

# Book > Direct - Performance Summary

Date: Start Of Last Month - End Of Last Month

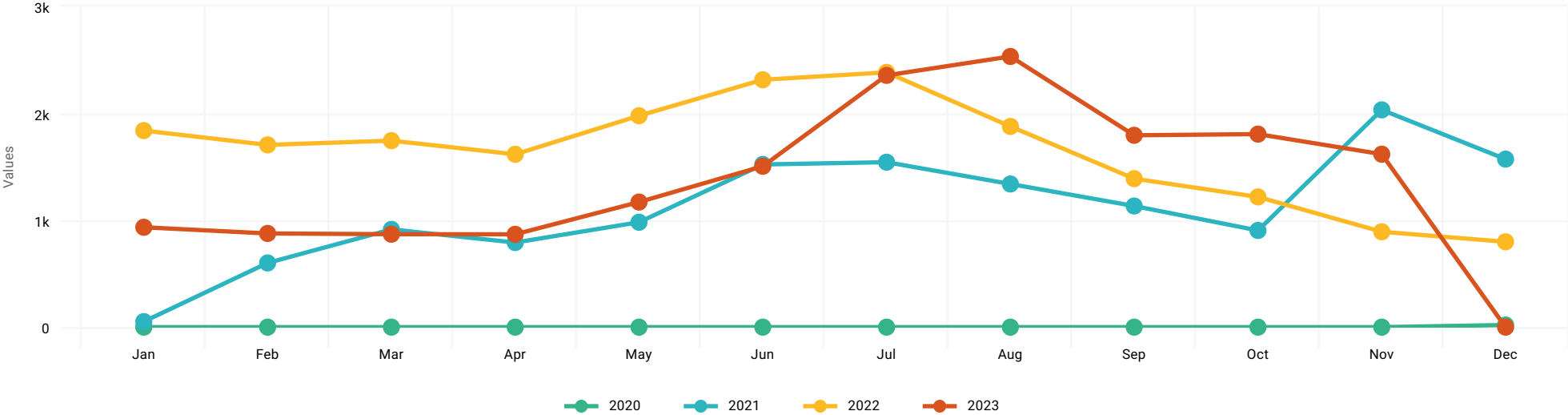
<b>Searches</b> <b>1,619</b> ↑ 81.3%	<b>Referrals</b> <b>820</b> ↑ 14.69%	<b>Referral to Search Ratio</b> <b>0.5</b> ↓ -36.75%	<b>Cost Per Referral</b> <b>\$0.90</b> ↓ -12.8%
--	--	--	---

<b>Conversion Rate</b> <b>2.52%</b> ↑ 2.94%	<b>Estimated Bookings</b> <b>21</b> ↑ 18.06%	<b>Estimated Booking Amount</b> -	<b>Estimated Booking Revenue</b> \$0
---	--	--------------------------------------	---

<b>Total Spend</b> <b>\$740</b> 0%	<b>Estimated Cost Per Booking</b> <b>\$35.79</b> ↓ -15.3%	<b>Estimated ROI</b> <b>0%</b> -
--	---	--

# Book > Direct - Performance Summary

### Year-over-Year Search Trends



### Year-over-Year Referral Trends

