

Book > Direct - Performance Summary

Date Range: Start Of Last Month - End Of Last Month

Searches
1,807
↑ 48.24%

Referrals
744
↓ -18.78%

Referral to Search Ratio
0.4
↓ -45.21%

Cost Per Referral
\$1.03
↑ 23.12%

Conversion Rate
3.71%
↑ 139.12%

Estimated Bookings
28
↑ 94.22%

Estimated Booking Amount
\$9.38
↓ -98.1%

Estimated Booking Revenue
\$259
↓ -96.3%

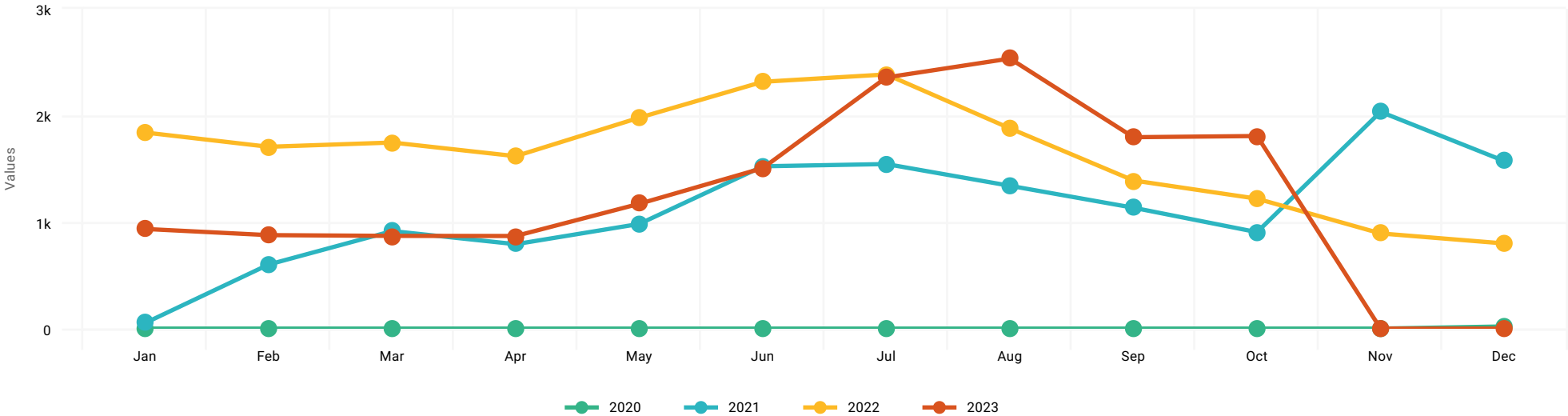
Total Spend
\$764
0%

Estimated Cost Per Booking
\$27.70
↓ -48.51%

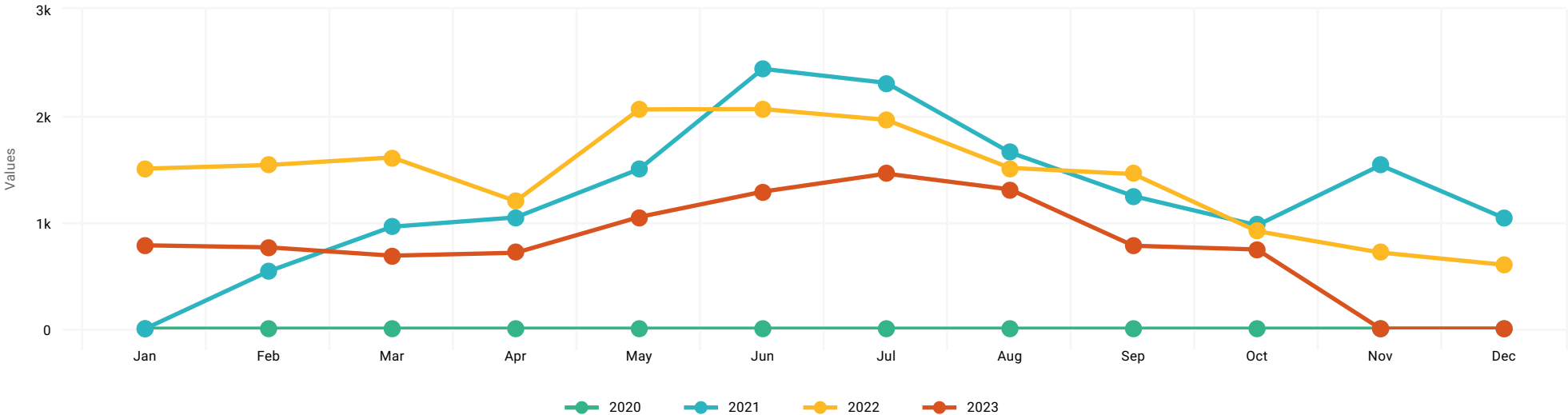
Estimated ROI
34%
↓ -96.3%

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Year-over-Year Search Trends



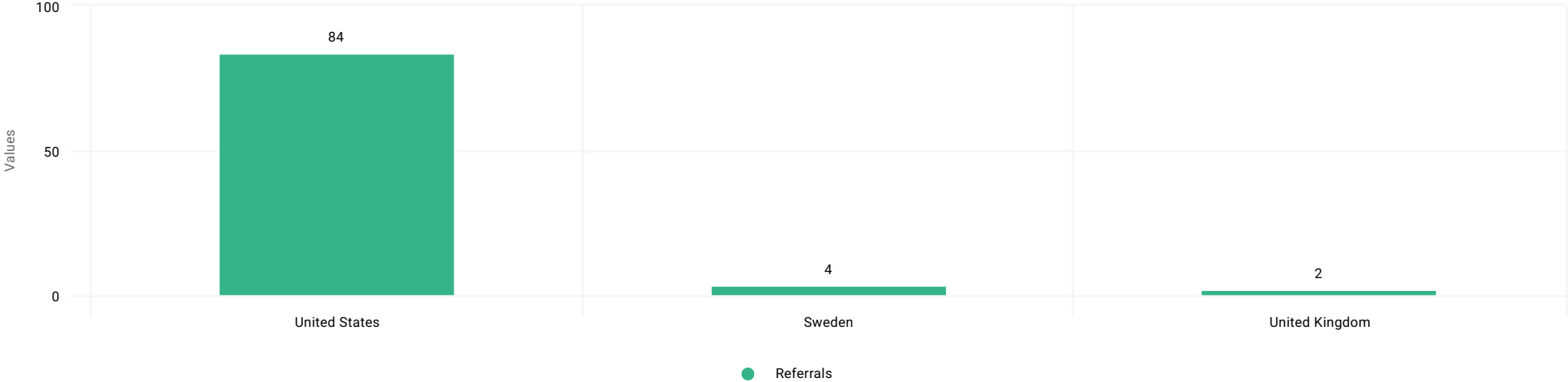
Year-over-Year Referral Trends



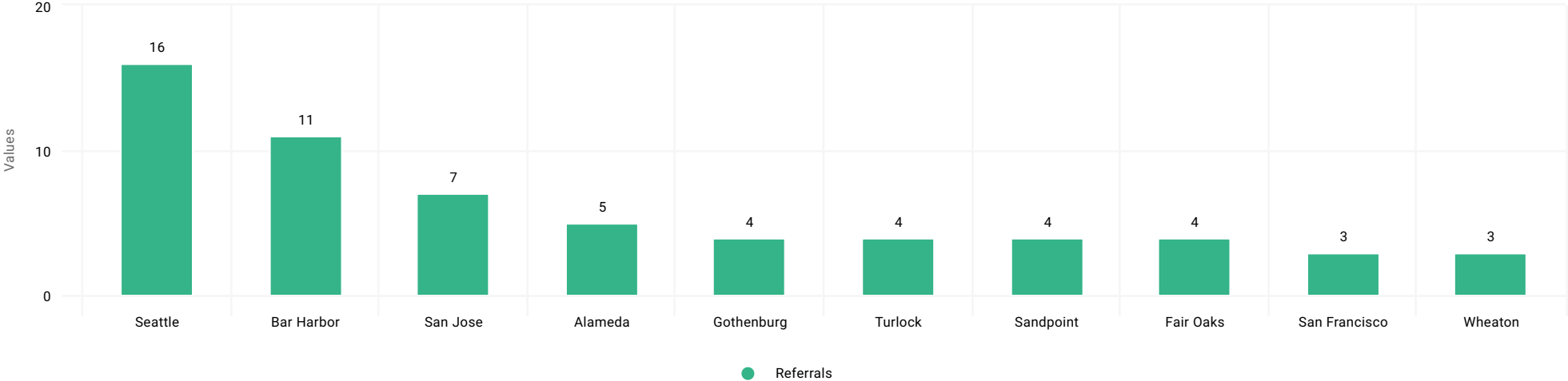
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Referrals by Country



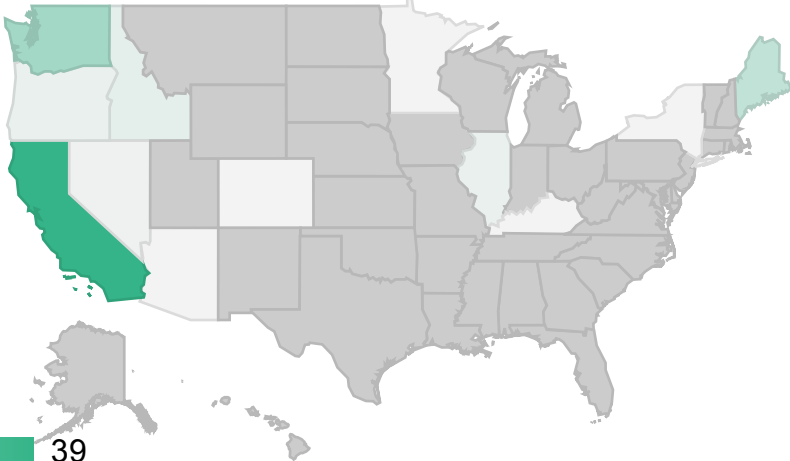
Referrals By City



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Referrals by US State



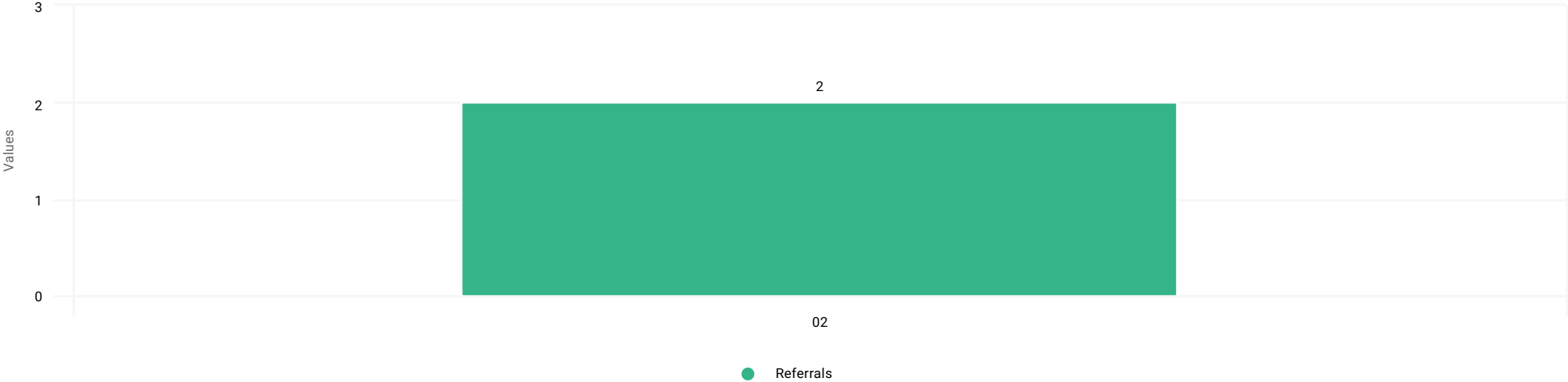
Referrals By Canadian Province



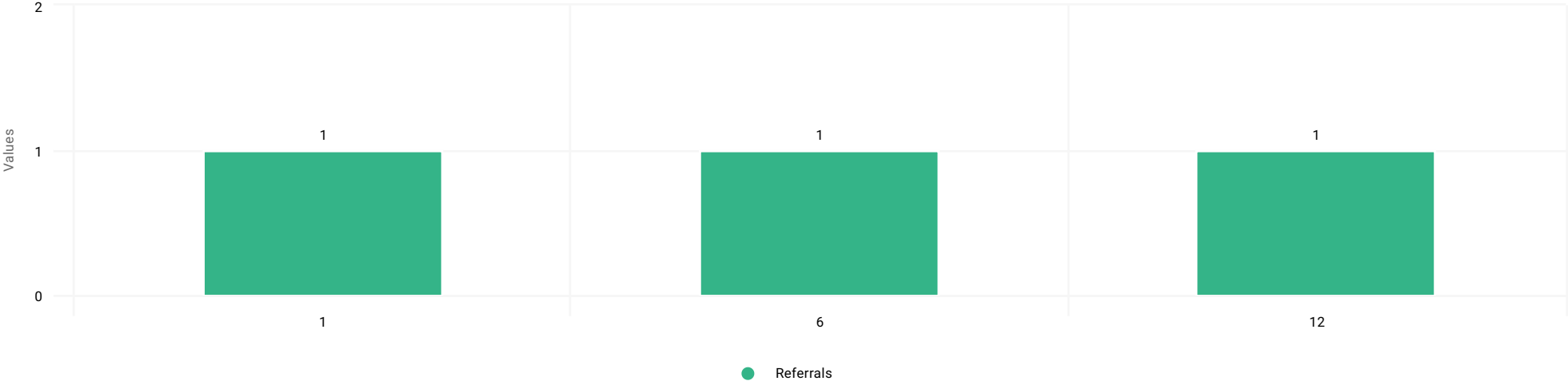
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Referrals by Length of Stay



Referrals by Weeks in Advance



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Avg Length of Stay - Searches
1.0
↓ -63.13%

Avg Days in Advance - Searches
5.5
↓ -86.15%

Avg Daily Rate - Searches
\$233.00
↓ -0.43%

Avg Length of Stay - Referrals
2.0
↓ -30.43%

Avg Days in Advance - Referrals
61.0
↑ 22.1%

Avg Daily Rate - Referrals
\$232.50
↑ 16.92%