

Book > Direct - Performance Summary

Date Range: First Day Of Last Month - Last Day Of Last Month

Searches
2,501
↑ 31.56%

Referrals
1,320
↓ -15.87%

Referral to Search Ratio
0.5
↓ -36.06%

Cost Per Referral
\$0.58
↑ 18.86%

Conversion Rate
0.00%
-

Estimated Bookings
0
-

Estimated Booking Amount
-
-

Estimated Booking Revenue
\$0
-

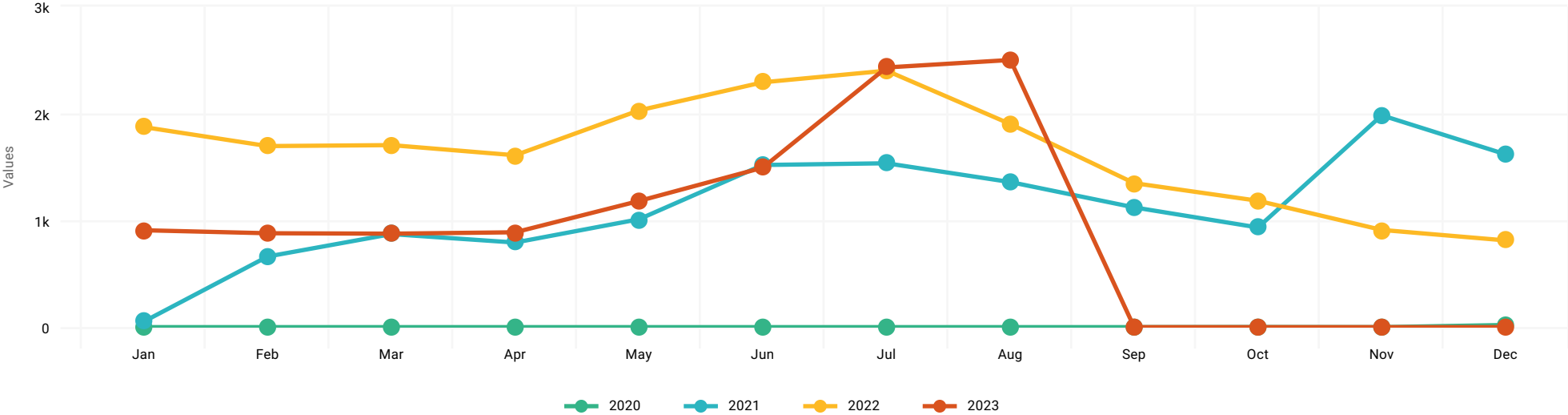
Total Spend
\$764
0%

Estimated Cost Per Booking
-
-

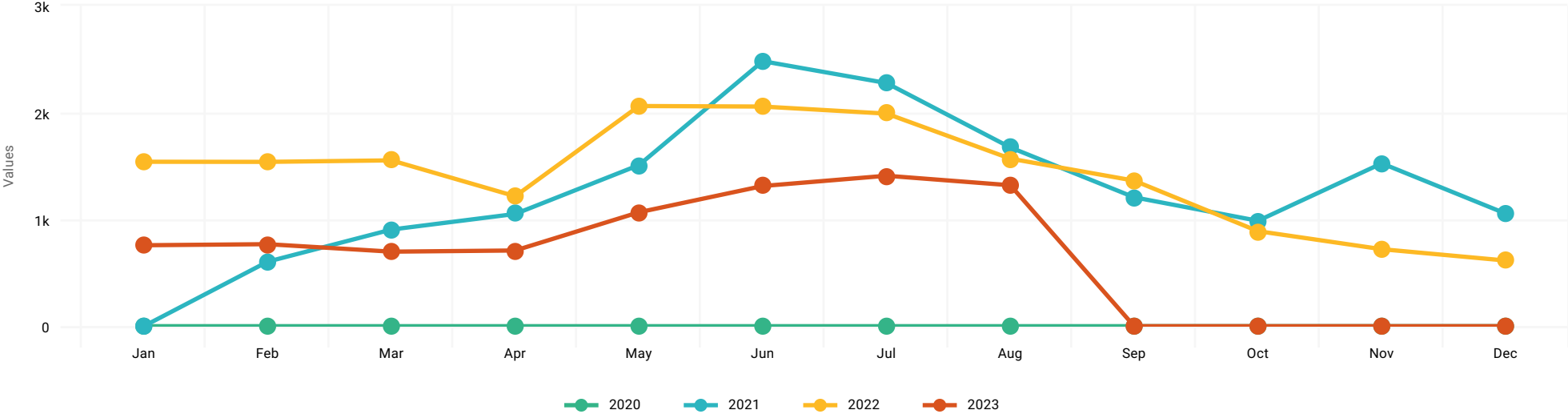
Estimated ROI
0%
-

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Year-over-Year Search Trends



Year-over-Year Referral Trends



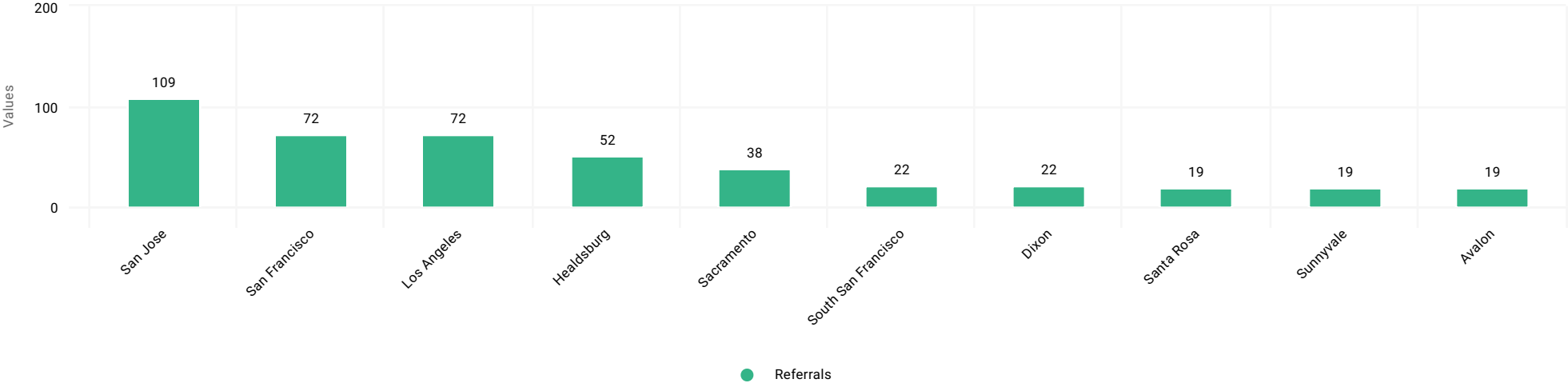
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Referrals by Country



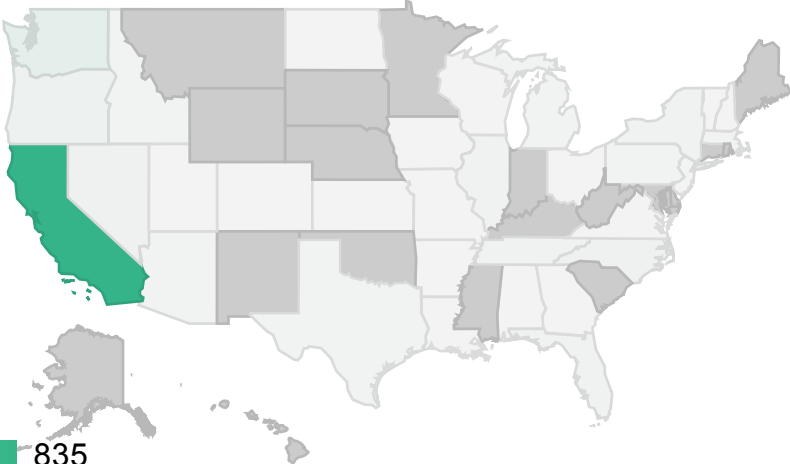
Referrals By City



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Referrals by US State



1 835

Referrals By Canadian Province

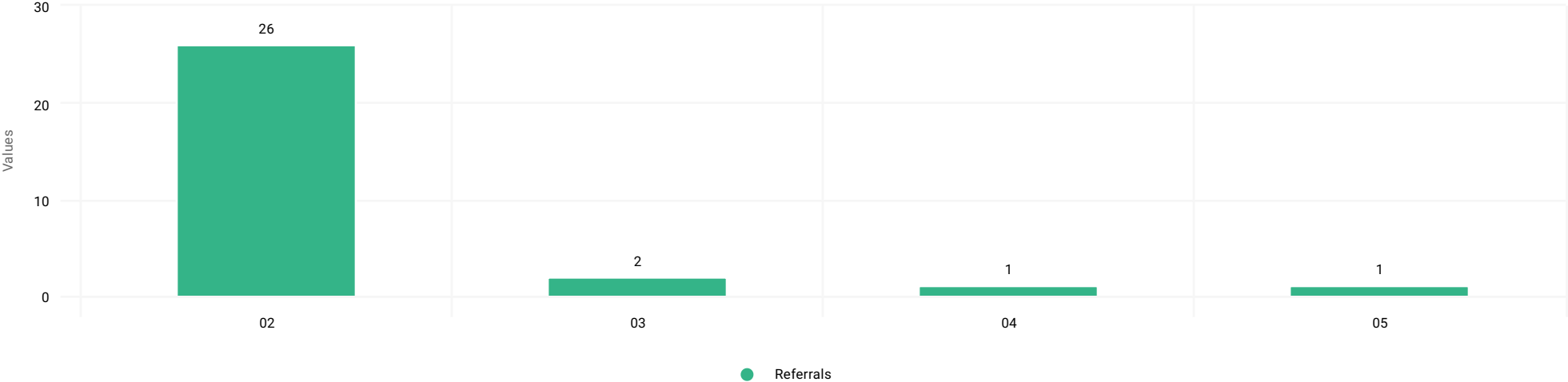


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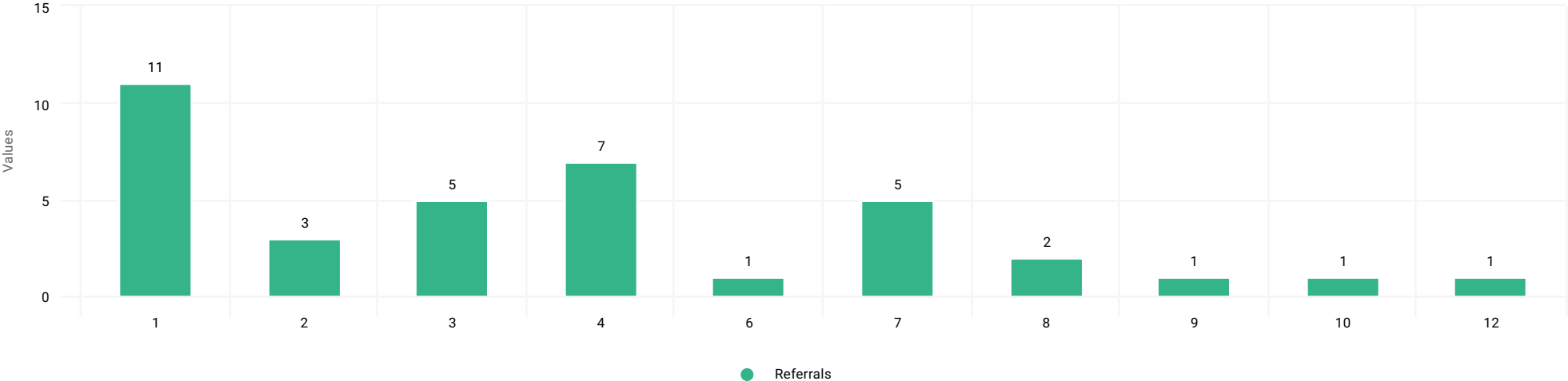
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Referrals by Length of Stay



Referrals by Weeks in Advance



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Avg Length of Stay - Searches
-
-

Avg Days in Advance - Searches
-
-

Avg Daily Rate - Searches
\$246.00
0%

Avg Length of Stay - Referrals
2.3
↓ -27.74%

Avg Days in Advance - Referrals
34.4
↓ -40.75%

Avg Daily Rate - Referrals
\$226.18
↑ 45.25%