

# 80 DAYS

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BENCHMARK

5 Star London Hotels - Example Report  
January 2018

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## **DOCUMENT OWNERSHIP**

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# YOUR BENCHMARK REPORT

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January 2018

This benchmarking report is designed to give you comparative data on your digital marketing activity. Your results are compared to the market average and displayed as a traffic light system; green is above average, red is below average.

Hoteliers can use this report to identify opportunity. Where do you have the opportunity to improve your performance?

The primary source of the benchmark data is Google Analytics. Whilst data integrity is high we cannot guarantee 100% accuracy.

If you have any feedback or questions on your report please contact us at [benchmark@eighty-days.com](mailto:benchmark@eighty-days.com)

# WEBSITE TRAFFIC

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*How do you perform in terms of visitor numbers and how receptive to your website are the visitors?*

## Total Visits



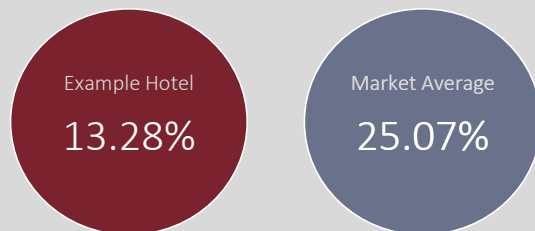
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## Unique Visits



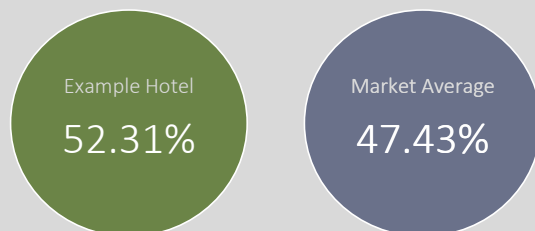
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## Traffic to Booking Engine



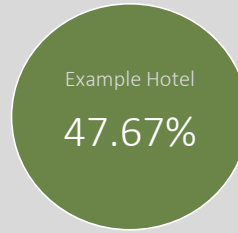
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## Traffic to Accommodation



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Traffic to Food & Beverage



Bounce Rate: Desktop



Bounce Rate: Mobile



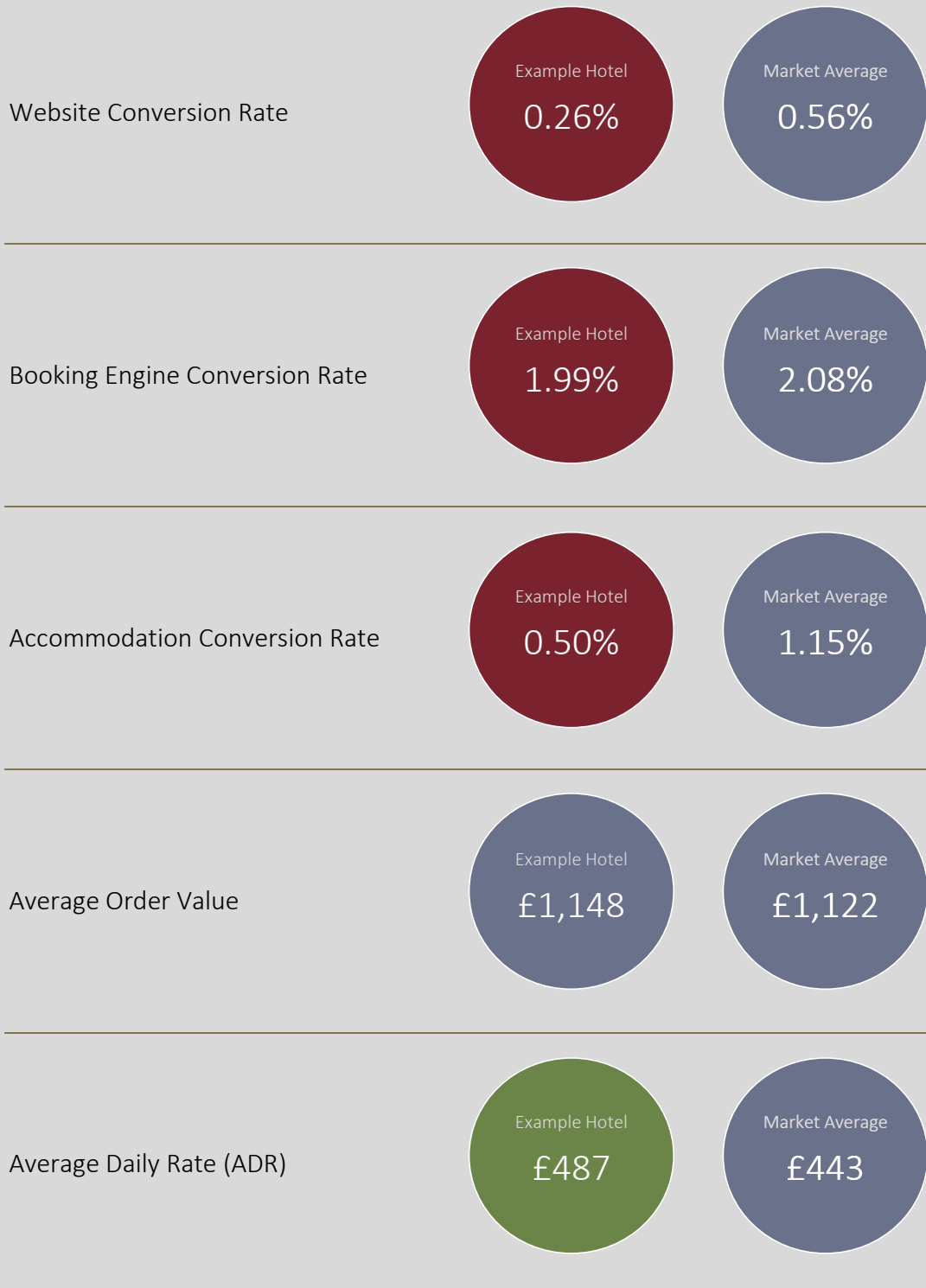
Bounce Rate: Tablet



# CONVERSION RATES

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*How well does your website and booking engine convert customers?*



# ECOMMERCE PERFORMANCE

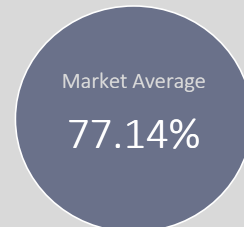
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*How much business do you drive direct and how does this compare to the marketplace?*

## Ecommerce Revenue



## Desktop Revenue Contribution



## Mobile Revenue Contribution



## Tablet Revenue Contribution



# ADWORDS SPEND

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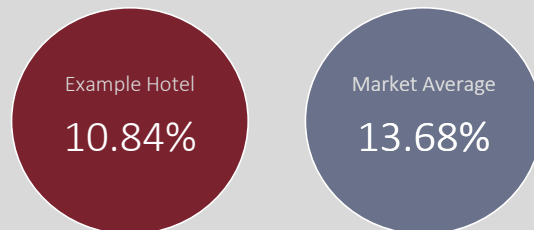
*How much are you spending online in comparison to other hotels and how effective is your advertising?*

## AdWords Campaign Spend



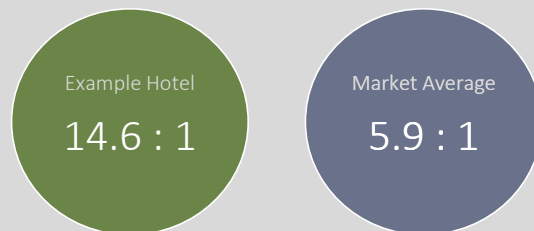
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## AdWords Traffic as % of Total



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## AdWords ROI

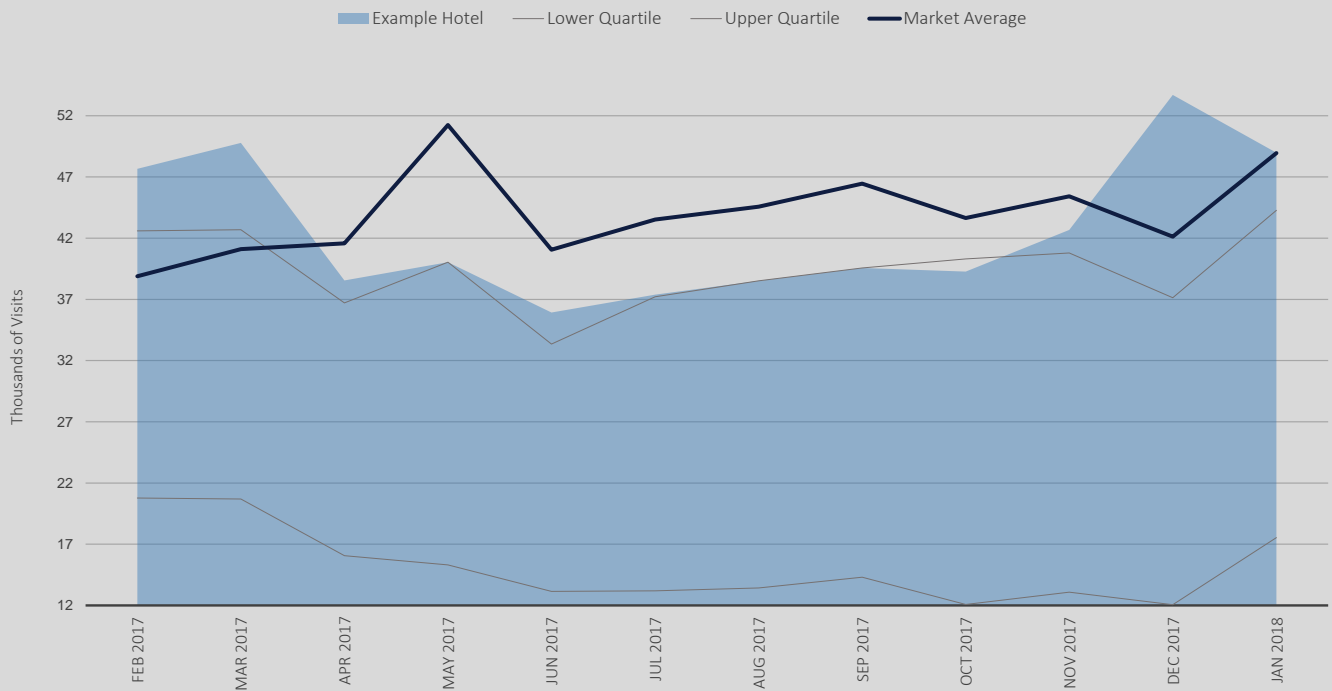




# TRAFFIC INDEX

*This section of the report tracks your traffic performance over time in relation to the hotel set. Your Index Score is a comparison to the hotel set as a whole, with a score of 100% being top and 0% being bottom.*

## Total Visits



### This month's figures:

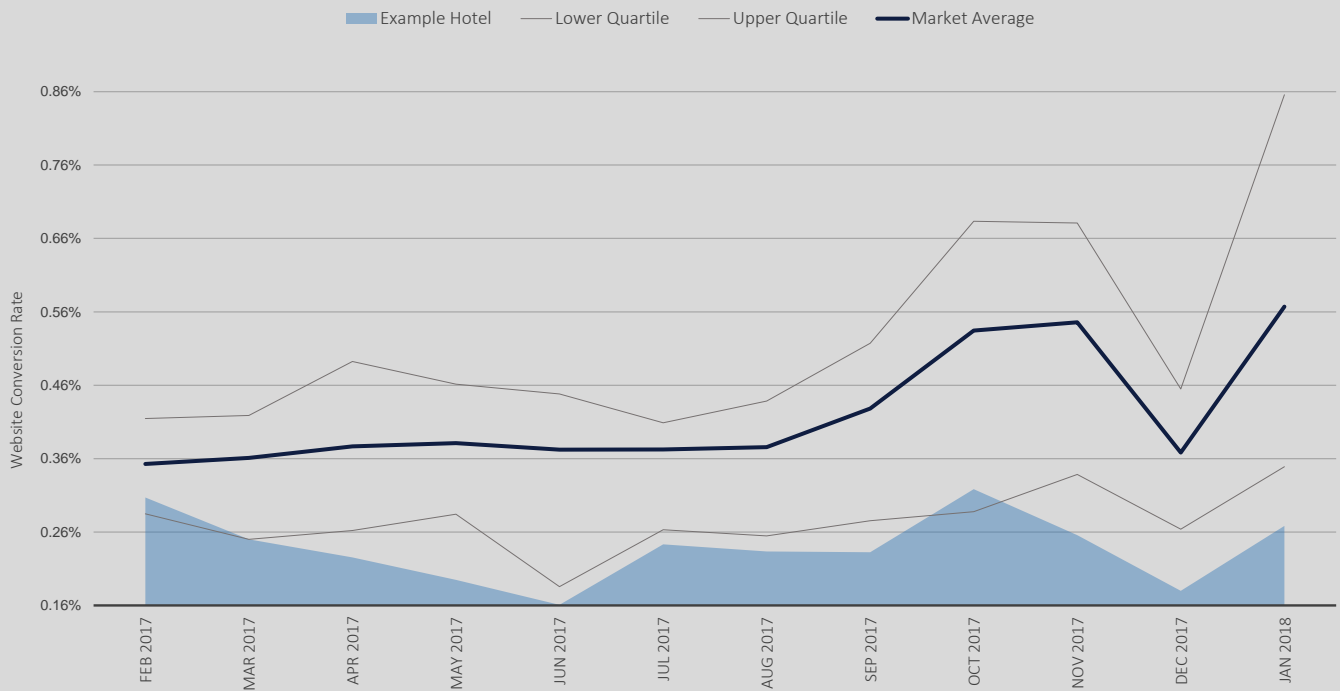
Example Hotel 's Total Visits:	<b>48,909.00</b>
Market Average:	48,880.26
Upper Quartile:	44,209.50
Lower Quartile:	17,467.50



# CONVERSION RATE INDEX

*This section of the report tracks your conversion rate performance over time in relation to the hotel set. Your Index Score is a comparison to the hotel set as a whole, with a score of 100% being top and 0% being bottom.*

## Website Conversion Rate



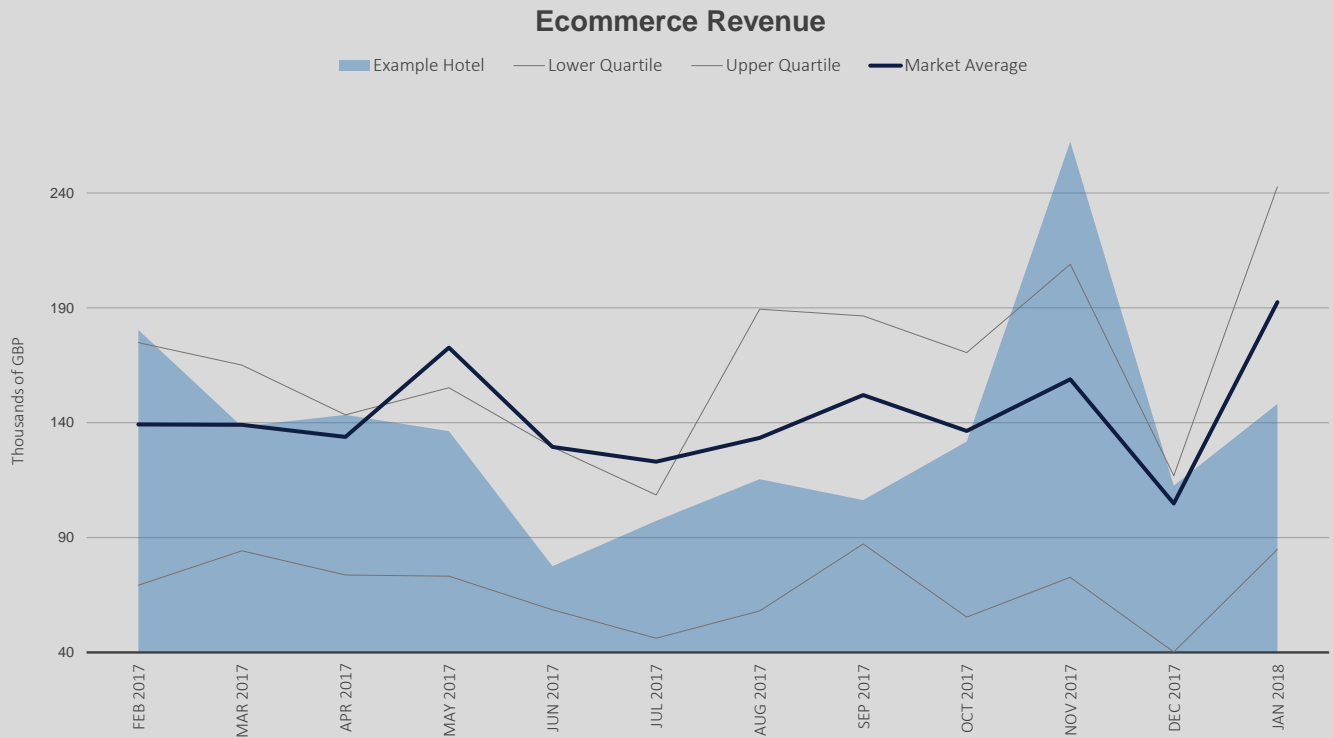
This month's figures:

Example Hotel 's Conversion Rate: **0.26%**  
 Market Average: **0.56%**  
 Upper Quartile: **0.85%**  
 Lower Quartile: **0.34%**



# ECOMMERCE INDEX

*This section of the report tracks your ecommerce performance over time in relation to the hotel set. Your Index Score is a comparison to the hotel set as a whole, with a score of 100% being top and 0% being bottom.*



This month's figures:

Example Hotel 's Revenue: **148,113.29**

Market Average: **192,412.51**

Upper Quartile: **242,638.18**

Lower Quartile: **84,803.81**



# GLOSSARY

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**Total Visits:**

Total number of visitors recorded to your website and booking engine in a given month.

**Unique Visits:**

The number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit.

**Traffic to Booking Engine:**

The number of visitors, as a percentage of total visitors, who entered the accommodation Booking Engine.

**Traffic to Accommodation:**

The number of visitors, as a percentage of total visitors, who viewed accommodation based information.

**Food & Beverage Traffic:**

The number of visitors, as a percentage of total visitors, who viewed F&B based information.

**Bounce Rate:**

The percentage of visitors who exit your website having viewed a single page.

**Website Conversion Rate:**

The percentage of all visitors who made a reservation via your accommodation booking engine.

**Accommodation Conversion Rate:**

The percentage of visitors who viewed an accommodation page and made a reservation via your accommodation booking engine.

**Booking Engine Conversion Rate:**

The percentage of visitors who completed an accommodation reservation as a percentage of the total booking engine visits.

**Ecommerce Revenue:**

The total revenue placed online via your accommodation booking engine based on bookings made in a month (not consumed). This figure includes bookings that later cancel.

**Monthly AdWords Spend:**

The total amount of money spent with Google AdWords in a month.

**AdWords ROI:**

Monthly return on investment is based on a "last" click attribution model for all AdWords campaigns in your Google Analytics account, including non-accommodation. Your ROI will be higher if reporting via Google AdWords conversion tracking as this uses the "first" click attribution model.