

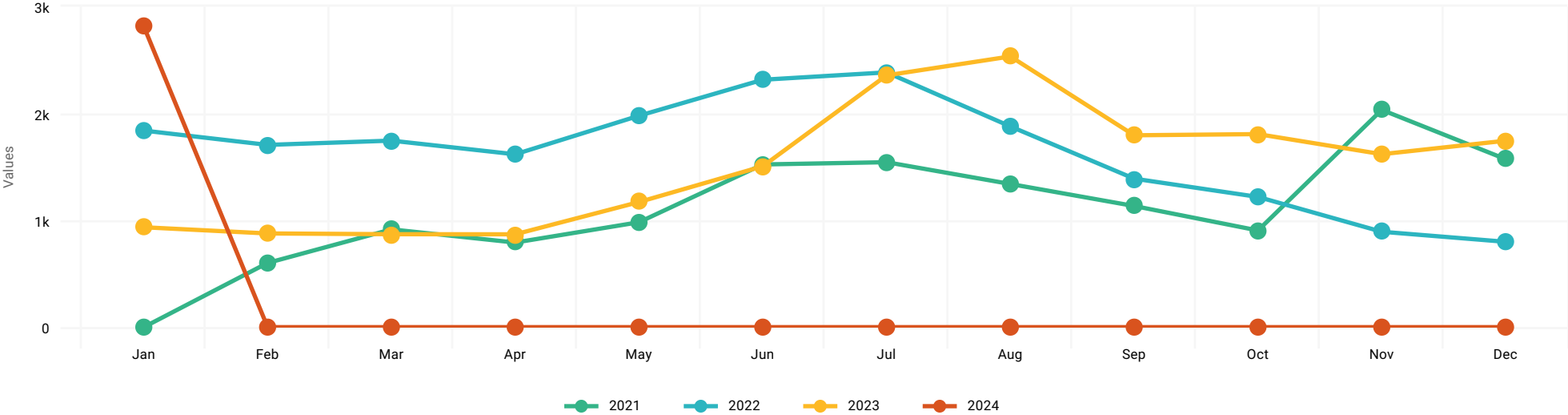
Book > Direct - Performance Summary

Date: Start Of Last Month - End Of Last Month

<p>Searches 2,815</p> <p>↑ 201.07%</p>	<p>Referrals 1,075</p> <p>↑ 37.29%</p>	<p>Referral to Search Ratio 0.4</p> <p>↓ -54.41%</p>	<p>Cost Per Referral \$0.71</p> <p>↓ -27.36%</p>
<p>Conversion Rate 1.68%</p> <p>↓ -28.95%</p>	<p>Estimated Bookings 18</p> <p>↓ -2.45%</p>	<p>Estimated Booking Amount -</p> <p>-</p>	<p>Estimated Booking Revenue \$0</p> <p>-</p>
<p>Total Spend \$762</p> <p>↓ -0.27%</p>	<p>Estimated Cost Per Booking \$42.25</p> <p>↑ 2.23%</p>	<p>Estimated ROI -</p> <p>-</p>	

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Year-over-Year Search Trends



Year-over-Year Referral Trends

