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MARKETING ANNUAL REPORT

Jan - Dec 2024

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Google Ads

Google Ads - Jan - Dec 2024

Impressions 15,335,147	**Clicks** 987,794	**Leads** 27,456
Spend £752,223.8	**Cost Per Lead** £27.40	**Bookings** 1709
Revenue £8,760,413.11	**Cost Per Booking** £440.15	**Cost of Sale** 8.59%

Google Ads

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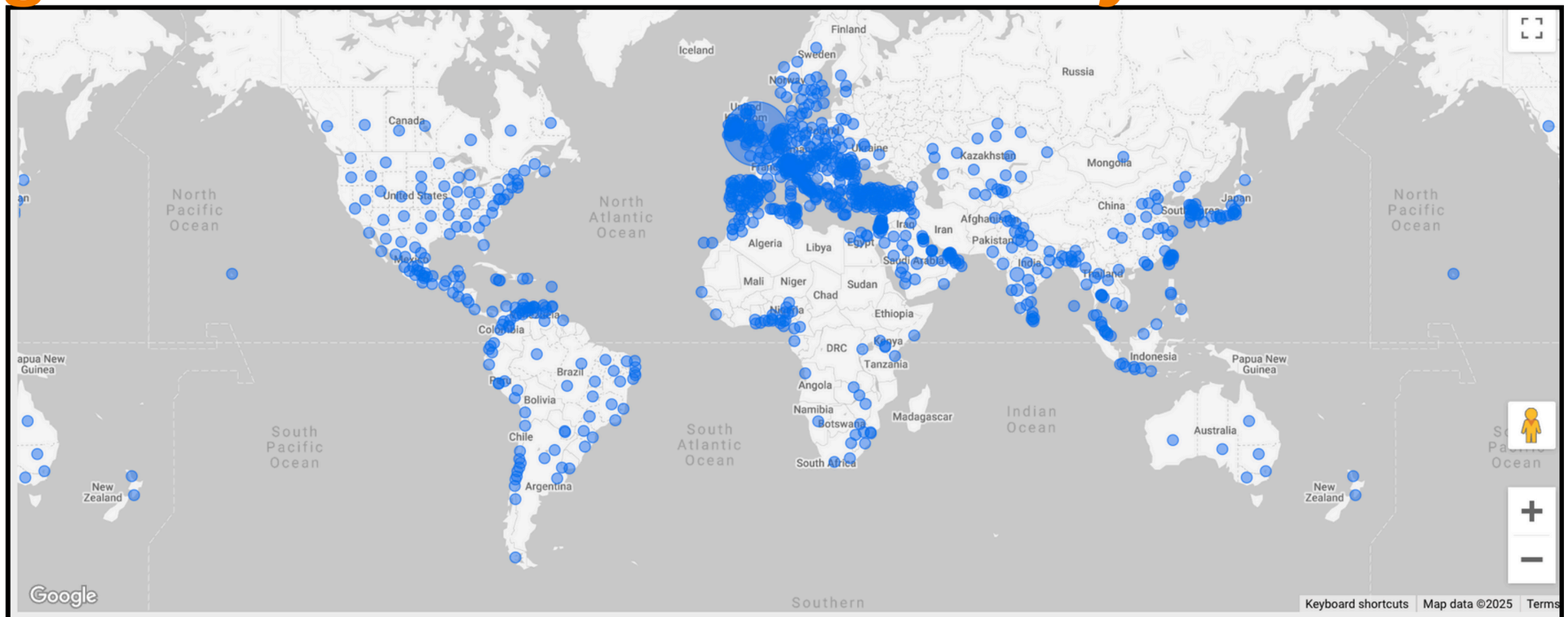
Google Ads - DEC 2024

Impressions 672,665	**Clicks** 63,240	**Leads** 2,340
Spend £67,721.82	**Cost Per Lead** £28.93	**Bookings** 117
Revenue £536,705.89	**Cost Per Booking** £578.82	**Cost of Sale** 12.62%

Google Ads

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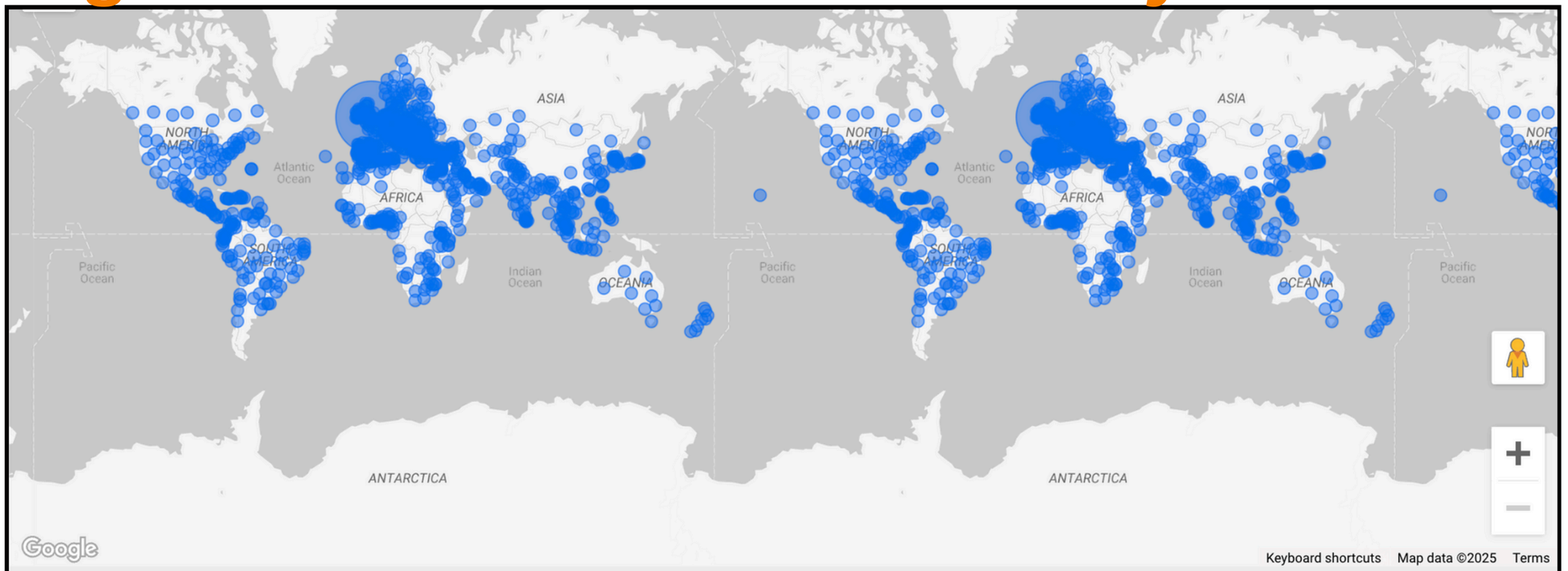
Google Ads Leads Performance By Location 2024



Region	Country/Territory	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
England	United Kingdom	£335,746....	2,043,451	195,785	9.58%	£1.71	15,012.34	£22.36	5.48%
Ile-de-France	France	£25,482.56	65,672	11,944	18.19%	£2.13	1,013.11	£25.15	8.18%
Maharashtra	India	£22,031.94	114,964	11,374	9.89%	£1.94	956.7	£23.03	8%
Dhaka Division	Bangladesh	£2,113.79	186,472	10,571	5.67%	£0.2	99	£21.35	0.61%
Punjab	Pakistan	£7,439.83	61,448	6,147	10%	£1.21	334.5	£22.24	5.13%
Istanbul	Türkiye	£6,759.4	1,971,426	5,848	0.3%	£1.16	433.67	£15.59	0.64%
Delhi	India	£10,395.32	50,623	5,165	10.2%	£2.01	445.49	£23.33	8.37%
Lombardy	Italy	£7,957.99	210,337	4,531	2.15%	£1.76	312.69	£25.45	3.13%
Madrid	Spain	£7,233.73	32,591	4,026	12.35%	£1.8	269.57	£26.83	5.89%

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Google Ads Leads Performance By Location DEC 2024



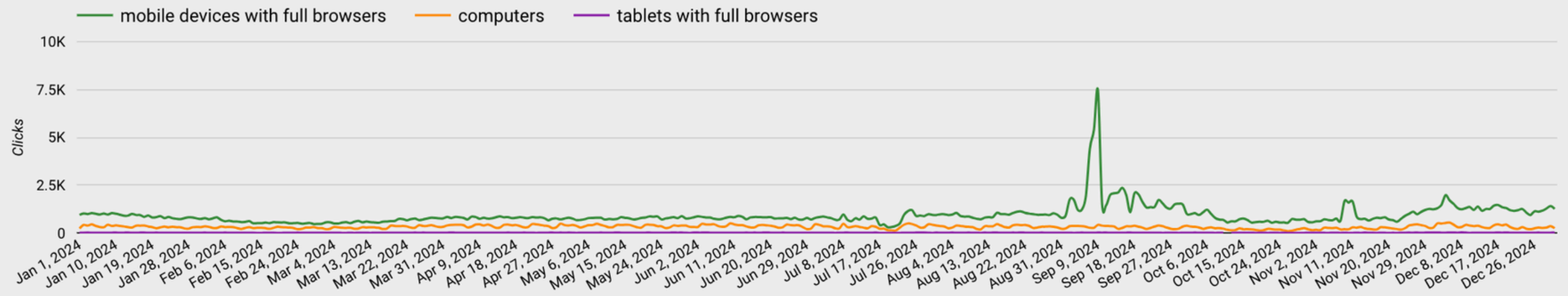
Region	Country/Territory	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
England	United Kingdom	£29,884.98	385,797	21,017	5.45%	£1.42	925.87	£32.28	3.06%
Punjab	Pakistan	£1,239.35	8,111	1,161	14.31%	£1.07	54	£22.95	4.65%
Ile-de-France	France	£2,023.89	6,503	1,062	16.33%	£1.91	67.75	£29.87	6.38%
Maharashtra	India	£960.25	6,616	843	12.74%	£1.14	35.98	£26.69	4.27%
Istanbul	Türkiye	£492.41	5,106	537	10.52%	£0.92	17	£28.96	3.17%
Gujarat	India	£588.22	3,746	536	14.31%	£1.1	26	£22.62	4.85%
	Nepal	£379.49	3,549	530	81.97%	£3.34	20	£66.12	34.33%
Punjab	India	£457.4	3,190	516	16.18%	£0.89	14	£32.67	2.71%
Telangana	India	£492.72	3,665	463	12.63%	£1.06	14	£35.19	3.02%

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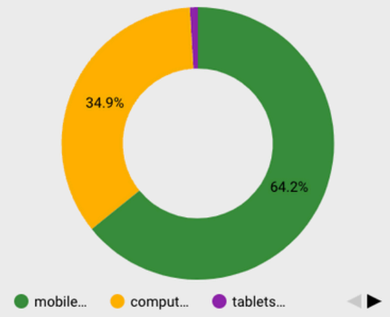
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Google Ads Performance By Device 2024

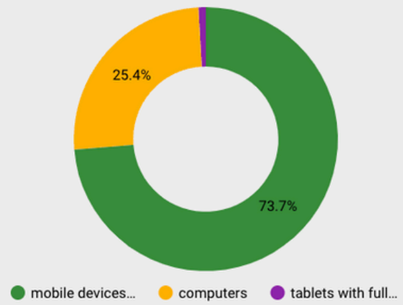
Clicks per Device Performance Chart



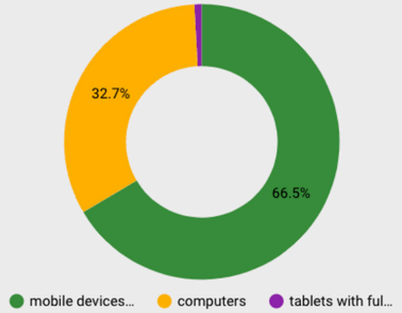
Total Costs by Device



Total Clicks by Device



Total Conversions by Device

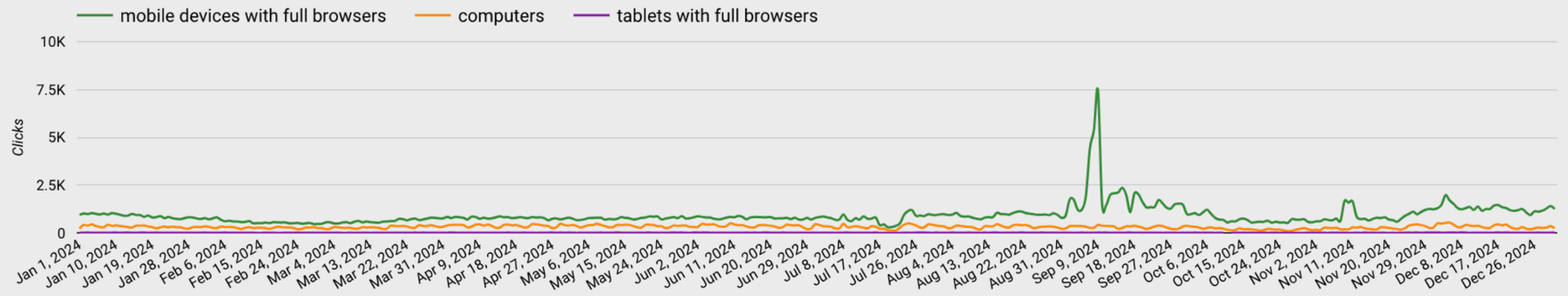


	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£482,735	14,013,879	337,638	2.41%	£1.43	21,832.45	£22.11	2.6%
2.	computers	£262,373	1,286,785	116,180	9.03%	£2.26	10,727.17	£24.46	7.49%
3.	tablets with full browsers	£7,109	33,615	4,138	12.31%	£1.72	285.22	£24.93	6.05%
	Grand total	**£752,224**	**15,335,147**	**457,956**	**2.99%**	**£1.64**	**32,844.85**	**£22.9**	**3.33%**

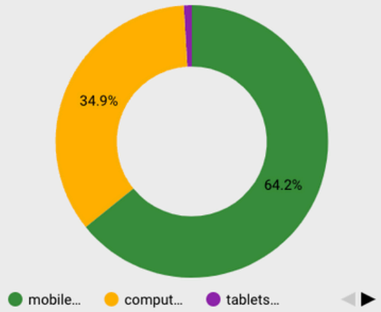
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Google Ads Performance By Device DEC 2024

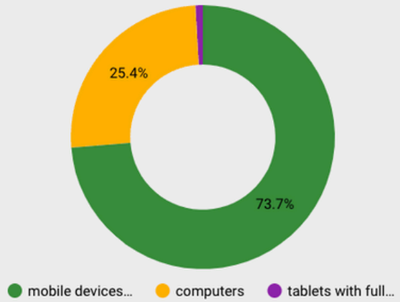
Clicks per Device Performance Chart



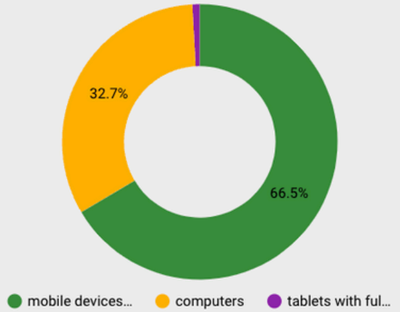
Total Costs by Device



Total Clicks by Device



Total Conversions by Device



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Google Ads Performance by Age and Gender 2024

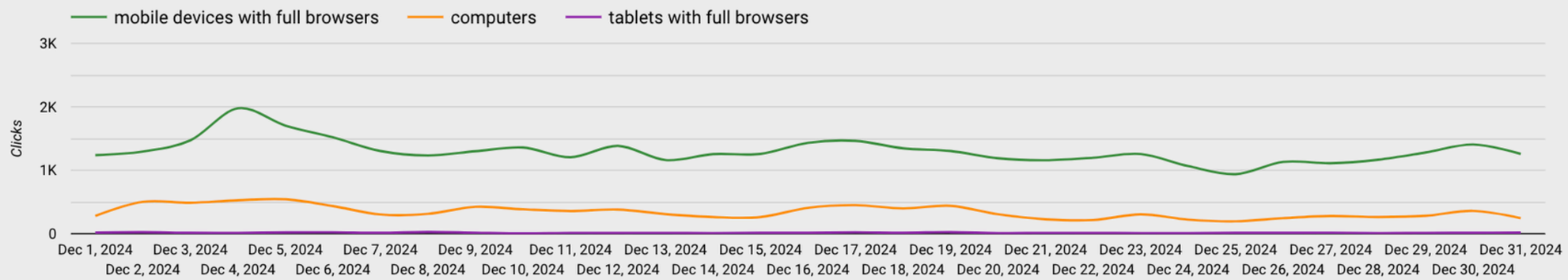


	Gender	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	Undetermined	£367,288.04	2,123,323	223,459	10.52%	£1.64	14,751.28	£24.9	5.45%
2.	Female	£238,848.3	6,522,323	137,342	2.11%	£1.74	11,504.67	£20.76	3.08%
3.	Male	£146,087.46	6,689,501	97,155	1.45%	£1.5	6,588.89	£22.17	1.91%

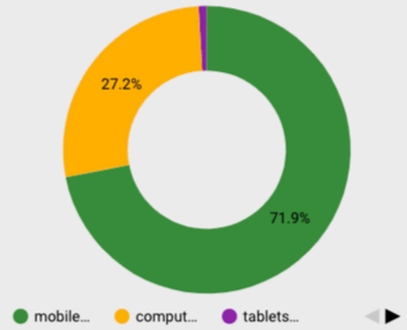
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Google Ads Performance by Age and Gender DEC 2024

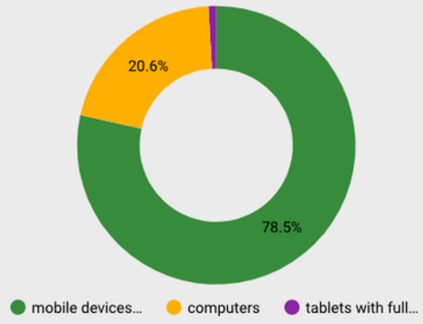
Clicks per Device Performance Chart



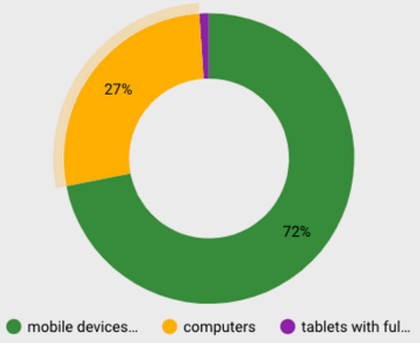
Total Costs by Device



Total Clicks by Device



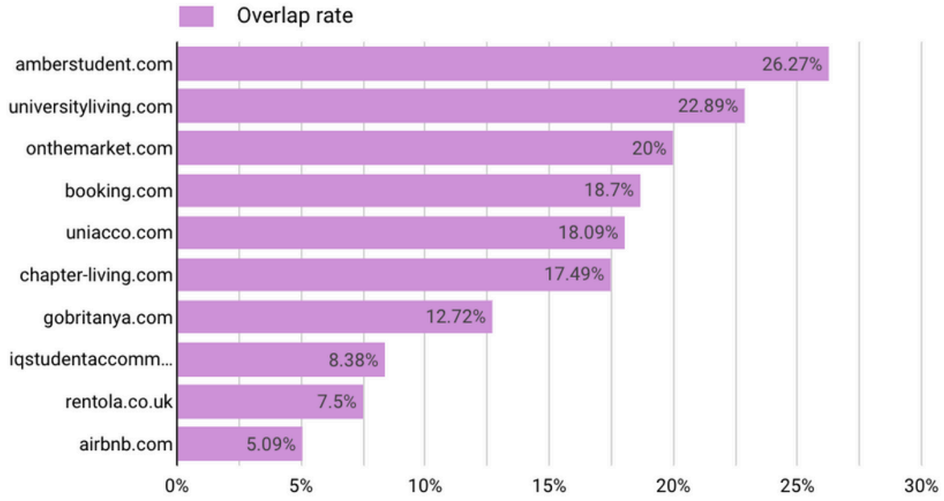
Total Conversions by Device



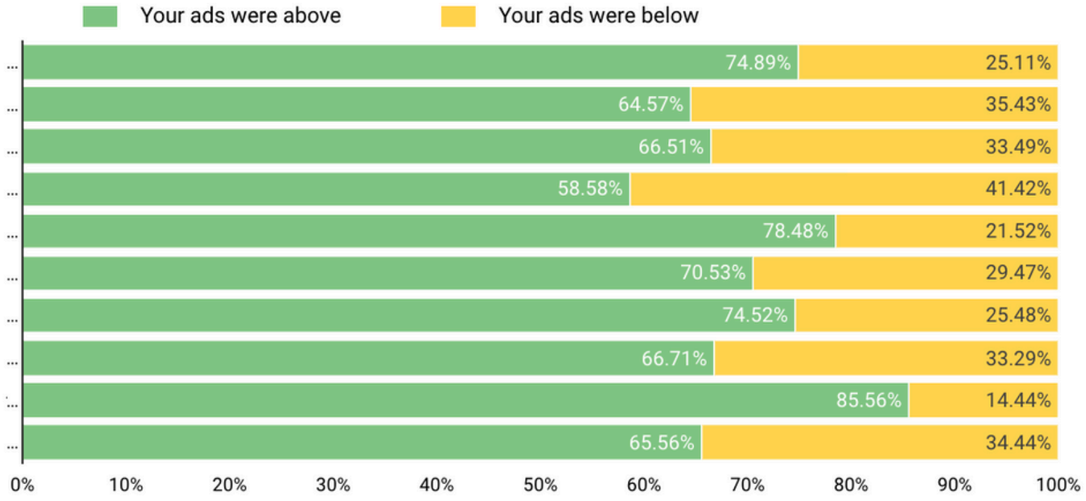
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£48,708	427,380	40,339	9.44%	£1.21	1,684.43	£28.92	3.53%
2.	computers	£18,397	238,715	10,598	4.44%	£1.74	631.46	£29.13	4.46%
3.	tablets with full browsers	£611	5,861	461	7.87%	£1.33	25	£24.44	2.51%
	Grand total	**£67,722**	**672,665**	**51,398**	**7.64%**	**£1.32**	**2,340.88**	**£28.93**	**3.7%**

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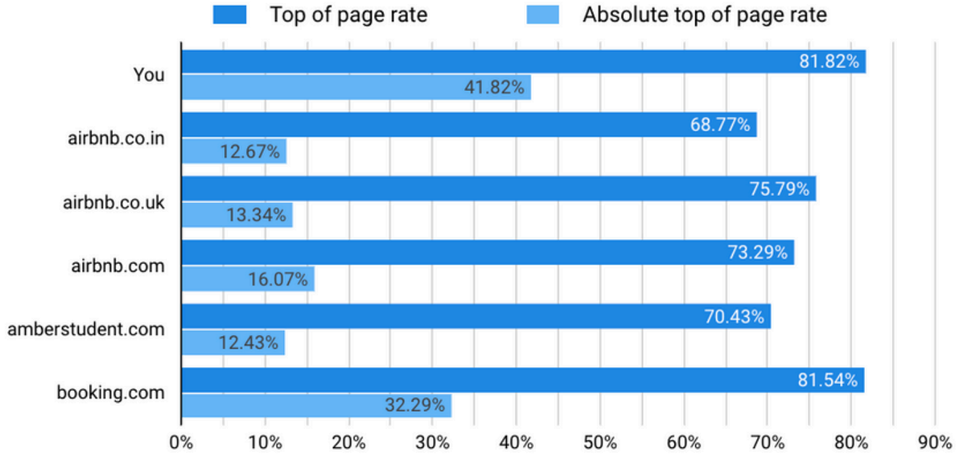
Auction Insight - Paid Search Competitors 2024



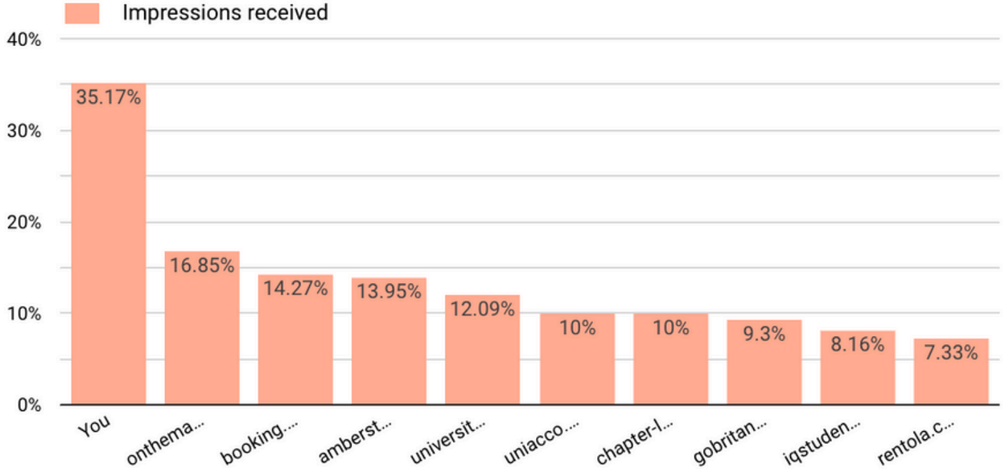
How often another participant's ad received an impression when your ad also received an impression.



How often the other participant's ad was shown in a higher position than yours was, when both of your ads were shown at the same time.



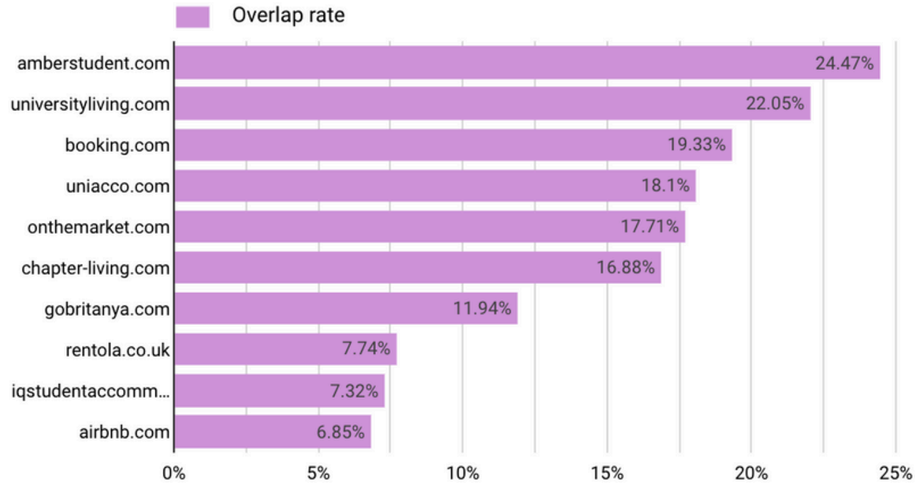
How often an ad was shown at the top of the page or at the absolute top of the page.



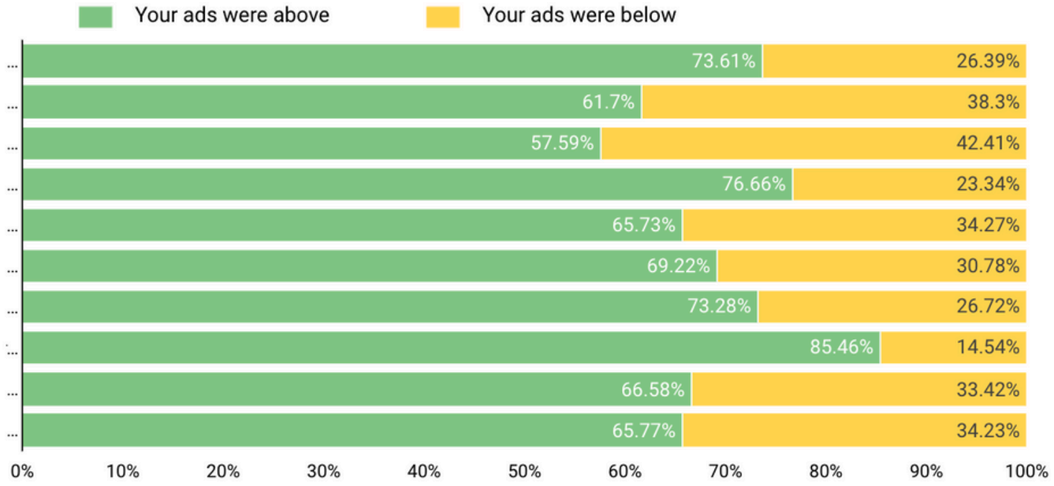
The number of impressions received divided by the estimated number of impressions were eligible to receive.

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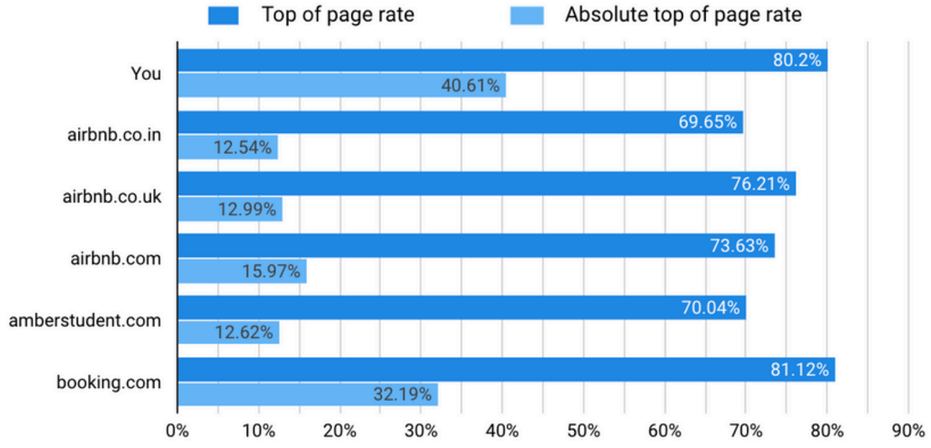
Auction Insight - Paid Search Competitors DEC 2024



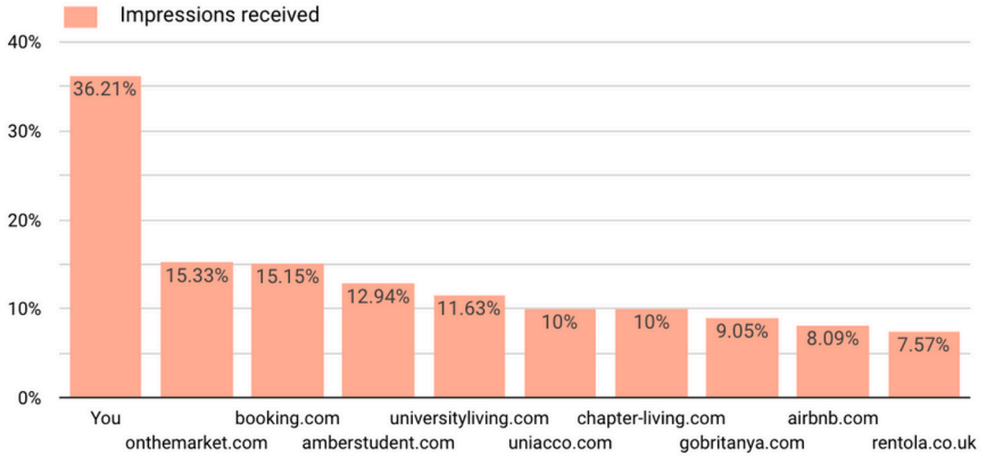
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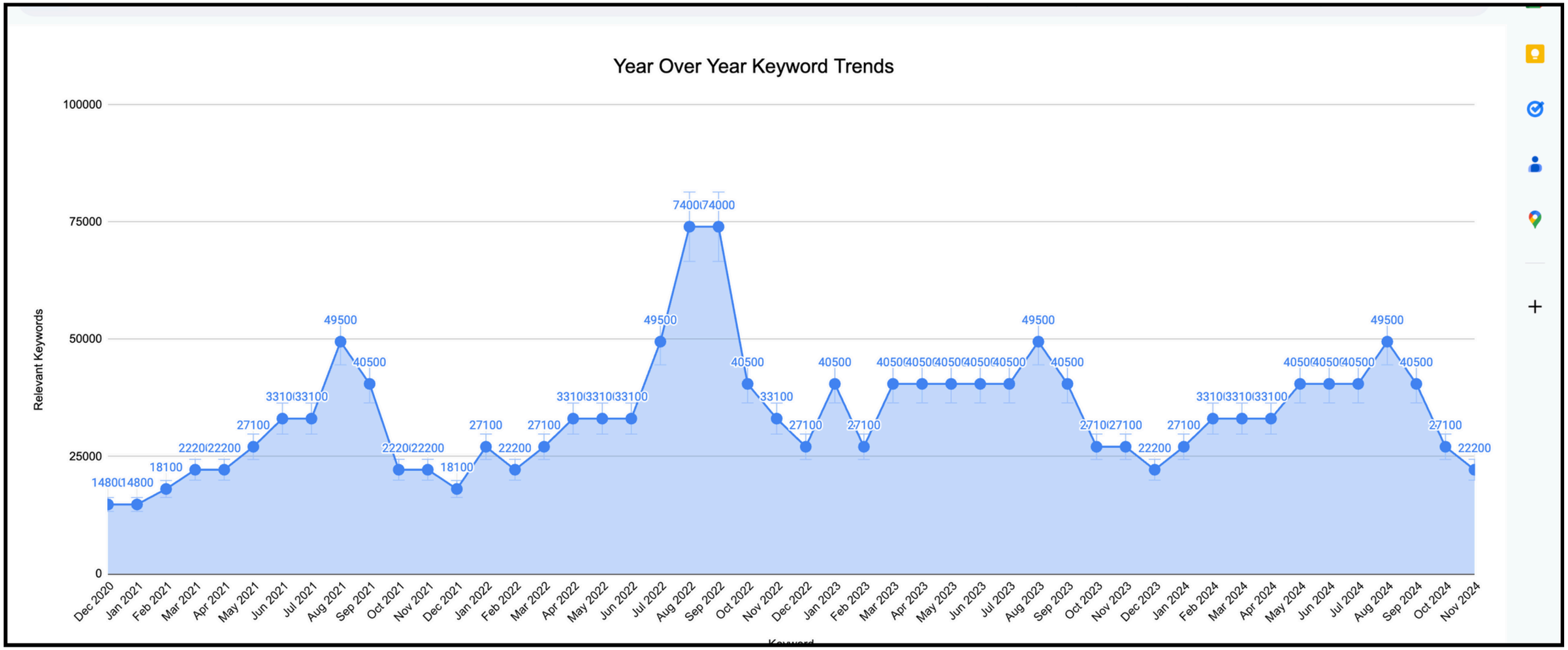
How often an ad was shown at the top of the page or at the absolute top of the page.



The number of impressions received divided by the estimated number of impressions were eligible to receive.

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Search Trend Analysis



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Paid Media Budget and Spend - Sep 2024 till Jan 19

Platform (BUDGET)	September 2024	October 202	November 202	December 2024	January 202	February 20	March 2(	April 2025	May 2025	June 2025	July 2025	August 2025
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Google Ads	81,681.82	45,276.59	32,920.14	24,283.78	36,425.67	29,802.82	36,425.6	44,704.24	54,638.51	44,704.24	44,704.24	54,638.51
Bing	7,058.92	3,147.90	2,575.55	2,098.60	3,147.90	2,575.55	3,147.90	3,863.33	4,721.85	3,863.33	3,863.33	4,721.85
Facebook & Instagram Ads	2,016.83	899.40	735.87	599.60	899.40	735.87	899.40	1,103.81	1,349.10	1,103.81	1,103.81	1,349.10
TikTok	403.37	179.88	147.17	119.92	179.88	147.17	179.88	220.76	269.82	220.76	220.76	269.82
Total	£91,160.94	£49,503.77	£36,378.73	£27,101.90	£40,652.85	£33,261.41	£40,652.8	£49,892.14	£60,979.28	£49,892.14	£49,892.14	£60,979.28
Top Up (£130000)			£57,200.00	£57,200.00	£15,662.65							
Platform (ACTUAL SPEND)	**£45,536.00**	**£45,566.00**	**£45,597.00**	**£45,627.00**	**£45,658.00**	**£45,689.00**	**£45,717**	**£45,748.00**	**£45,778.0(**	**£45,809.00**	**£45,839.00**	**£45,870.00**
Londonist DMC												
Google Ads	£77,482.64	£43,548.38	£43,918.19	£67,721.83	£50,203.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Bing	£4,768.27	£2,217.96	£2,253.88	£3,055.26	£3,124.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Facebook & Instagram Ads	£133.26	£148.53	£2,097.70	£867.95	£52.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TikTok	£159.94	£663.86	£943.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total	82,544.11	46,578.73	49,212.89	71,645.04	53,380.95	0.00	0.00	0.00	£0.00	£0.00	£0.00	£0.00
Spend %	**51.39%**											
Days %	**38.63%**											

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Bing Ads

Bing Ads - Jan - Dec 2024

Impressions
2,610,783

Clicks
34,895

Leads
1247

Spend
£35,195.99

Cost Per Lead
£28.22

Bookings
73

Revenue
£442,050.06

Cost Per Booking
£482.14

Cost of Sale
7.96%

Bing ads

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Bing Ads - Dec 2024

Impressions
129,360

Clicks
2,686

Leads
117

Spend
£3,055.23

Cost Per Lead
£26.11

Bookings
16

Revenue
£77,544.43

Cost Per Booking
£190.95

Cost of Sale
3.94%

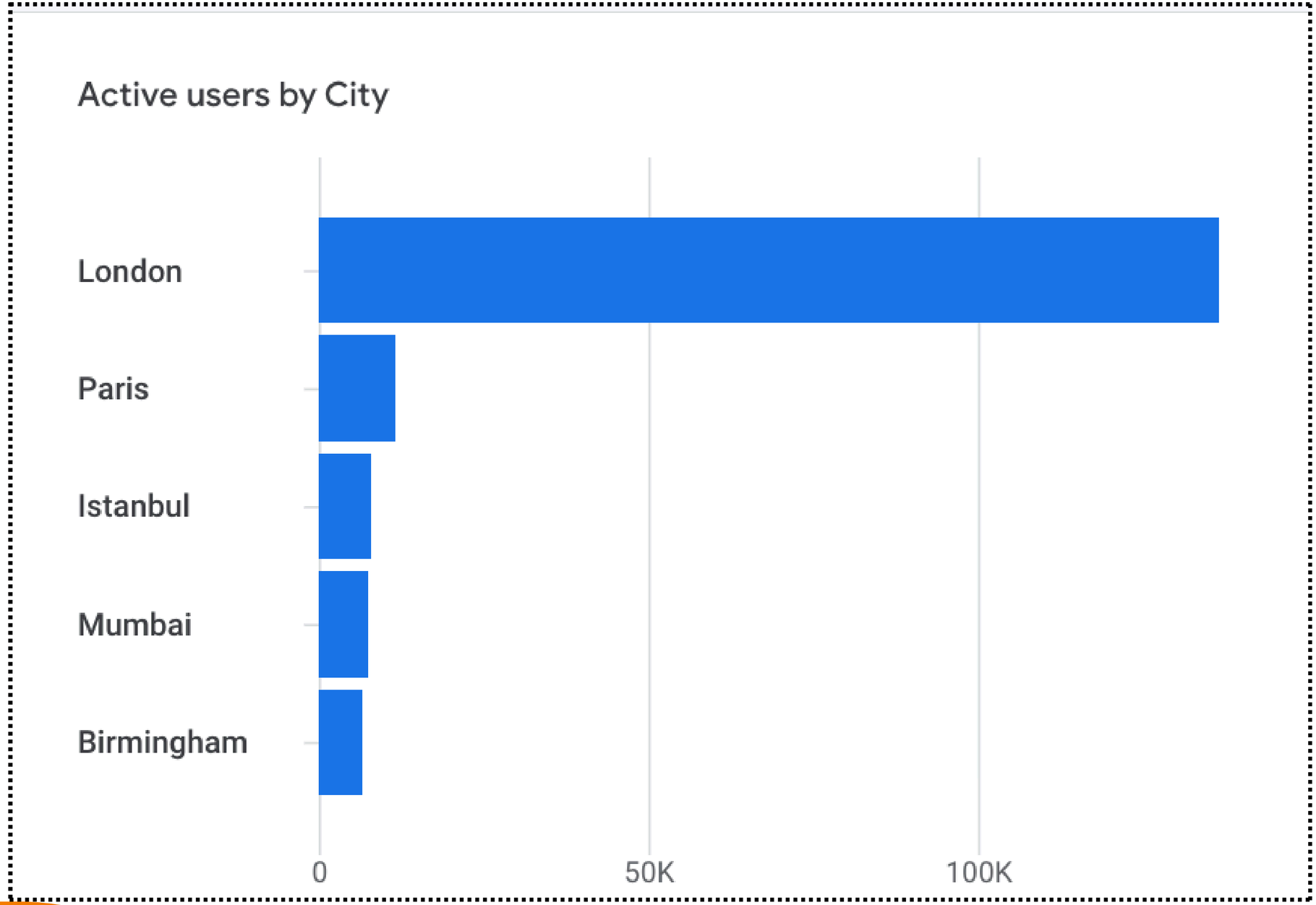
Bing ads

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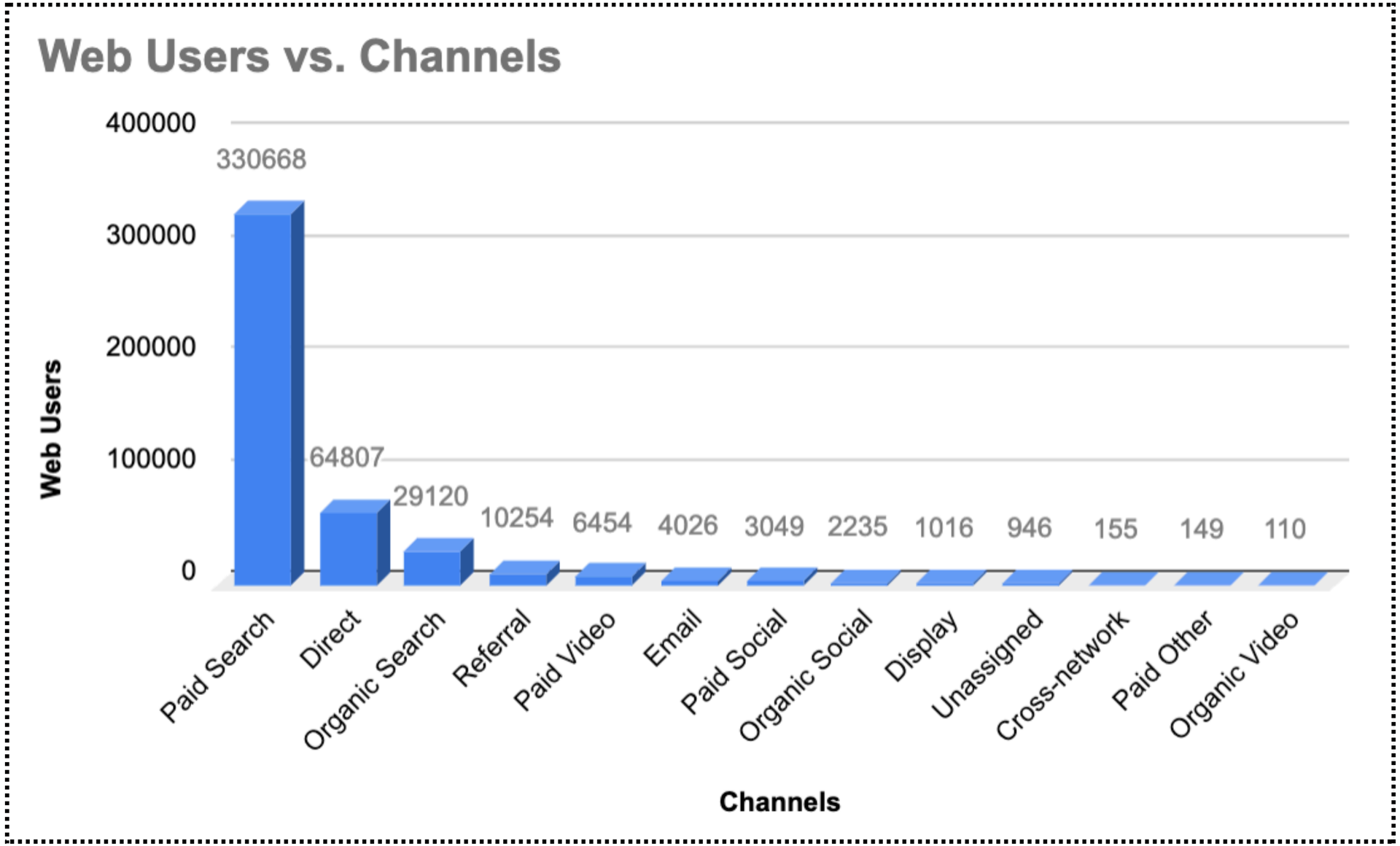
Google Analytics

All Web Users by City - 2024



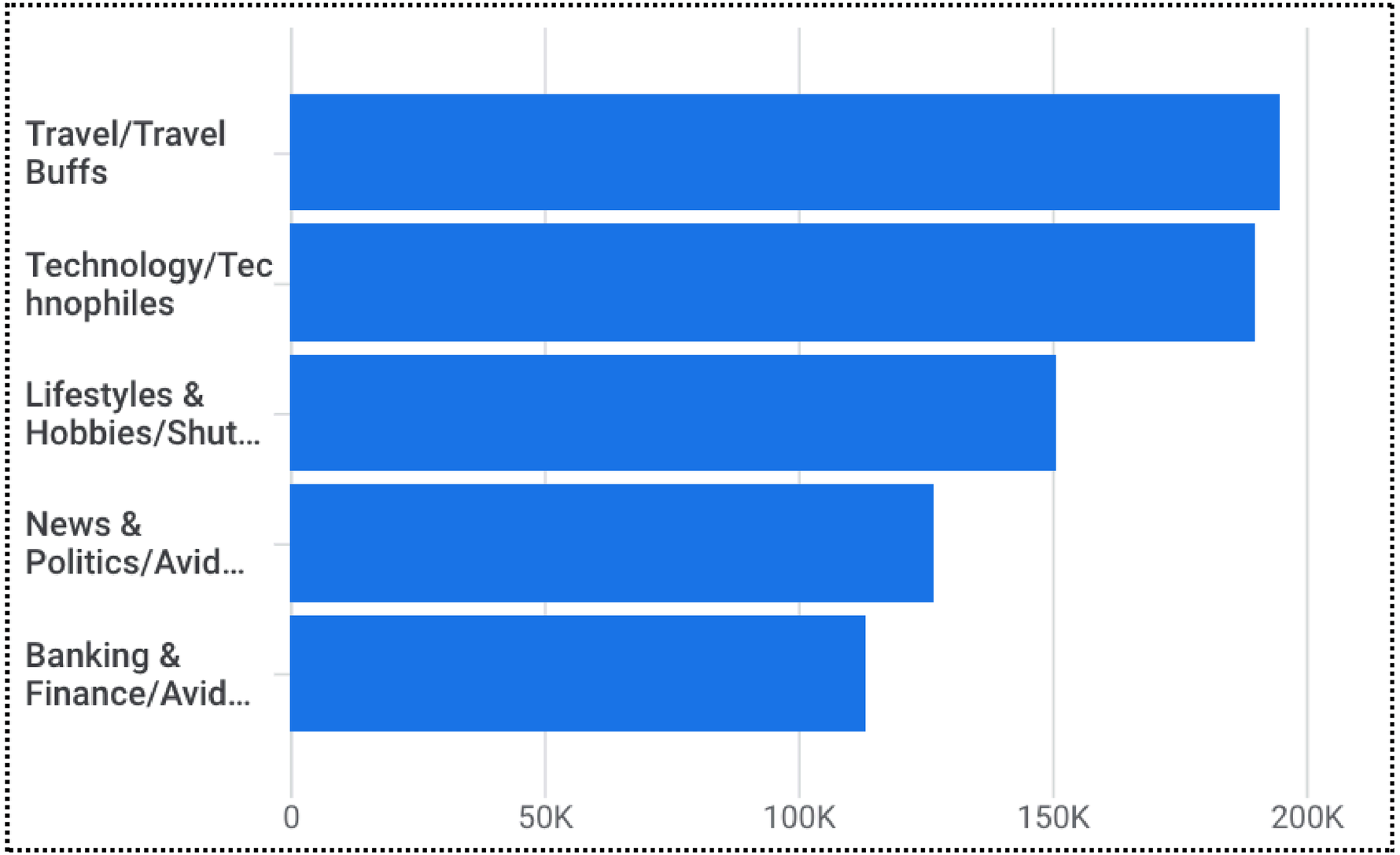
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All Web Users by Channel - 2024



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User Interest & Affinity



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Snapshot of Keyword Rankings

Keyword	Position	Search Volume
student accommodation ealing	1	170
kings cross student accommodation	1	170
things to do hackney wick	1	140
finsbury house	1	390
london agents	1	170
student accommodation kingston	1	590
south bank university halls of residence	1	90
student accommodation london kings cross	1	110
iq wembley	1	90
sterling court	1	720
city residence	1	720
exchange point	1	210
student accomodation kingston	1	140
goldsmiths new cross london	1	70
chapter highbury	1	2400
things to do in hackney wick	1	170
student accommodation islington	1	140
student accom london	1	720
lewisham student accommodation	1	110
student accommodation kings cross	1	110
student accommodation in lewisham	1	110
studenbeams	1	90
student accommodation ealing london	1	140
public libraries london	1	170
highbury chapter	1	260
vega london	1	140
london student accom	1	110
dmc london	2	90
dmc london	2	90
hackney wick park	2	90
ondon student studio	2	70
therese house london	2	170
best london student accommodation	2	140
student apartments london	2	1600
kings cross residence	2	90
therese house	2	260
paris gardens - iq student accommodation london	2	1300
andale house	2	720
q vega	2	390
se16 2xg	3	140
ondon public libraries	3	140
student lets ealing	3	170
q sterling court	3	590
collegiate dashwood studios - student accommodation	3	210
ondon housing agency	3	140
vega vauxhall	3	140
dashwood studios	3	260
chapter highbury ii	3	1300
vita lewisham	3	260
q kingston london	3	170
vega residence	3	110
drapery place	3	480
residences	3	480
yugo therese house - london student accommodation	3	1600
yugo therese house	3	170
highbury chapter	3	260
west green london	3	110
student beans student discount	3	390
drapery place london	3	70
student accommodation in spitalfields	4	90
student rooms ealing	4	170

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China Marketing

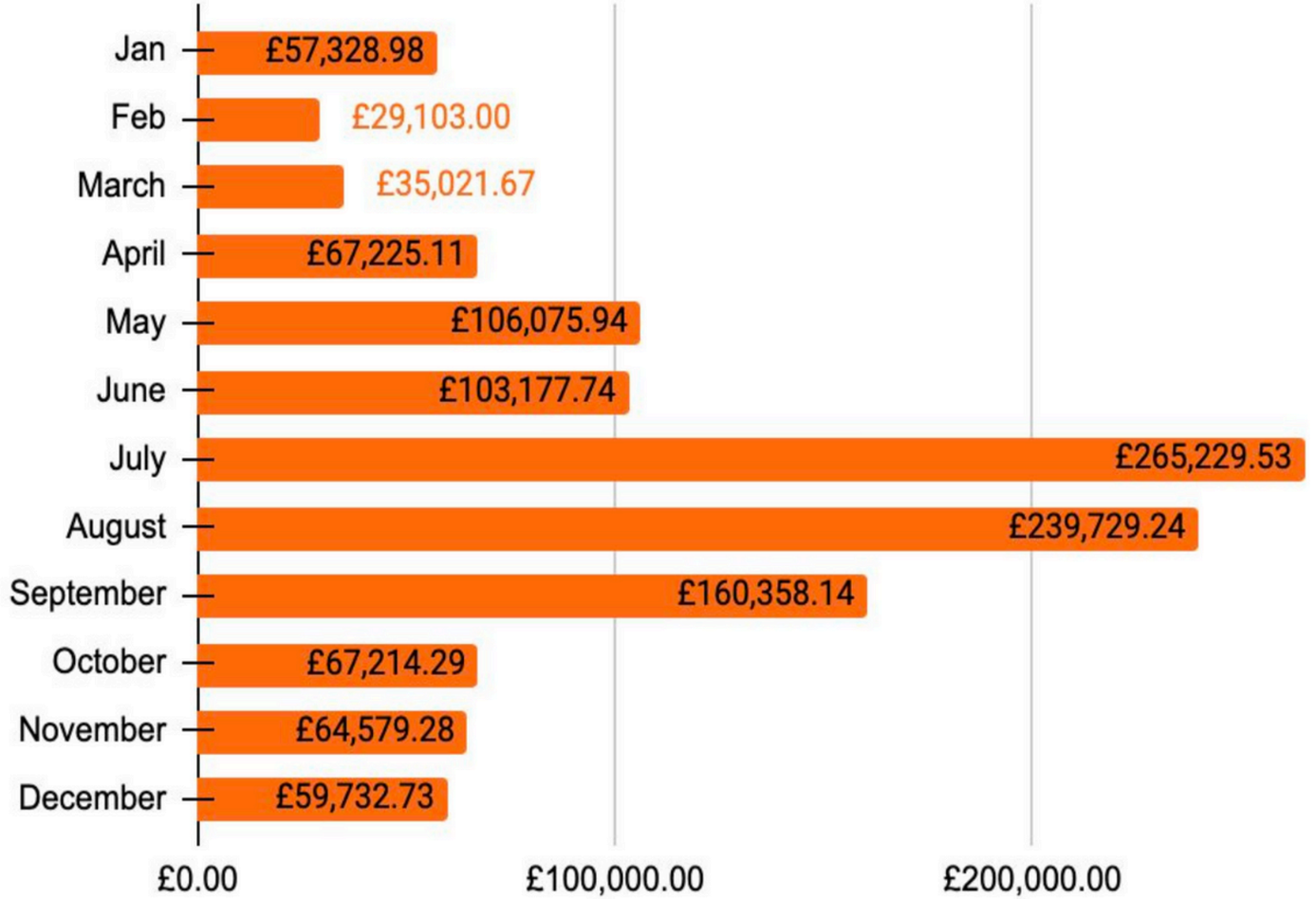
Xiaohongshu paid advertising Analysis, 2024

Sales Revenue £1,254,775.65	**Total Costs** £80,077.24
Cost Of Sale 6.38%	**Cost per Click** £8.04
Number of Bookings 504 bookings	**Total Durations** 2,626.12 weeks
Impressions 8,535,395	**Total Clicks** 382,568

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Xiaohongshu paid advertising Analysis, 2024

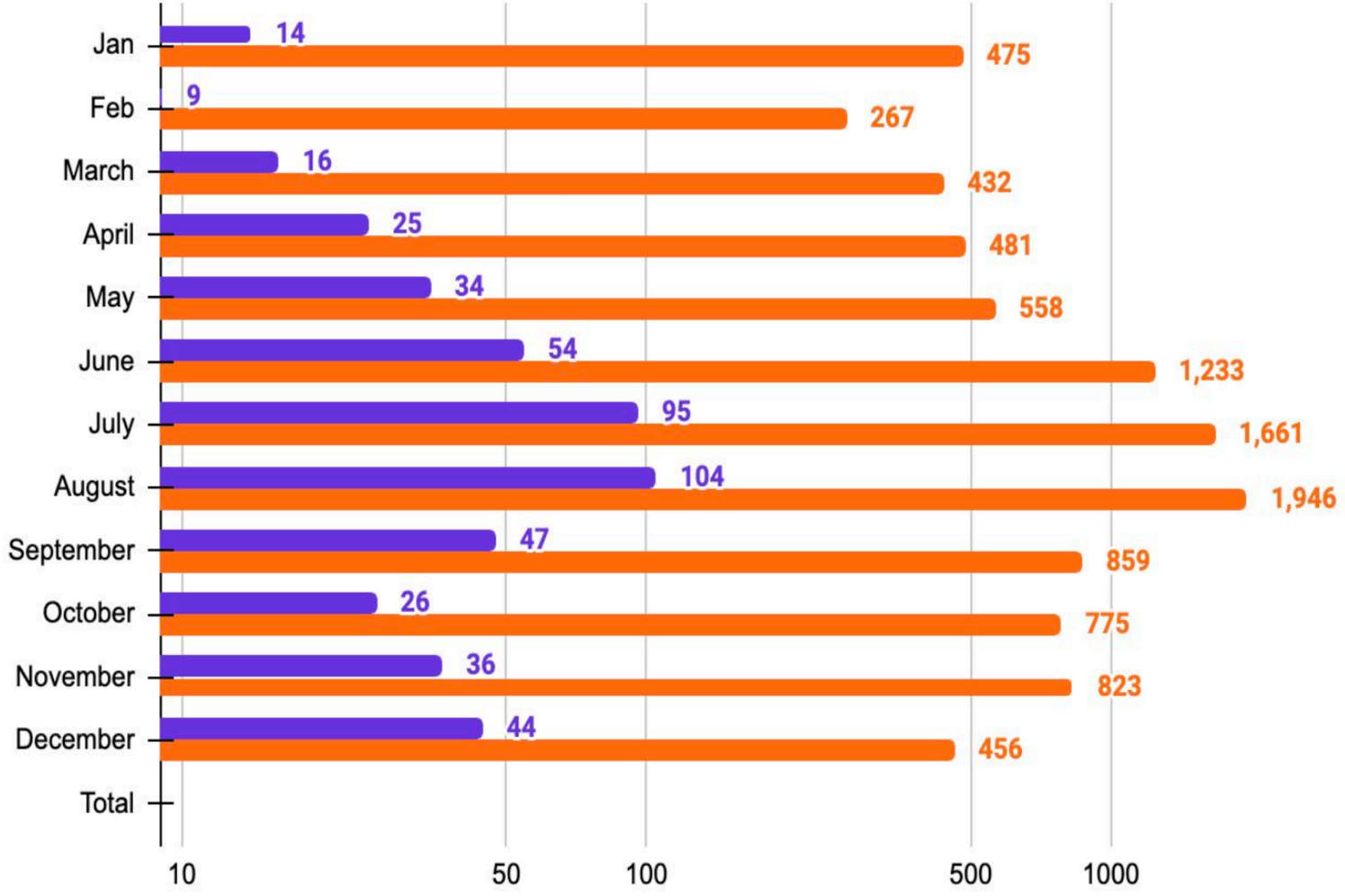
Total sales revenue for 12 months



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Xiaohongshu paid advertising Analysis, 2024

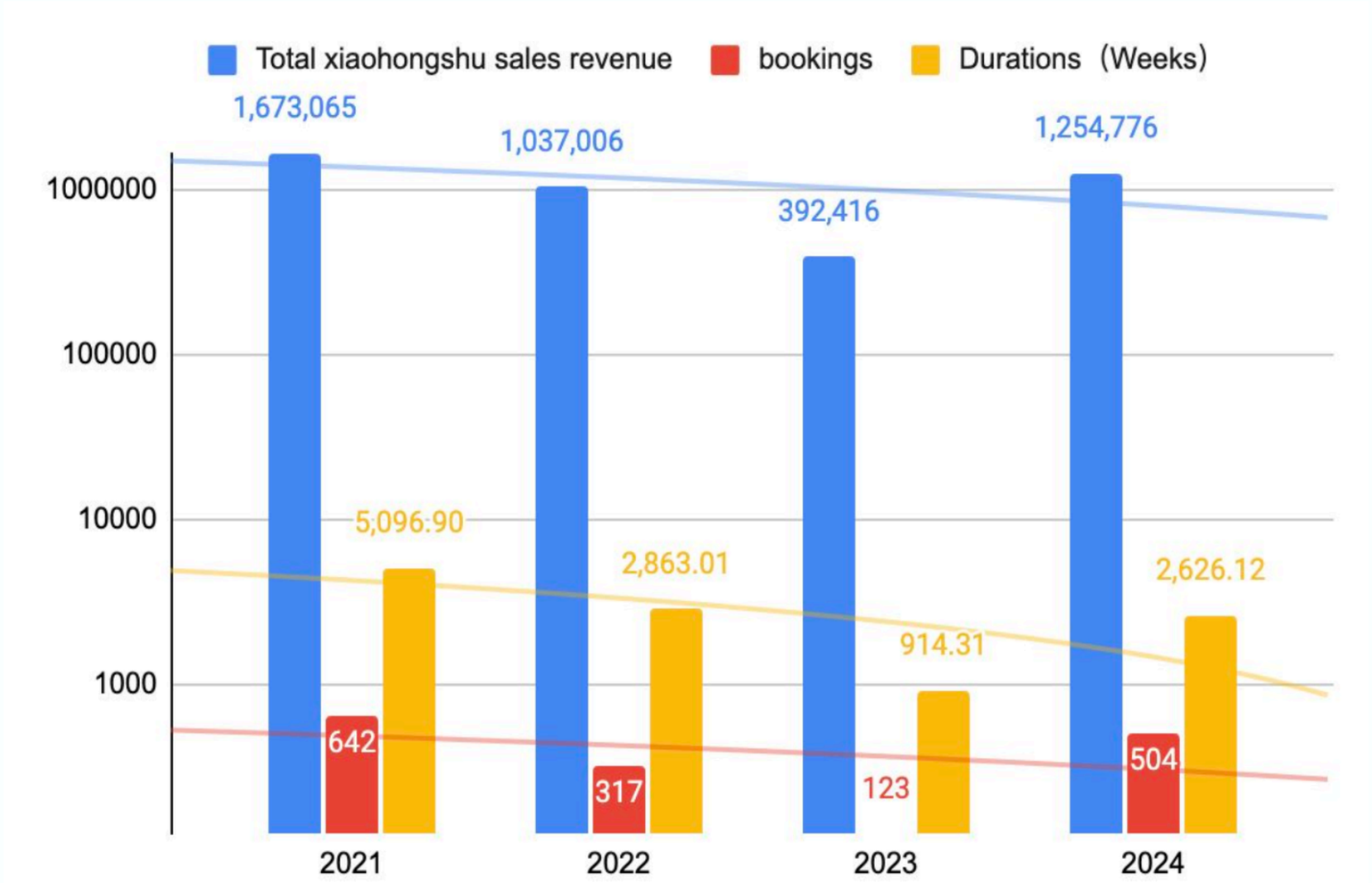
Bookings and leads by 12 months



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Xiaohongshu paid advertising Analysis, 2024

Sales data for 2021-2024 at a glance



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Xiaohongshu paid advertising Analysis, 2024

5 best performing posts



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🇬🇧伦敦6-8月短租合集在此！即日可住

🇬🇧伦敦2024年暑期6-8月短租合集在此！

查看图片pick你的心仪伦敦短租公寓！以上全

说点什么... 318 338 87



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伦敦2025短租｜最短1个月，低至35镑/每天住

2025年🔥 #伦敦短租 热辣来袭💥 活动时节，最短低至35镑/天，即可入住的学生公寓

说点什么... 161 205 248



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伦敦短租｜🇬🇧旅游双人入住小阁楼👆

知道大家在找【伦敦短租】，尤其是【非学生入住】的

说点什么... 319 350 311



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🇬🇧伦敦圣诞短租｜1区42镑/天 💰2区35镑/天

💥💥💥 #londonist 🇬🇧🇬🇧🇬🇧圣诞短租折扣

说点什么... 170 167 30



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伦敦圣诞｜官方学生公寓短租只要35磅/天

咱就是说 #2024 各大城市的留子们 🇬🇧英国圣

说点什么... 148 206 21

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PAID SOCIAL MEDIA

Meta - 2024

Reach
12,103,291

Impressions
54,006,945

Spend
£11,223.70

Clicks
94,167

Leads
197

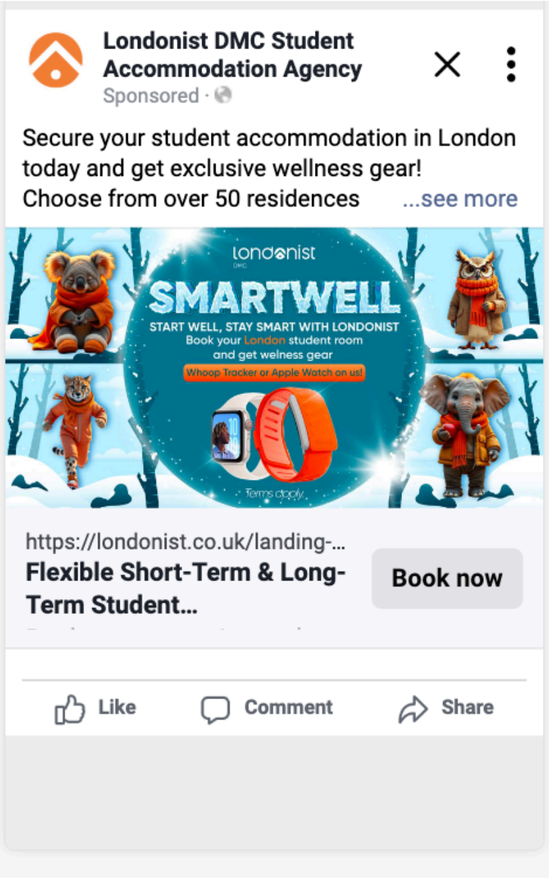
Bookings
1

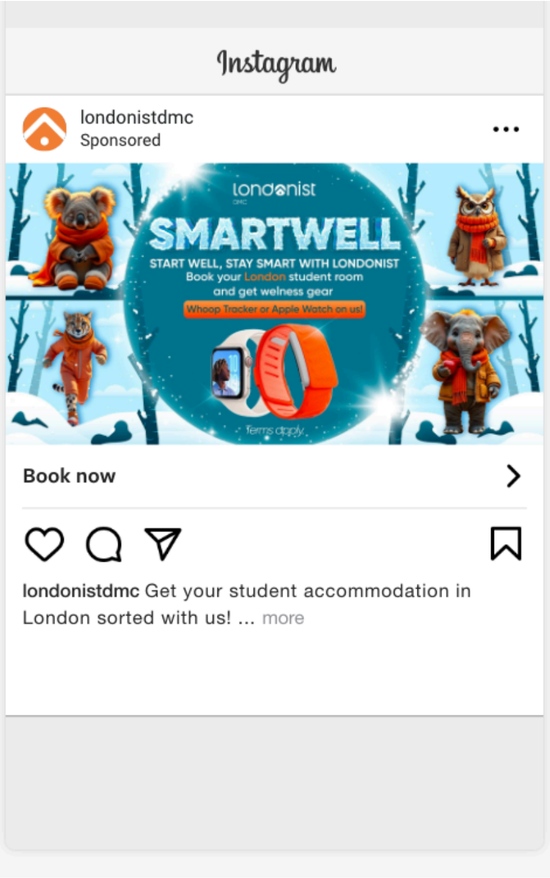
Revenue
£14,500

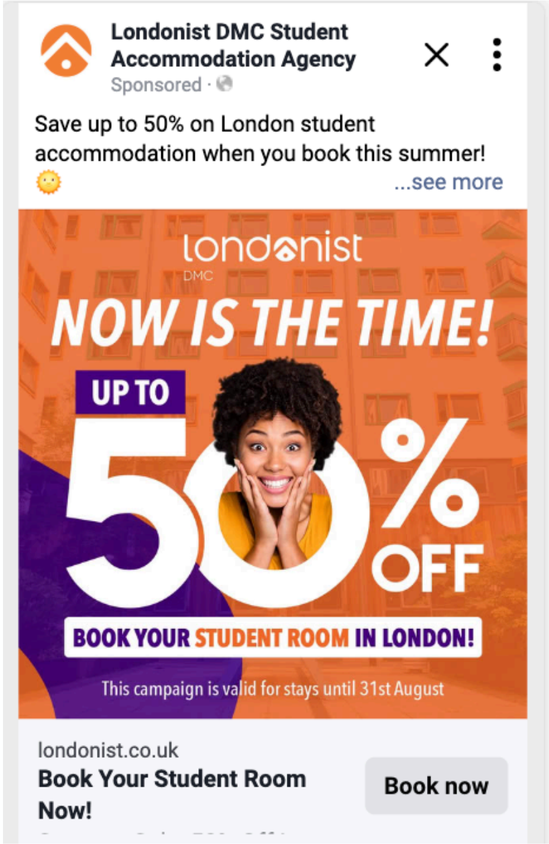
Meta

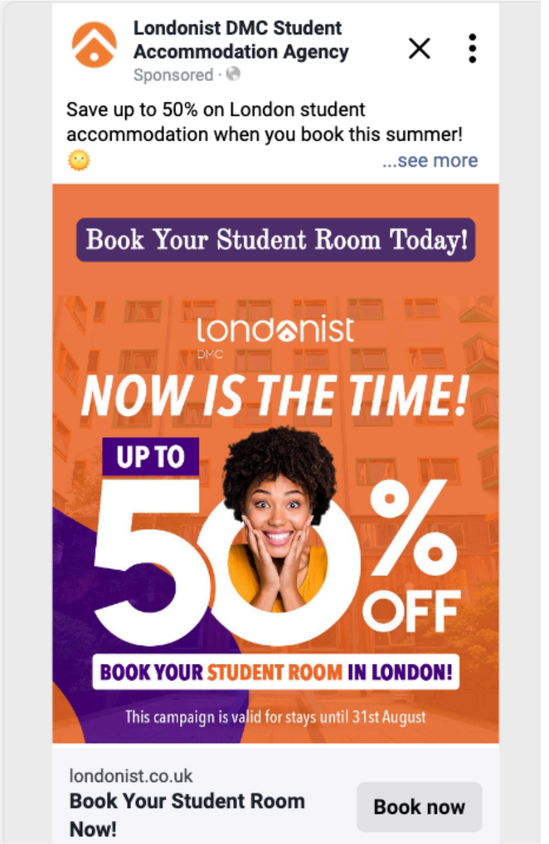
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Sample Meta Creatives









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EMAIL MARKETING

Email - 2024

Leads
143

Bookings
53

Revenue
£275,689.26

Total Emails Sent
968,673

Total Opens
247710

Total Clicks
15420

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Email Newsletter Snapshot



Start Well, Stay Smart with Londonist!

Start 2025 with Londonist and Get a Free Wellness Gear 🎉

This winter, kick off the new year right with SmartWell – a wellness-focused stay experience by Londonist DMC!

Book your London student accommodation for **24+ weeks,** and we'll gift you a **Whoop Tracker** (12-month membership included) or an **Apple Watch SE,** plus a free **data SIM card.**

Whether you track sleep like an owl in Reykjavik 🦉 or push limits like a cheetah in Nairobi 🐆, these wellness perks are designed to make your stay balanced, healthy, and fulfilling.

Learn More and Book Now

Want the latest updates? Follow us on Instagram for all things #LondonistDMC and #SmartWell! @londonistdmc

Follow Us

We are rated 4.7 out of 5 Trustpilot



No Visa? No Payment!

Your London Dream, On Your Terms

Dream big, book your student accommodation early, pay when it's real.

Deadline: January 5th, 2025.

Secure Your Room in London Without the Risk

Hey,

We know moving to London can feel like a huge leap—but we're here to make it easier. With our **No Visa, No Pay** policy, you can secure your student accommodation for January 2025 **without worrying about visa delays or rejections.**

Here's how it works:

1. Book your room now to secure your spot.
2. If your visa is approved, send us proof and pay within **48 hours.**
3. If no decision is made by **January 12th, 2025,** the booking will be cancelled—no cost to you!

1 Book your room now to secure your spot.

2 If your visa is approved, send us proof and pay within **48 hours.**

3 If no decision is made by **January 12th, 2025,** the booking will be cancelled—no cost to you!

Residences Included



SECURE YOUR ROOM NOW

What makes Londonist different?

- ✅ Flexible, student-friendly booking terms.
- ✅ Prime locations close to universities.
- ✅ All-inclusive living: bills, Wi-Fi, and security covered.
- ✅ Extra perks: airport transfers, storage services, and more!

Ready to make your move? Don't miss out—rooms are filling up fast!

🎯**Booking Deadline: January 5th, 2025.**

Reserve your room now and let Londonist take the stress out of your move!

Questions? We're here for you—DM us, email, or text anytime!

📌 T&Cs apply. Offer valid for January 2025 bookings only. Payment required upon visa approval.

Follow Us

We are rated 4.7 out of 5 Trustpilot



🌟 1 WEEK FREE STAY + 🍔 £50 Uber Eats Voucher

Hey

Book your student accommodation between **25th and 29th** November for **4 weeks or more,** and you'll get **a free week of accommodation** AND a **£50 Uber Eats Voucher!**

Why choose Londonist DMC?

🏙️ 35+ Prime Locations: Live near top universities and iconic London hotspots.

🛰️ Flexible Contracts: Stay as little as 4 weeks or longer if you love it!

🚪 Easy Living: All-inclusive bills, 24/7 security, and optional extras.

This offer won't last forever ⏳—secure your room and get this deal before it's gone!



CLAIM YOUR DEAL NOW

Don't forget to follow us for updates, tips, and exclusive offers!

📸 Instagram: **@londonistdmc**

Cheers,

The Londonist Team 💙

Follow Us

We are rated 4.7 out of 5 Trustpilot



Hey ,

Planning to explore London during the festive period?

Londonist is here to make Christmas extra festive this year.

Here's what's waiting for you:

Zone 1 Residences – £300 per week
Zone 2 Residences – £250 per week
+ Choice of free Christmas room cleaning or storage service with your booking!

Book now, and **stay between the dates 8 December - 4 January** to enjoy these festive savings!

Don't wait—limited rooms available, and the holiday spirit is calling!

*These prices are only valid for available residences in Zones 1 and 2. Please contact our sales team for full details about participating residences and room availability.

Tap the button below and reserve your room today!

BOOK YOUR XMAS STAY NOW

See you in London,
Londonist DMC

Follow Us

We are rated 4.7 out of 5 Trustpilot

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SOCIAL MEDIA

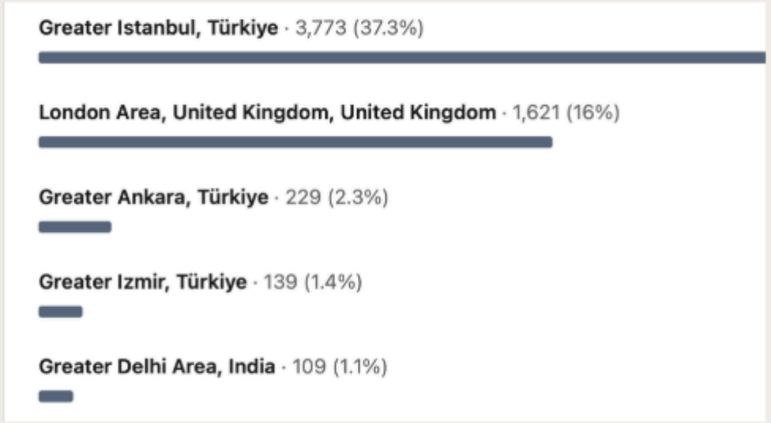
Linkedin - Overview

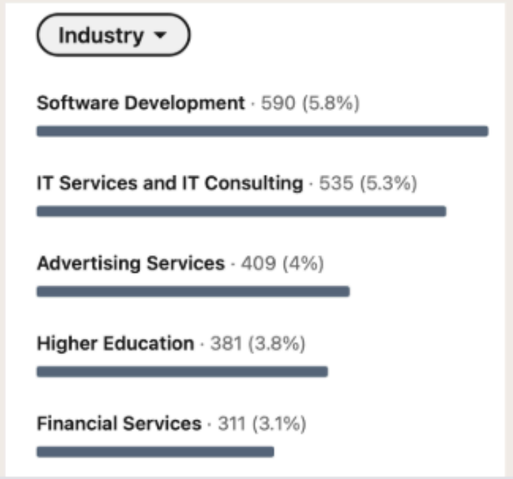
Time frame - Last 365 days

372,349	3,863	148	90
Impressions	Reactions	Comments	Reposts

10,116	3,721
Total followers	New followers in the last 365 days

Follower Demographic





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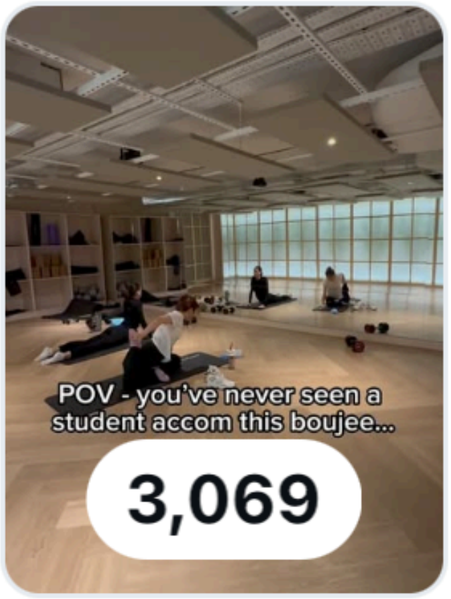
Instagram Top Contents

By top content

See all



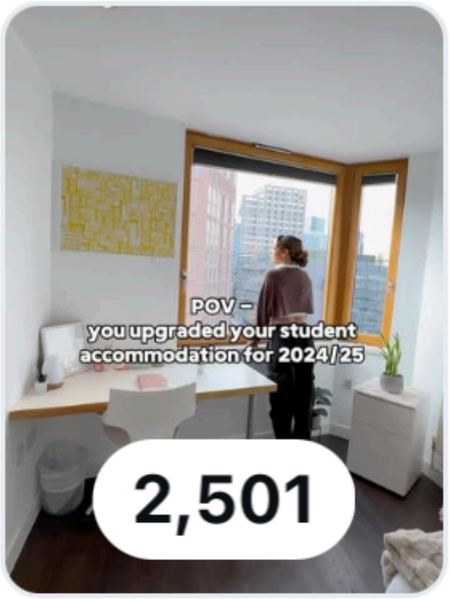
29 Oct



20 Nov



15 Nov



7 Nov

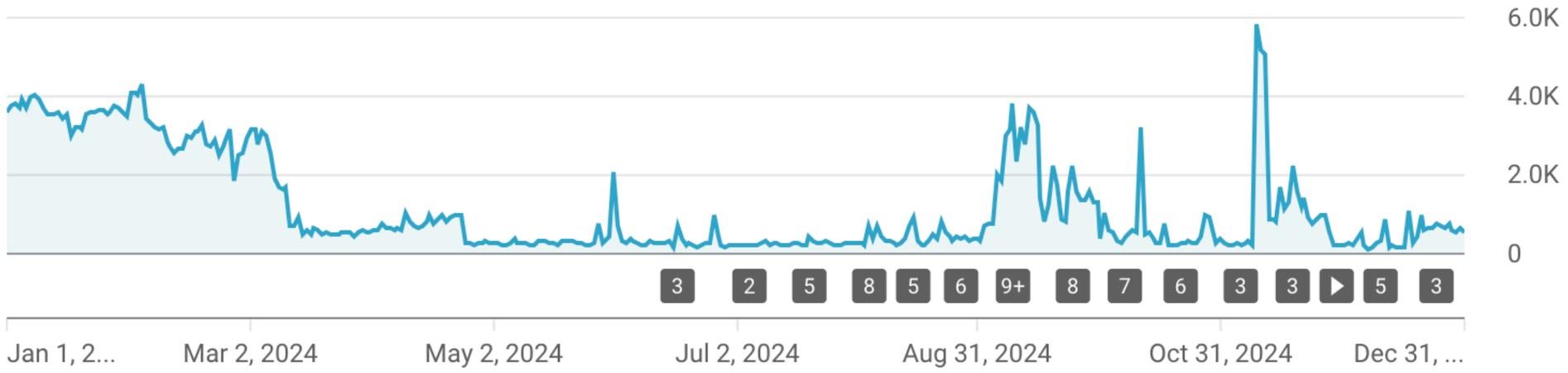


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YouTube Overview

In the selected period, your channel got 426,236 views

Views	Watch time (hours)	Subscribers	Estimated revenue
426.2K	6.8K	-1.1K	£94.69



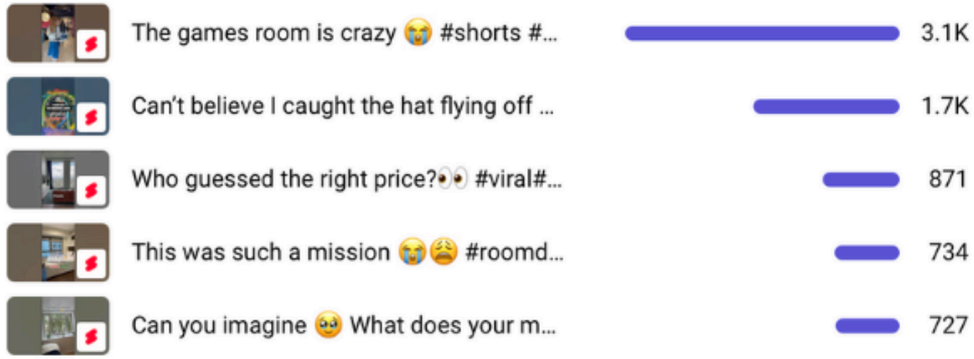
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YouTube - Engagement

Youtube Shorts

Top Shorts

Views · 2024



84.1% of viewers find our shorts from the shorts feed.

How viewers find your Shorts

Views · 2024

Overall | External | YouTube search | Suggested videos | Playlists



	Viewed VS Swiped away	Shown in feed	Views
The games room is crazy 😭 #shorts #unilife #dayinth...	60.8%	5,128 12.7%	3,120 19.3%
Can't believe I caught the hat flying off on camera 😭 ...	47.3%	3,501 8.7%	1,657 10.2%
Does your student accommodation have views like thi...	27.6%	2,242 5.6%	618 3.8%
Can you guess where the secret compartment is... 👀 ...	34.6%	2,047 5.1%	710 4.4%
Who guessed the right price?👀 #viral#shorts#student...	44.4%	1,960 4.9%	871 5.4%

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SUMMARY

Successful Initiatives









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2025 PROPOSED OBJECTIVES & STRATEGIES

Brand Awareness & Engagement	**More fun, trending and lifestyle contents. Using more influencers. Social experiments content.**
More direct bookings at an efficient cost of sales	**Better budget management and optimal use of advertising platform. Competitor insight**
More traffic and bookings organically	**Technical SEO website fixes. More website contents. Hyper local content strategy.**
Promote Sustainability Initiatives	**Content strategy around partnerships with BHF and BottleUp.**
Creative campaign management	**Unique campaign concepts. Collaborating with Operations to fulfil the offer**

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CHALLENGES

- User Experience and Technical SEO Issues on the website
- Negative ROI Campaign Experiements (Programmatic)
- Time to create more website contents
- Budget Restrictions

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THANK YOU