

# Book > Direct - Performance Summary

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

Searches  
**2,357**  
↓ -1.17%

Referrals  
**1,456**  
↓ -25.75%

Referral to Search Ratio  
**0.6**  
↓ -24.87%

Cost Per Referral  
**\$0.52**  
↑ 34.68%

Conversion Rate  
**2.34%**  
↑ 44.75%

Estimated Bookings  
**34**  
↑ 7.47%

Estimated Booking Amount  
**\$282.48**  
↓ -27.36%

Estimated Booking Revenue  
**\$9,606**  
↓ -21.93%

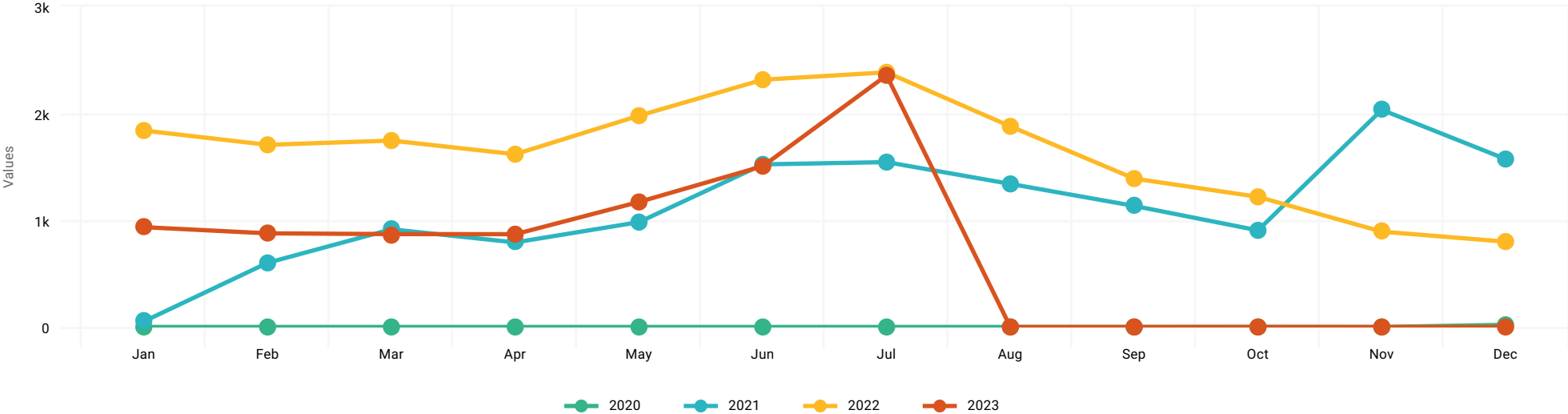
Total Spend  
**\$764**  
0%

Estimated Cost Per Booking  
**\$22.48**  
↓ -6.95%

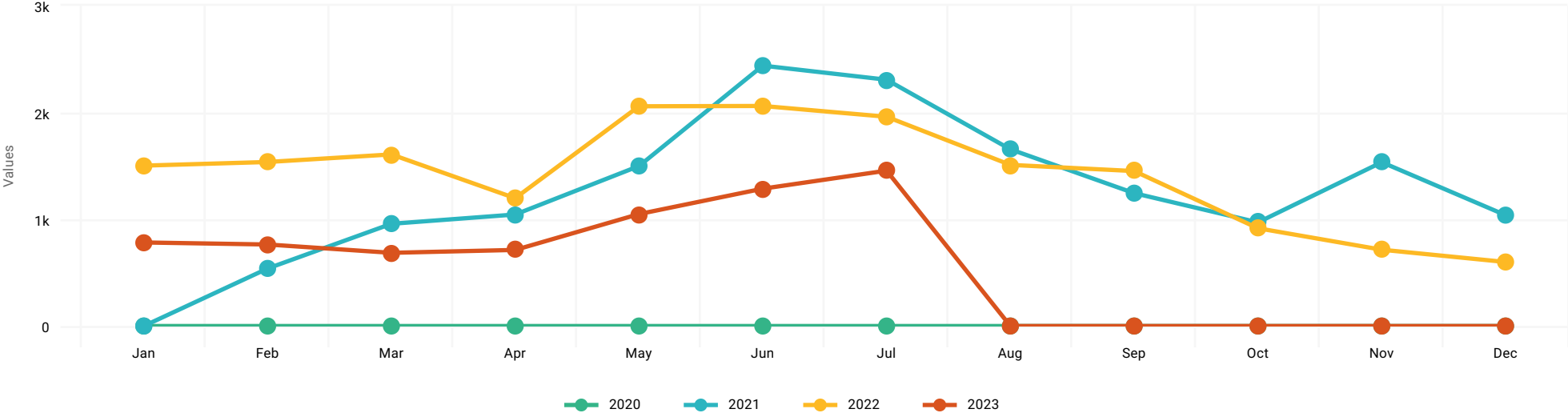
Estimated ROI  
**1,257%**  
↓ -21.93%

# Book > Direct - Performance Summary

### Year-over-Year Search Trends



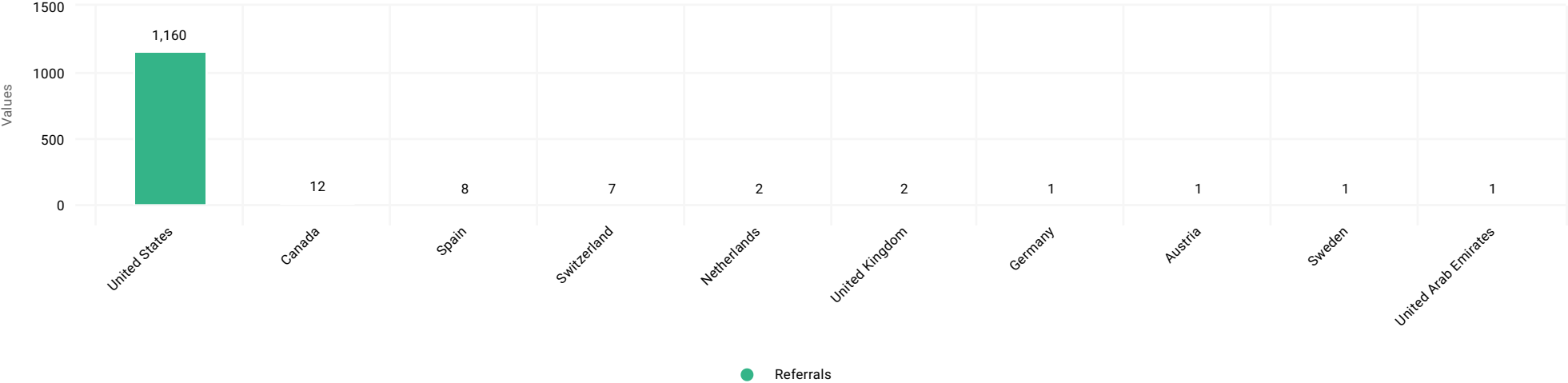
### Year-over-Year Referral Trends



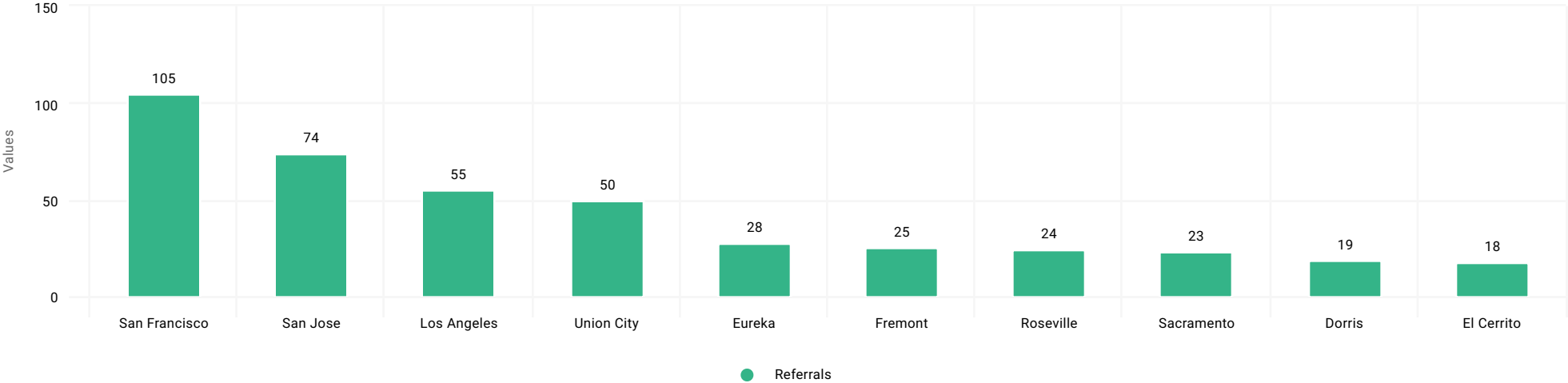
# Book > Direct - Performance Summary

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

### Referrals by Country



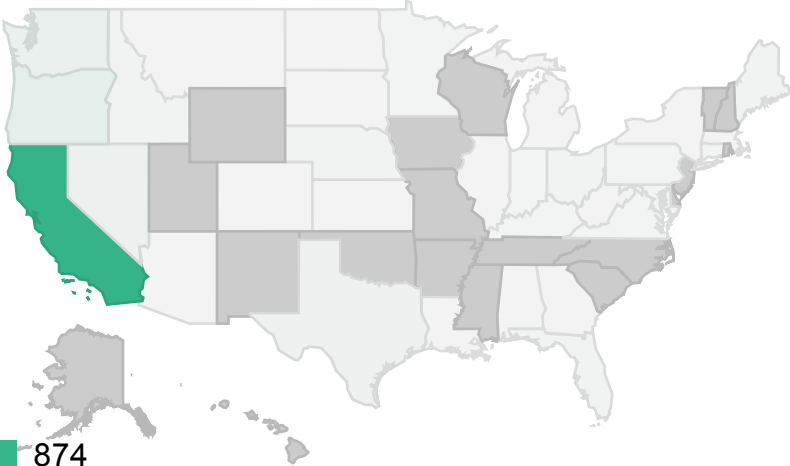
### Referrals By City



# Book > Direct - Performance Summary

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

### Referrals by US State



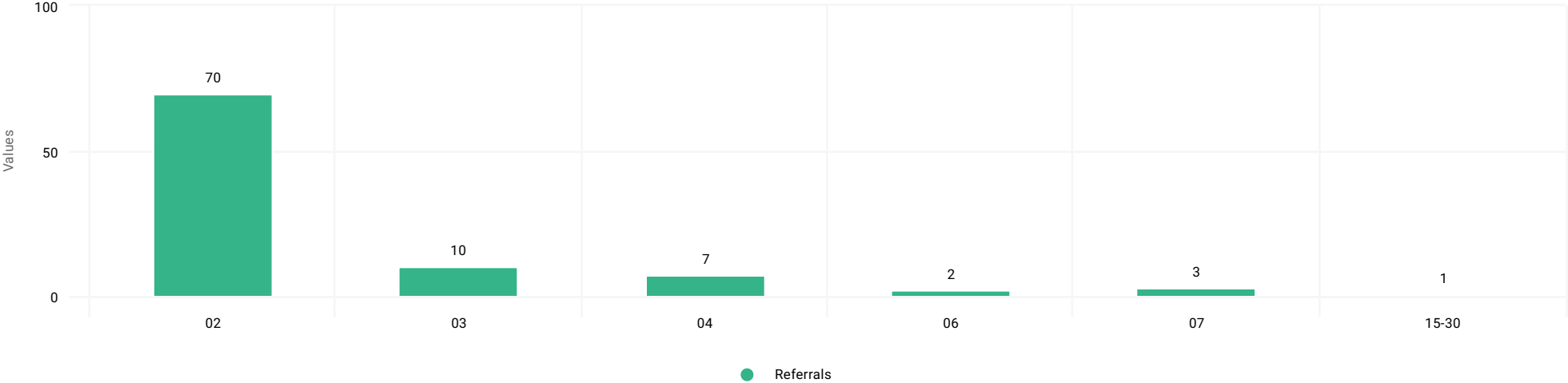
### Referrals By Canadian Province



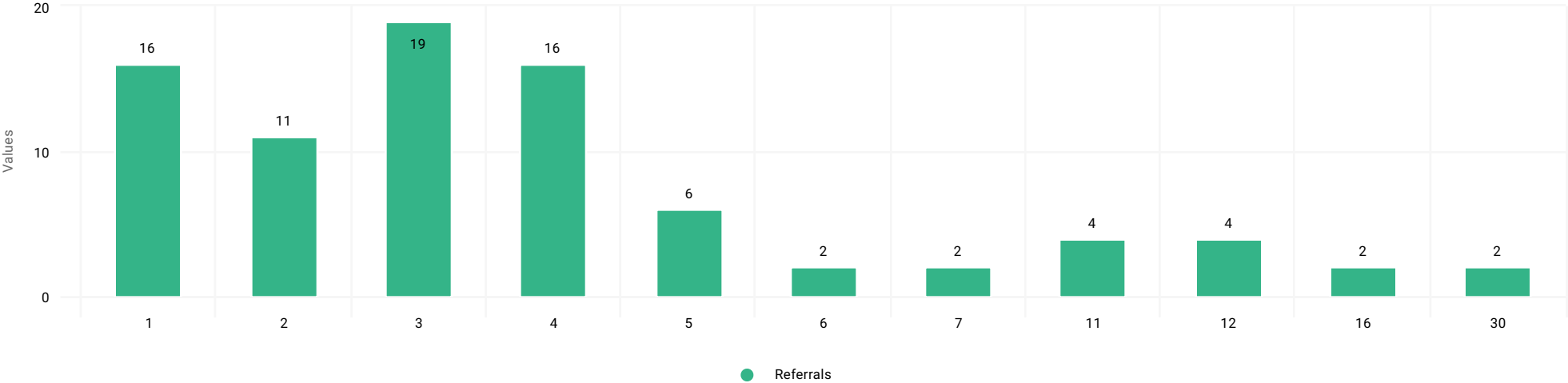
# Book > Direct - Performance Summary

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

### Referrals by Length of Stay



### Referrals by Weeks in Advance



# Book > Direct - Performance Summary

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

Avg Length of Stay - Searches  
**2.4**  
↑ 1.39%

Avg Days in Advance - Searches  
**30.1**  
↑ 0.97%

Avg Daily Rate - Searches  
**\$246.00**  
↑ 2.5%

Avg Length of Stay - Referrals  
**2.6**  
↑ 1.72%

Avg Days in Advance - Referrals  
**72.1**  
↑ 44.26%

Avg Daily Rate - Referrals  
**\$159.20**  
↑ 1.78%