

Book > Direct - Performance Summary

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

Searches
1,796
↑ 29.21%

Referrals
779
↓ -46.35%

Referral to Search Ratio
0.4
↓ -58.48%

Cost Per Referral
\$0.95
↑ 86.39%

Conversion Rate
3.04%
↑ 47.63%

Estimated Bookings
24
↓ -20.79%

Estimated Booking Amount
\$37.98
↓ -82.78%

Estimated Booking Revenue
\$901
↓ -86.36%

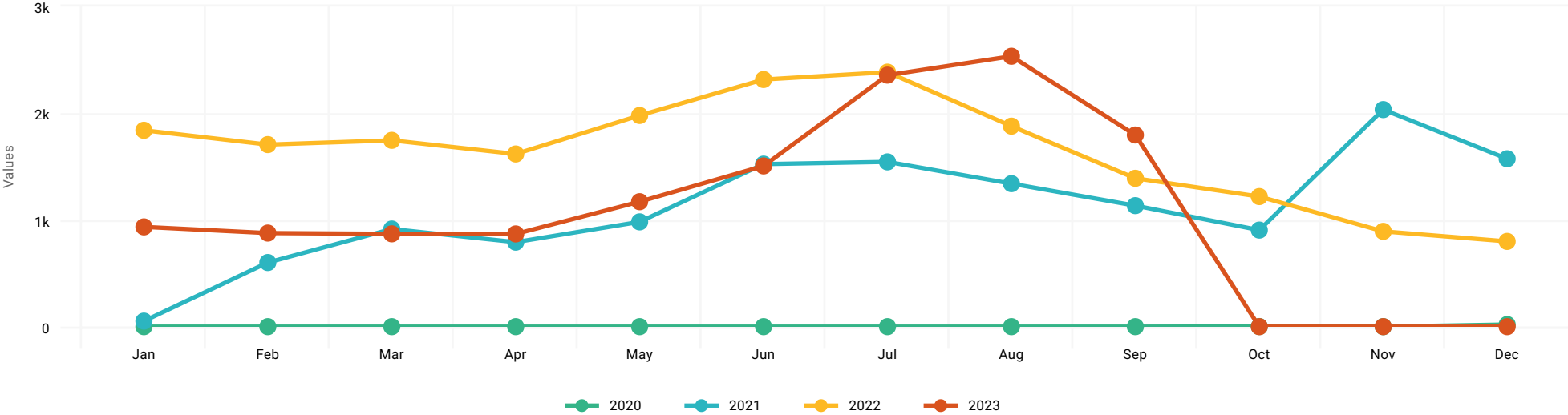
Total Spend
\$740
0%

Estimated Cost Per Booking
\$31.20
↑ 26.25%

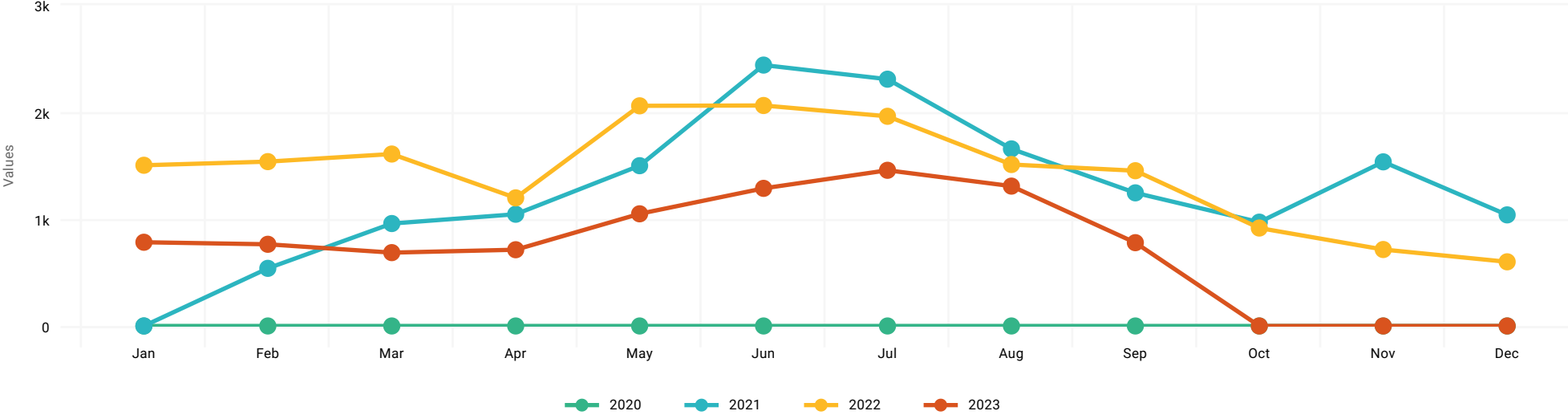
Estimated ROI
122%
↓ -86.36%

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Year-over-Year Search Trends



Year-over-Year Referral Trends



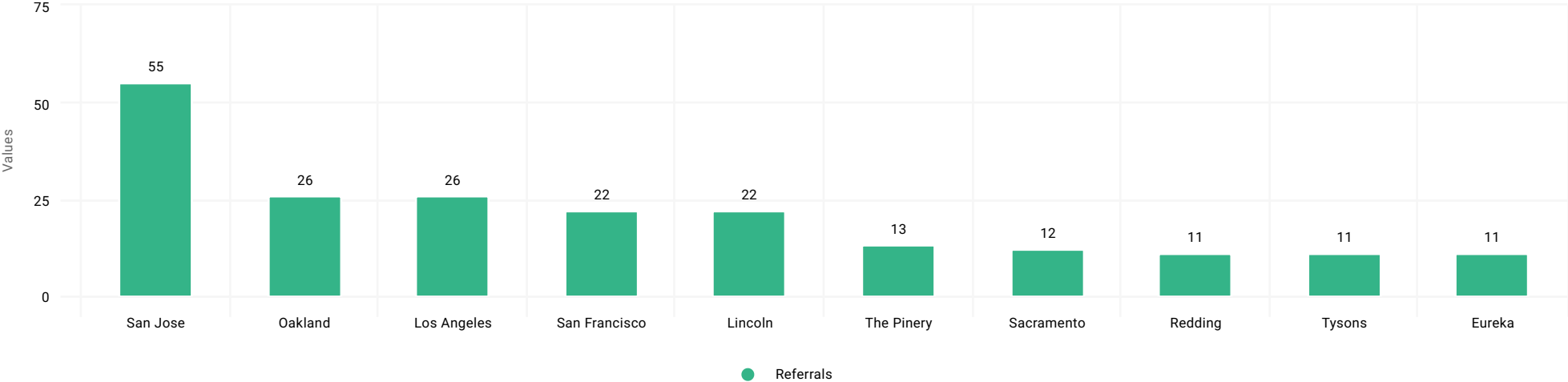
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Referrals by Country



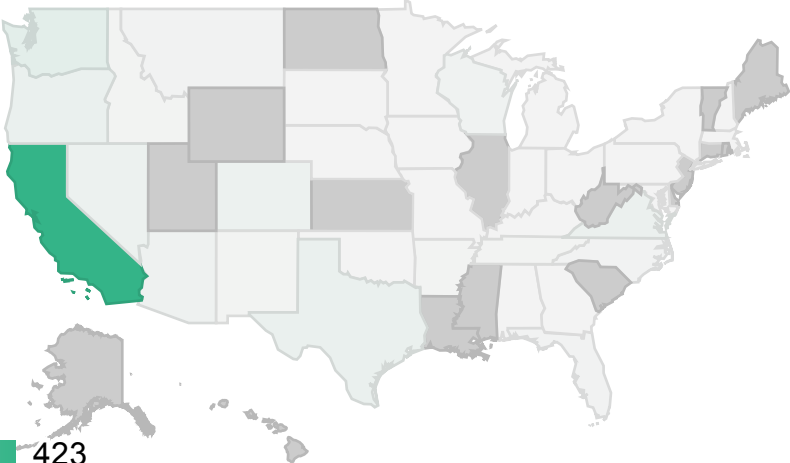
Referrals By City



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Referrals by US State



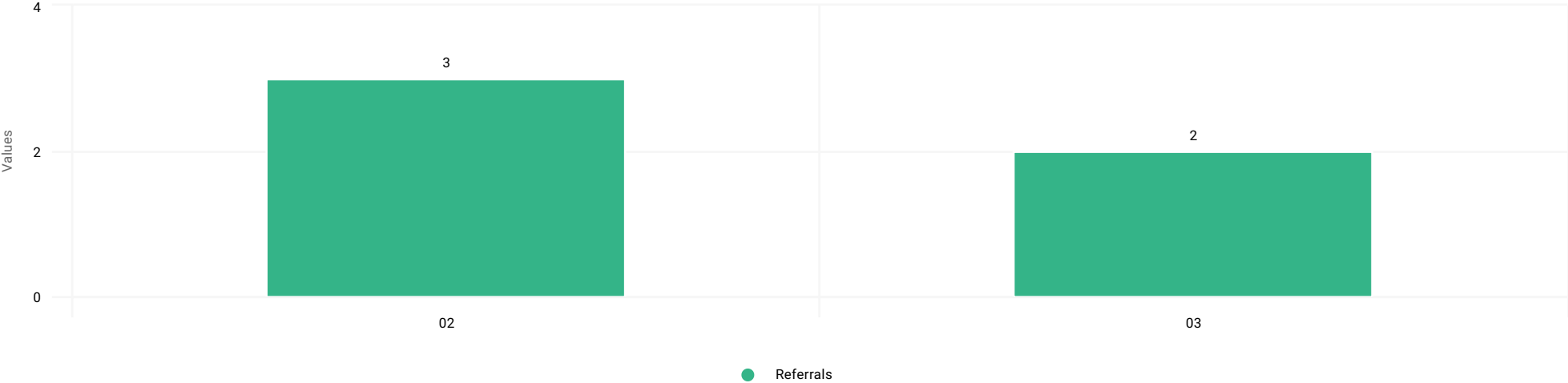
Referrals By Canadian Province



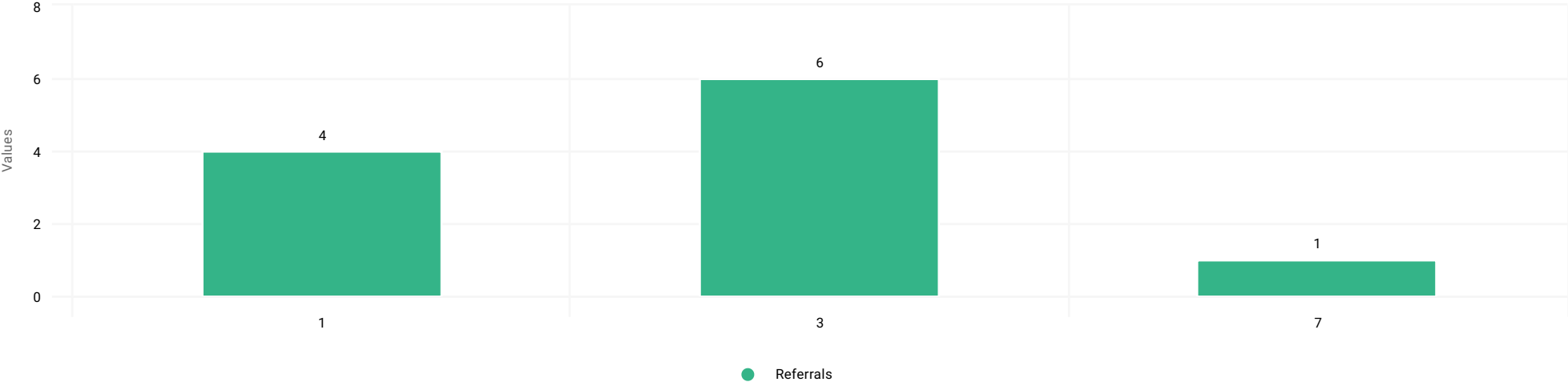
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Referrals by Length of Stay



Referrals by Weeks in Advance



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Avg Length of Stay - Searches
1.0
↓ -60.98%

Avg Days in Advance - Searches
20.0
↓ -46.6%

Avg Daily Rate - Searches
\$237.00
↓ -0.42%

Avg Length of Stay - Referrals
2.4
↑ 1.74%

Avg Days in Advance - Referrals
30.9
↓ -34.5%

Avg Daily Rate - Referrals
\$159.17
↑ 6.24%