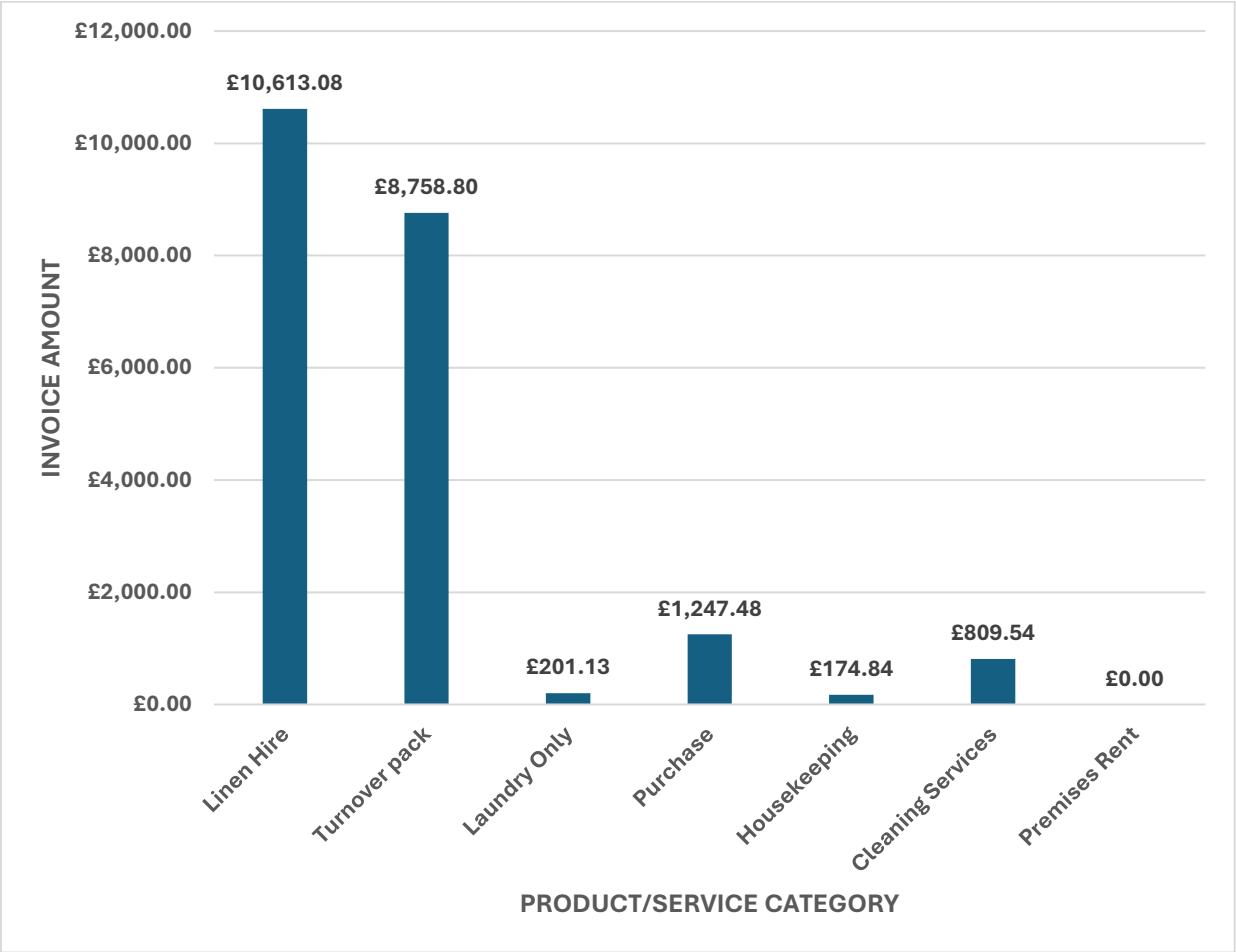
33

ORDERS DELIVERED

46

Note: 2 Amazon returns were reported last week

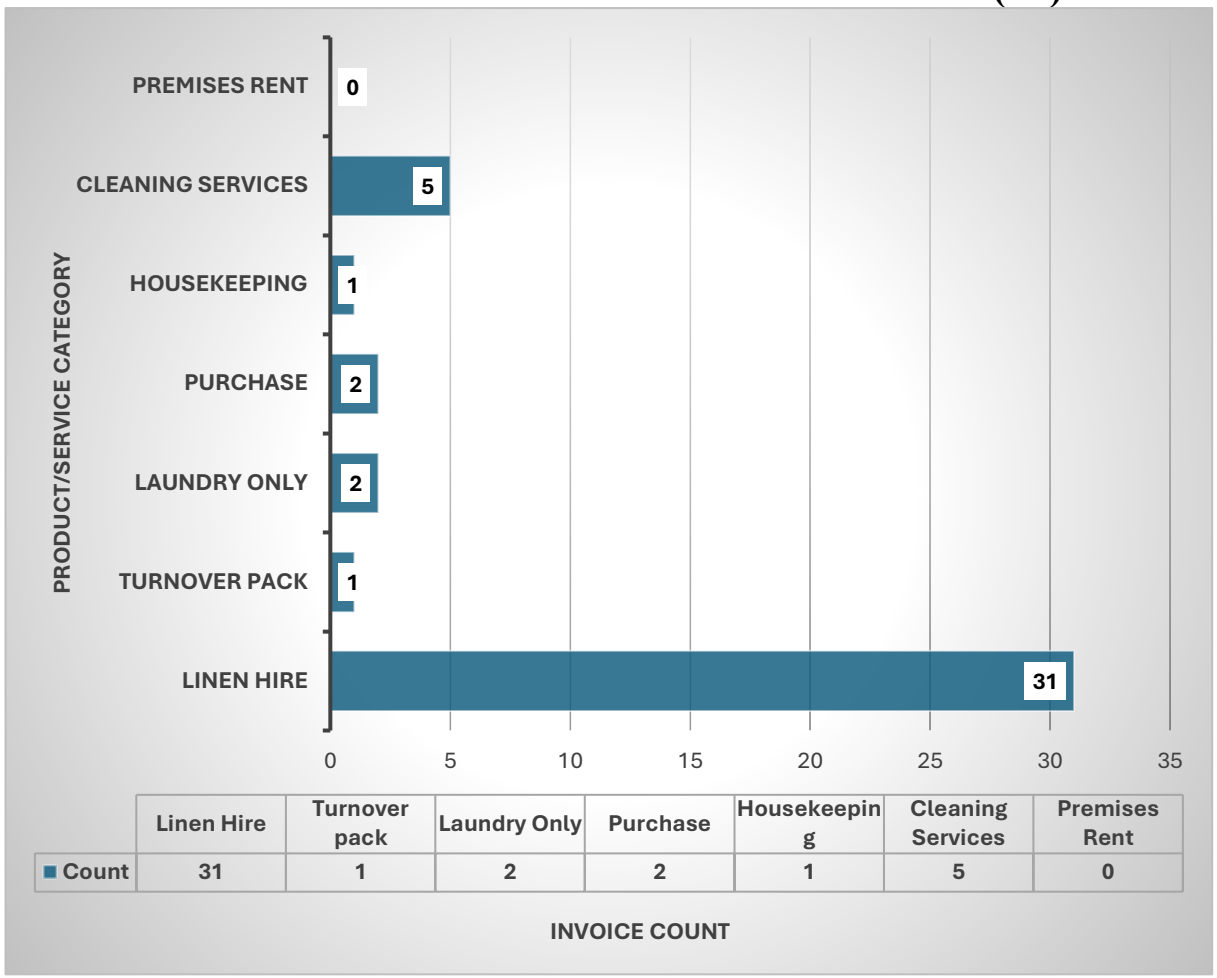
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £21,804.87

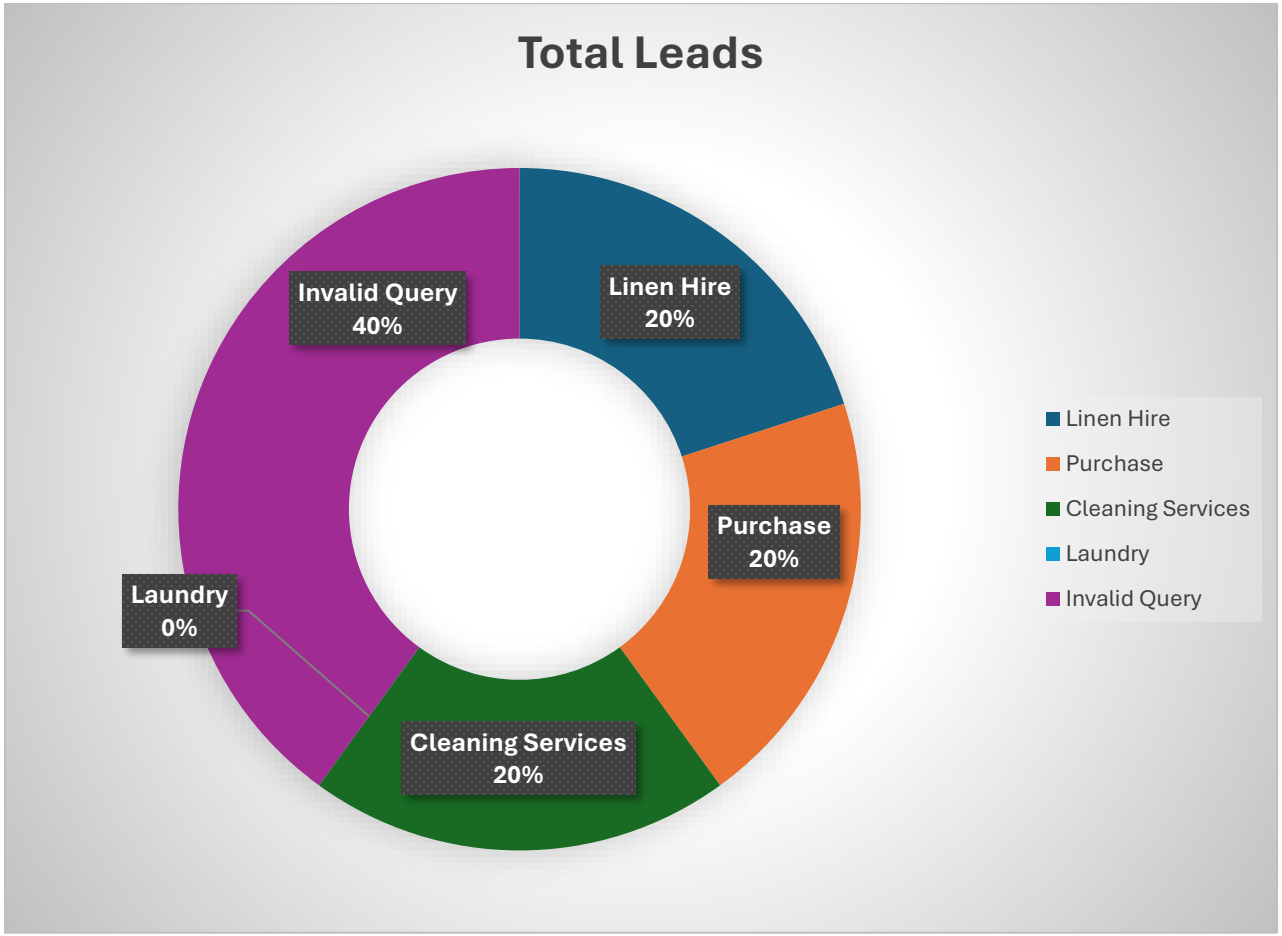
DMC sales: **£8,758.80**
Other (LHS Clients): **£13,046.07**

DETAILED STATISTICS – INVOICE COUNT (42)



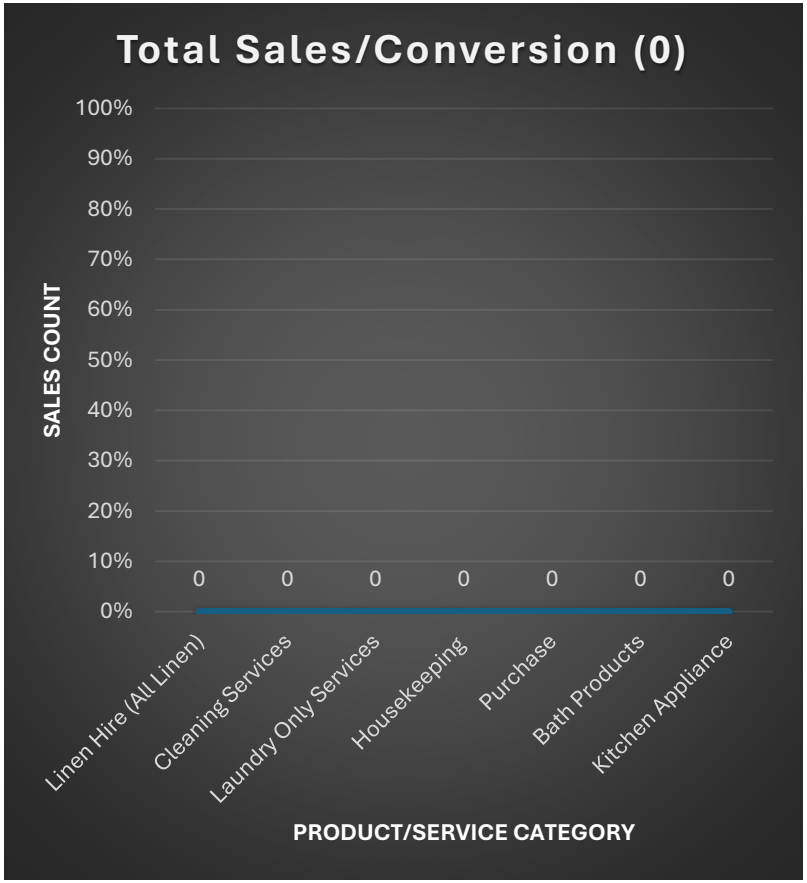
	Linen Hire	Turnover pack	Laundry Only	Purchase	Housekeeping	Cleaning Services	Premises Rent
Count	31	1	2	2	1	5	0

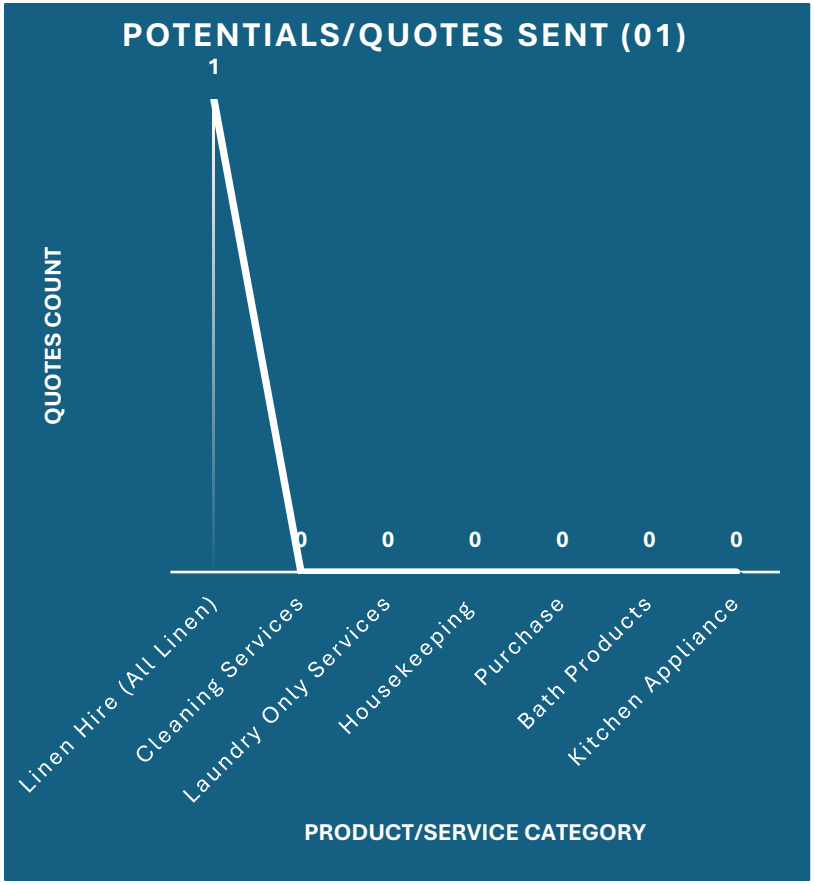
LEADS RECEIVED DURING THE WEEK (05)



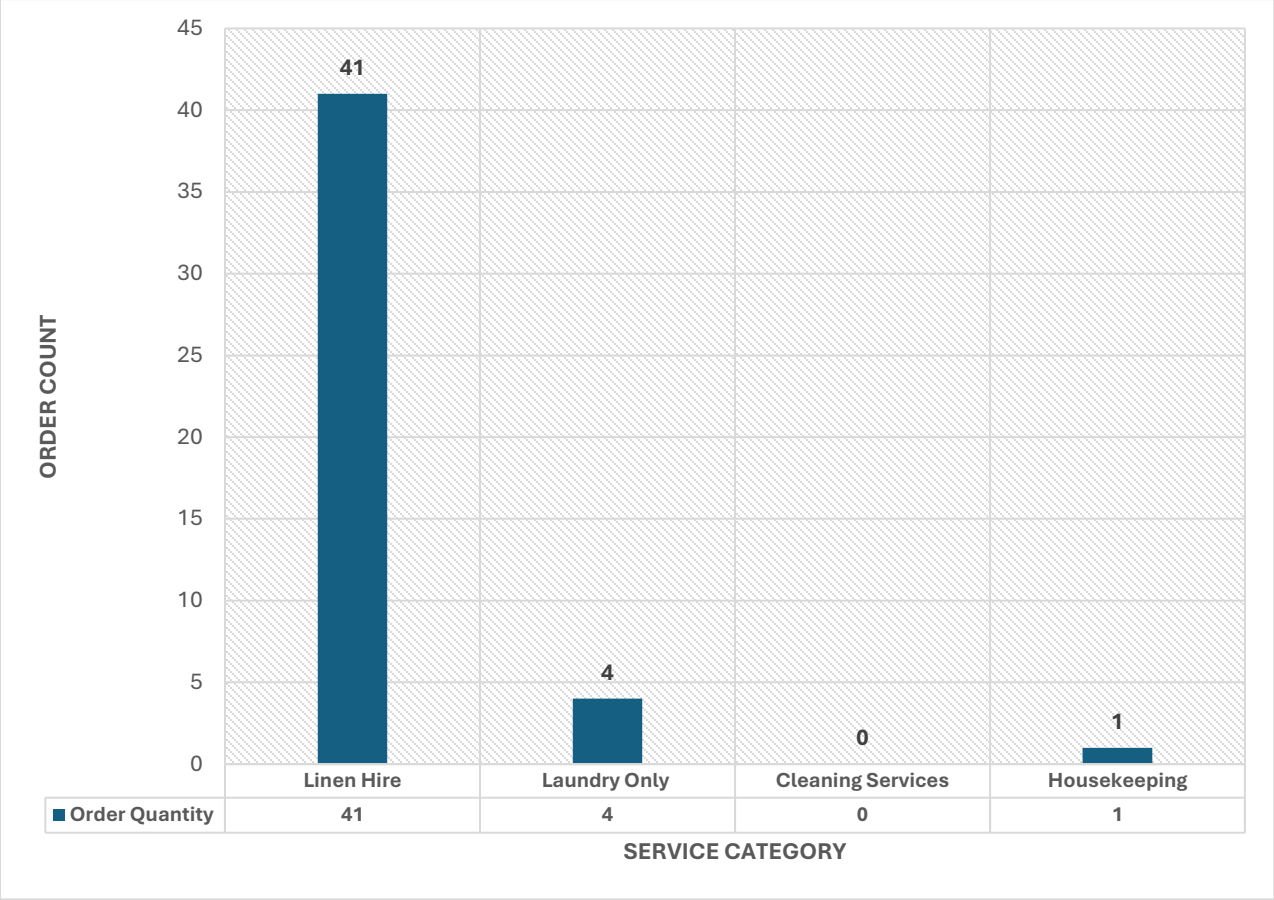
Note: 2 Invalid Leads for Marketing, 3 Self-sourced Leads.

SALES TEAM ACTION





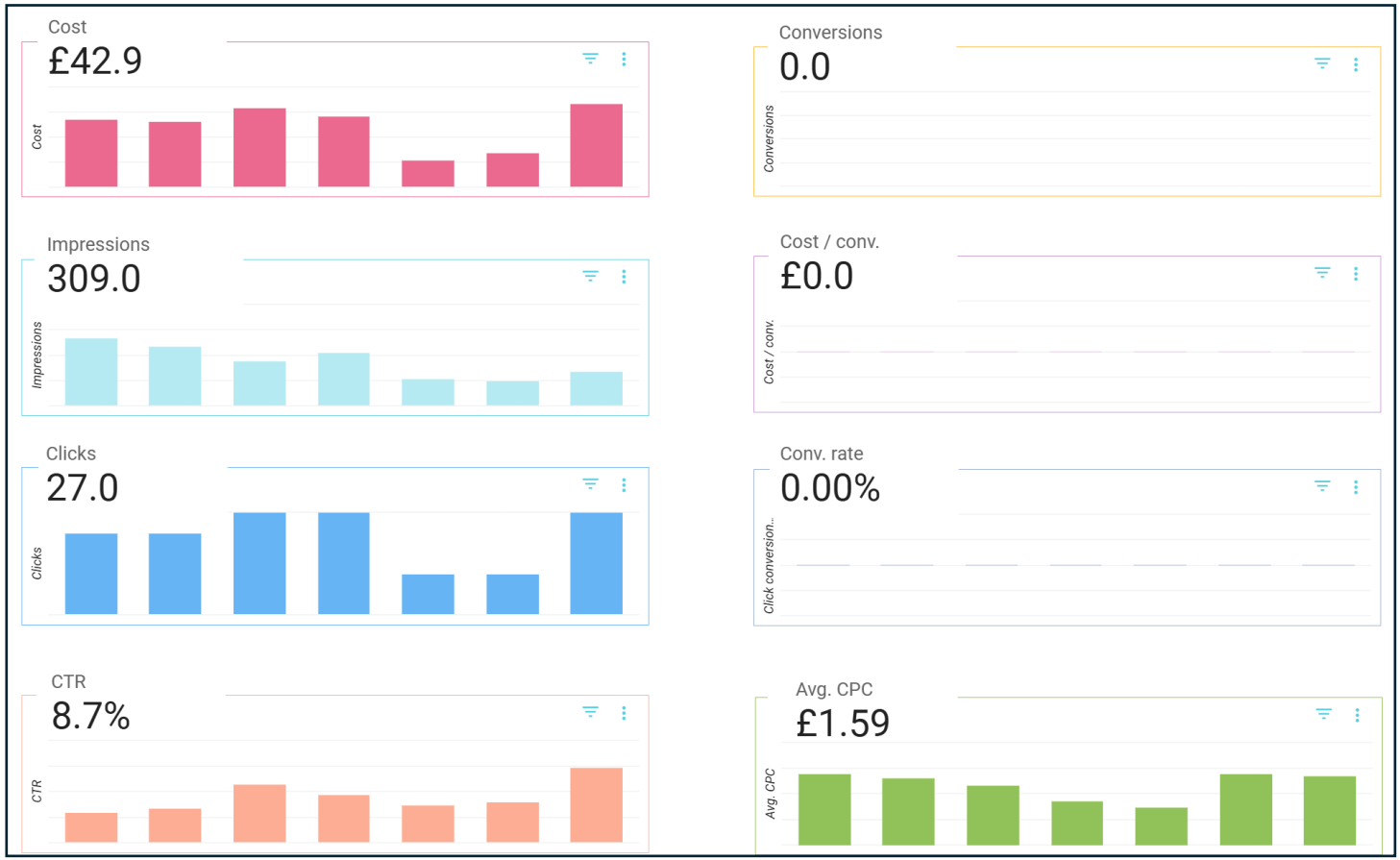
ORDERS DELIVERED DURING THE WEEK (46)



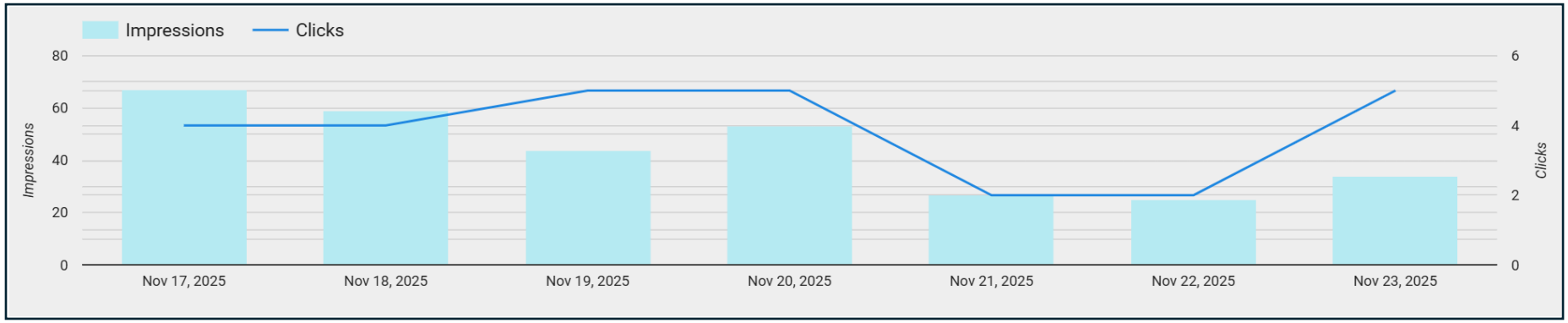
NOTE: Number of clients placed the order – **25**

MARKETING PAID AD PERFORMANCE DURING THE WEEK

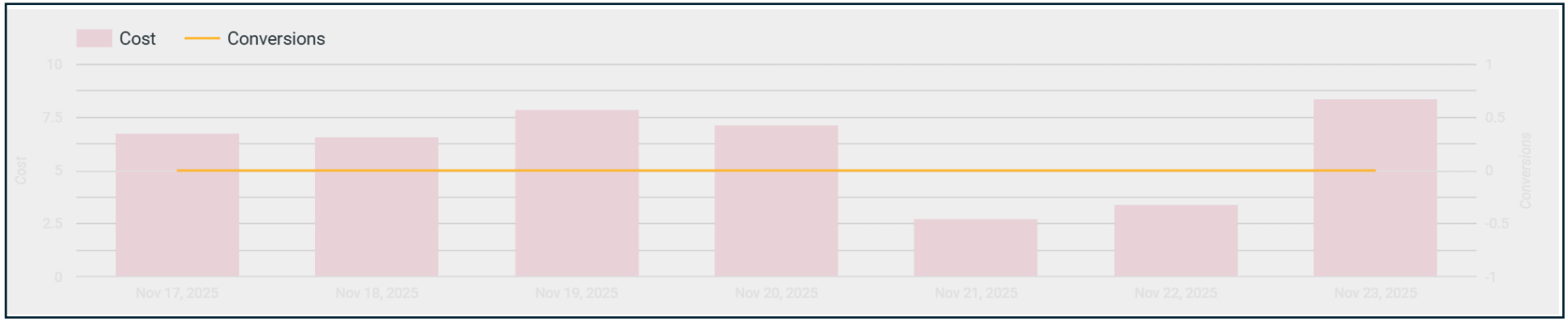
Google Ads
PERFORMANCE METRICS



IMPRESSIONS 309.0 ↓ -110 & CLICKS 27.0 ↓ -10



CONVERSIONS 0 0 vs COSTS £43 ↓ £-17.17



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£28	207	18	8.7%	£1.54	0	£0	0%
2.	computers	£15	102	9	8.82%	£1.68	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£40	275	24	8.73%	£1.66	0	£0	0%
Cleaning Services	£3	34	3	8.82%	£1.04	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	**£43**	**309**	**27**	**8.74%**	**£1.59**	**0**	**£0**	**0%**

HIGHLIGHT (17/11/2025 – 23/11/2025)

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

   No new potentials came in during the week.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**
Total amount spent - **£42.9**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£0**
   Leads generated – **0**
2. Hire Ads spent - **£40**
   Leads generated – **0**
3. Cleaning Ads spent - **£3**
   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	0	0
Housekeeping	0	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**0**	**1**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	31	£10,613.08
Turnover pack	1	£8,758.80
Laundry Only	2	£201.13
Purchase	2	£1,247.48
Housekeeping	1	£174.84
Cleaning Services	5	£809.54
Premises Rent	0	£0.00
Total	**42**	**£21,804.87**

***DMC* - £8,758.80**
LHS (Other clients) - £13,046.07

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	41
Laundry Only	4
Cleaning Services	0
Housekeeping	1
Total	**46**
Orders placed - 25 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	1
Purchase	1
Cleaning Services	1
Laundry	0
Invalid Query	2
GRAND TOTAL	**5**

Self-sourced leads - 3

TENTATIVE SCHEDULE FOR NEXT WEEK (24/11/2025 – 30/11/2025)

Date	Company Name	Order Ref	Delivery Address	Order Description
24/11/2025	Linden House Hotel	INV-003276	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
24/11/2025	Notting Hill Hotel	INV-003279	7 Clanricarde Gardens W2 4JJ	%100 Cotton
24/11/2025	AXO Waterloo	INV-003307	AXO Waterloo	34x Single Set with Towels
24/11/2025	Magic Stay London	INV-003299	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)
24/11/2025	Magic Stay London	INV-003299	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
24/11/2025	Natalie Emmerson	INV-003270	8 Broxash Road, London, SW11 6AB	Itemised
24/11/2025	My London Hop	INV-003288	Flat 5, 36 Green Street, London W1K 7FH	Sets (2x Toiletry kits, 2x Garbage bag, Toilet roll x2)
24/11/2025	Messiah Properties	INV-003289	Basement flat, 69 Marchmont St, WC1N 1AP	100% Cotton
24/11/2025	Steve Cogan	INV-003293	26 Arminger Road, W12 7BB	Itemised
24/11/2025	Building Clean London	INV-003284	174 Tooting High Street, SW17 0RT	Itemised
24/11/2025	Building Clean London	INV-003283	244 Wimbledon Park Road SW18 5RL	Itemised
24/11/2025	Building Clean London	INV-003282	57-59 Philbeach Gardens, SW5 9EE	Itemised
24/11/2025	Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
25/11/2025	Key Bridge Limited	INV-003273	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets

25/11/2025	Chris Grace	INV-003287	Maid in Chelsea, 27 Parson's Green Lane, SW6 4HH	Itemised
25/11/2025	Messiah Properties	INV-003272	Flat 71 Connaught heights, 2 Agnes George Walk, E16 2FR	100% Cotton
25/11/2025	Afaad Properties	INV-003308	Flat 1 lavender HSE, Dairy Farm, Place, Queens Rd, London SE15 2NE	Itemised
25/11/2025	Pankhurst	TBC	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	Laundry
25/11/2025	Art of Smile	INV-003290	2 Gladstone Park Gardens, NW2 6JU	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
25/11/2025	Art of Smile	INV-003290	84 Harlesden Road, NW10 2BE	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
25/11/2025	Art of Smile	INV-003290	140 Clitterhouse Cress, NW2 1DA	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
26/11/2025	Linden House Hotel	INV-003277	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
26/11/2025	Notting Hill Hotel	INV-003280	7 Clanricarde Gardens W2 4JJ	%100 Cotton
26/11/2025	Perth Recording	INV-003269	10 Porchester Terrace, Flat 6, W2 3TL.	Sets (2x Toiletry kits, 2x Garbage bag, Toilet roll x2)
26/11/2025	Nawsa Properties	INV-003304	Flat 4 steel back house, 102 Renwick Road, Barking, IG11 0PE	Sets
26/11/2025	Nawsa Properties	INV-003302	Flat 4 steel back house, 102 Renwick Road, Barking, IG11 0PE	Sets
26/11/2025	Barking Hotel	INV-003306	28 station Parade, Barking IG11 8DR	
26/11/2025	La Bibliotheque	INV-003297	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Itemised (4x garbage bags)
27/11/2025	Magic Stay London	INV-003299	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
27/11/2025	Magic Stay London	INV-003299	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Sets

27/11/2025	London Urban Escape	INV-003309	1 Westbourne Crescent, W2 3DB	100% Cotton Sets
27/11/2025	London Urban Escape	INV-003309	14 Camden High Street, NW1 0JH	Sets
27/11/2025	Building Clean London	INV-003311	57-59 Philbeach Gardens, SW5 9EE	
27/11/2025	Tibor Matta	INV-003275	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)
28/11/2025	Linden House Hotel	INV-003278	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
28/11/2025	Notting Hill Hotel	INV-003281	7 Clanricarde Gardens W2 4JJ	%100 Cotton
28/11/2025	Key Bridge Limited	INV-003274	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets
28/11/2025	AEG Cleaning	INV-003292	Collection from Warehouse	Sets
28/11/2025	Pam Nash	INV-003295	18 Dunloe Avenue, London, N17 6LA	Itemised
28/11/2025	Pam Nash	INV-003294	Number 68 WC1X 9HB	Itemised
28/11/2025	Messiah Properties	INV-003298	Flat 2507 Maine Tower, 9 Harbour Way, , London, E14 9DX	Sets
28/11/2025	Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
29/11/2025	My London Hop	INV-003271	Flat 12, 1 Hans Crescent, London SW1X 0LG	Sets (2x Toiletry kits, 2x Garbage bag, Toilet roll x2)