



Hello Rühl

Management Summary



Select period: from Jan 1, 2022 to Dec 31, 2022

Search...

Filter



Total Revenue
€9.999.999



Total Website Sessions
5.567.010



Average Booking Value
€1220



Total Bookings
1000



Conversion Rate
8,12%

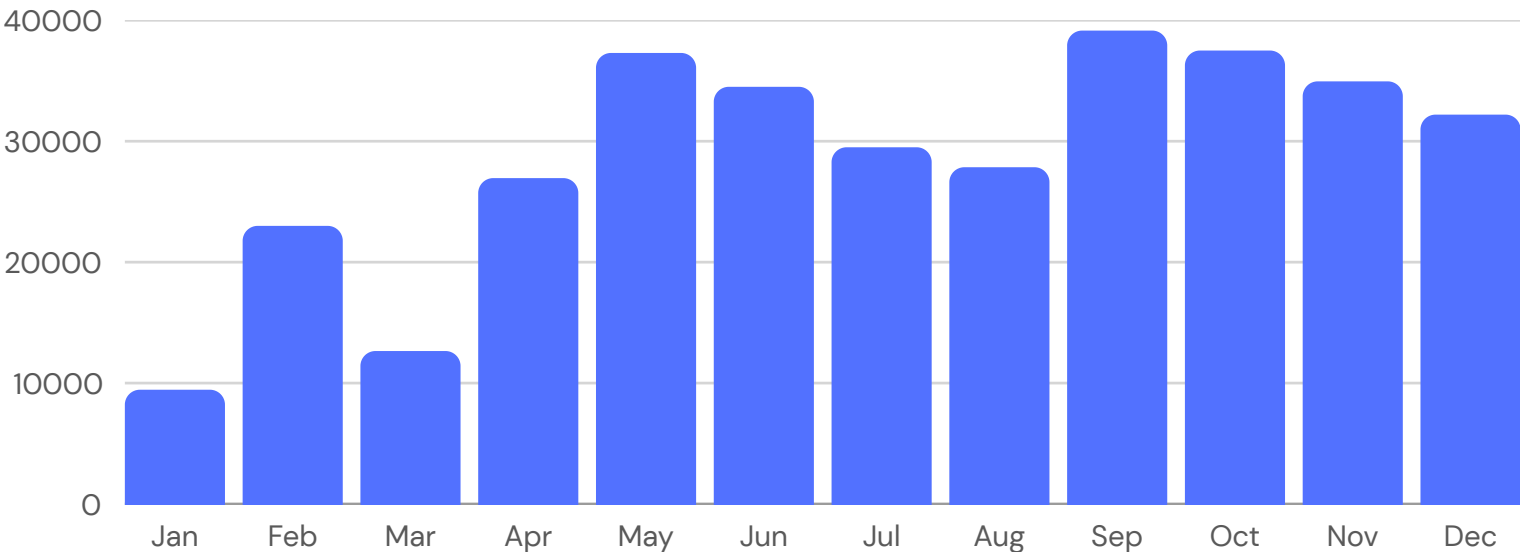


Current Website Visitor count
12322



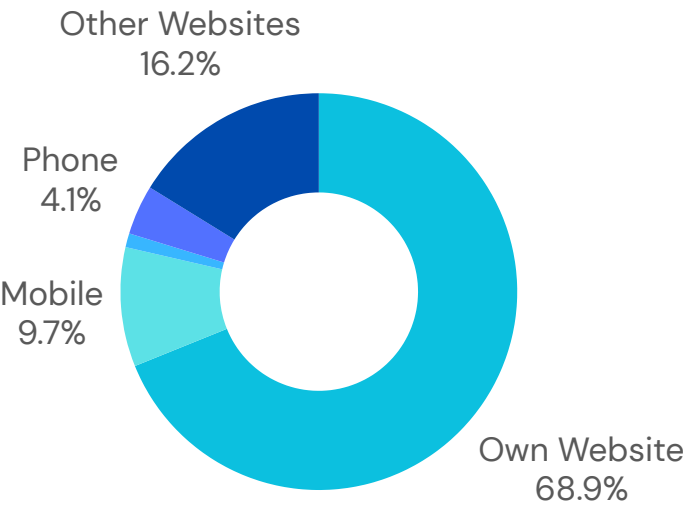
Current Occupancy Rate
77,12%

Revenue

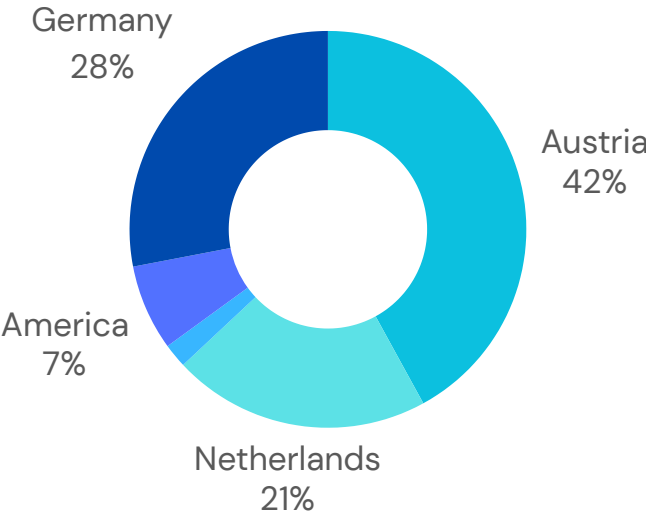


Last Year

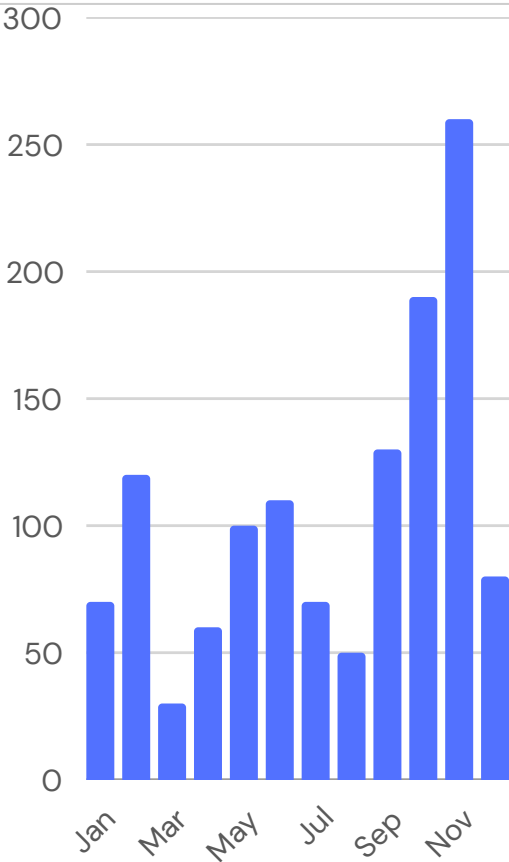
Booking Sources



Booking Sources by Country



Blog Readers Per Month





Hello Rühl

Bookings & Revenue



Select period:

from Jan 1, 2022

to Dec 31, 2022



Search...



Filter



Total Bookings

1000



Average Length of Stay.

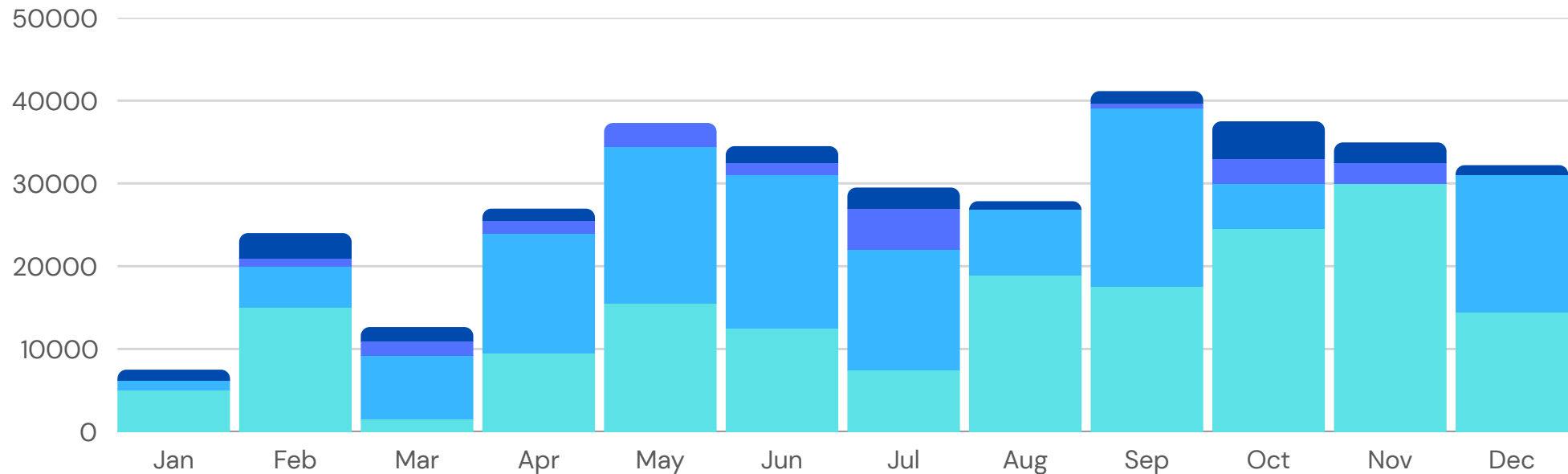
4,3 Days



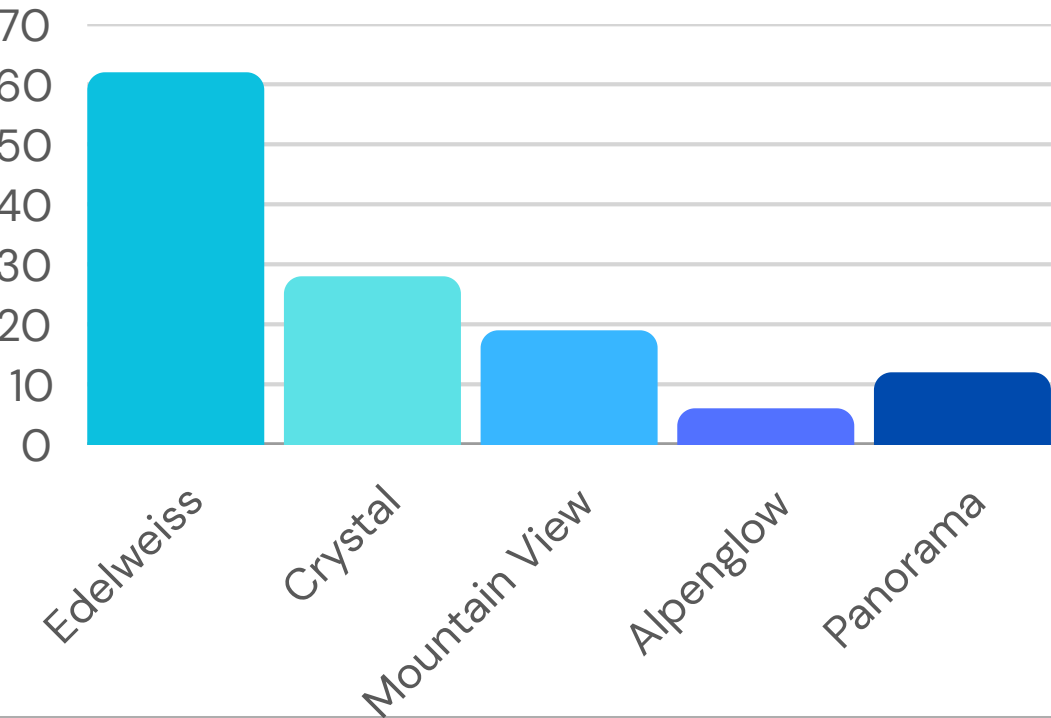
Average Booked Activities Per Room

2,4

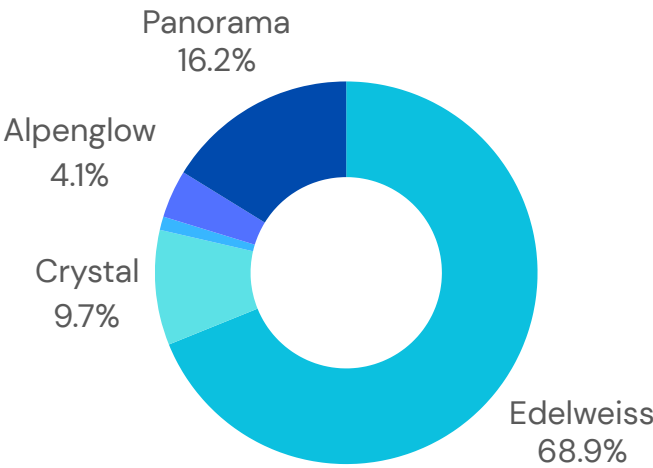
Revenue by room type over time



Revenue by room breakdown



Distribution of bookings by room type





Hello Rühl

Acquisition & Channel



Select period:

from Jan 1, 2022

to Dec 31, 2022

All Region



Search...



Filter



Total Sessions

405.604.162



Conversion Rate

8,12%

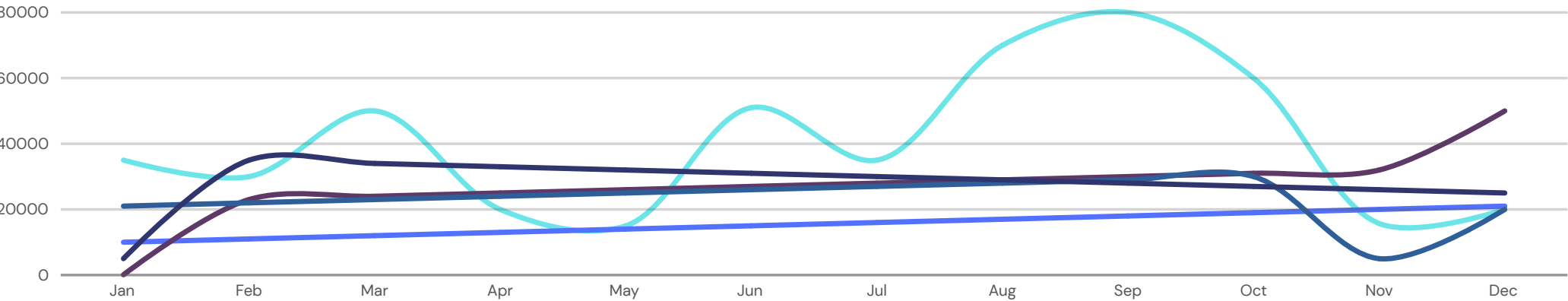


New vs. Returning Users (%)

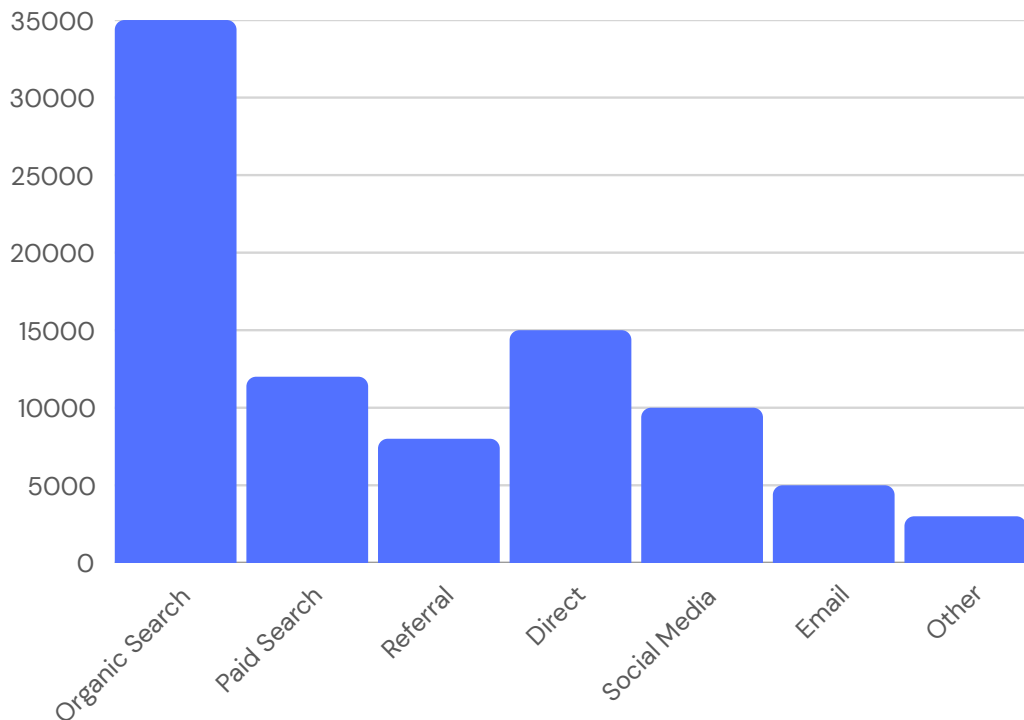
92,45% vs 7,55%

Traffic trends by channel

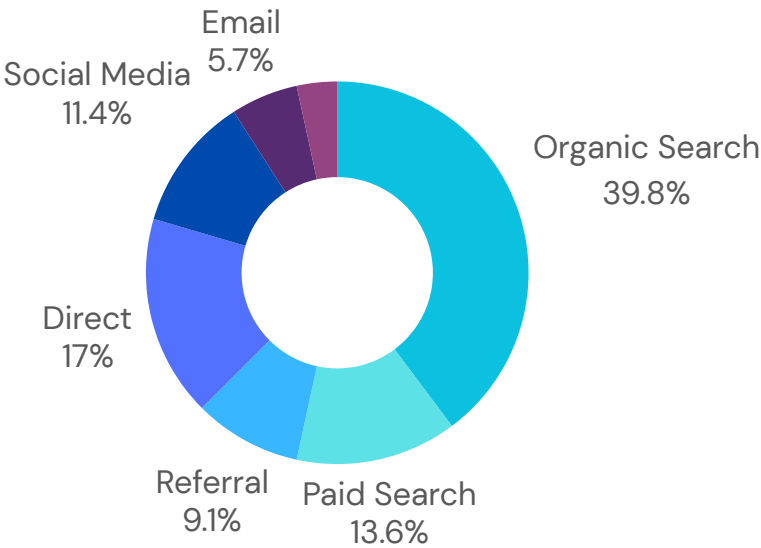
Organic Search Paid Search Referral Social Media Other



Traffic by channel



Share of bookings by channel





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Behavior of the Users



Select period:

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Search...



Filter



Average Time on Site.

3,53 min



Pages Per Session

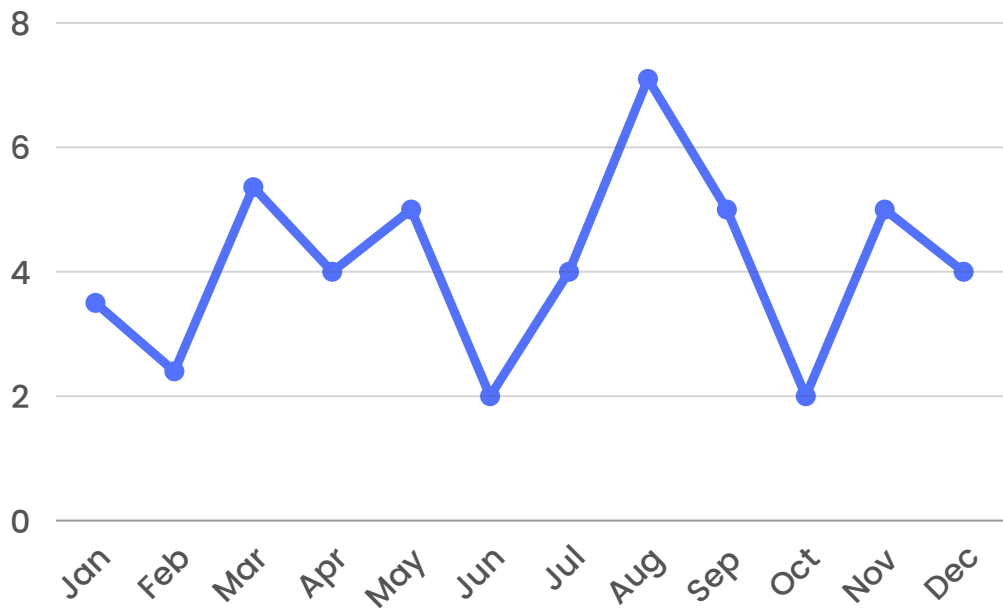
4,5



Bounce Rate

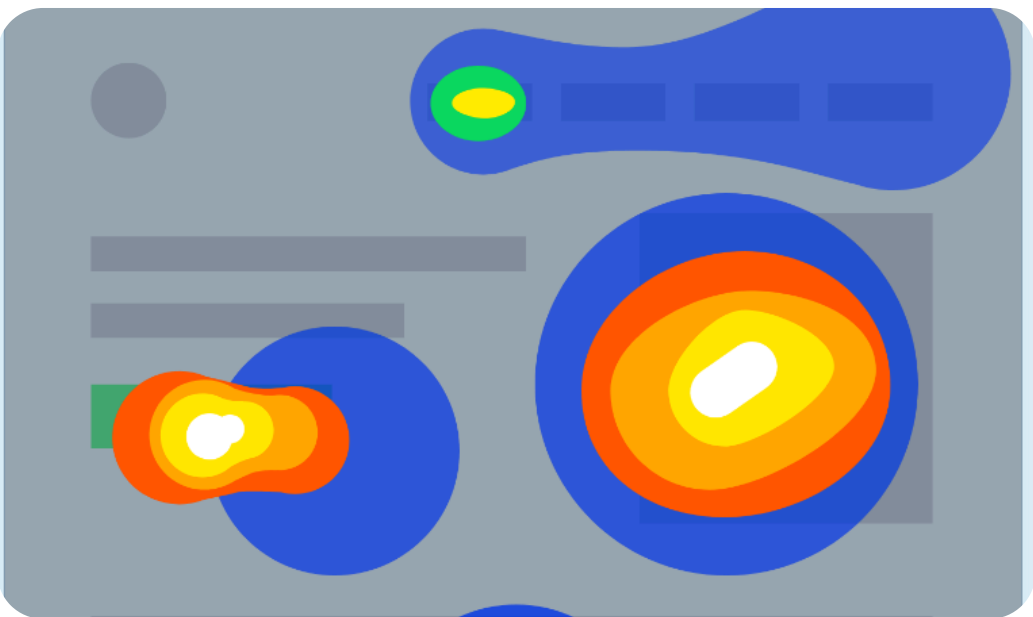
55%

Session duration trends over time

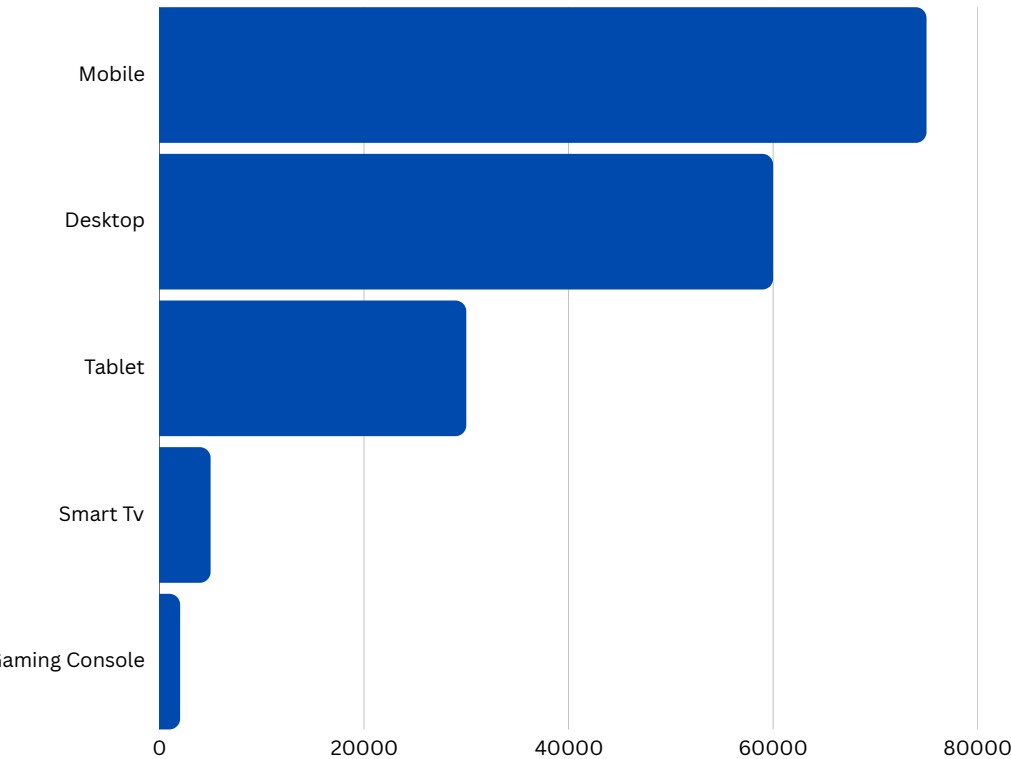


Most clicked areas on the website

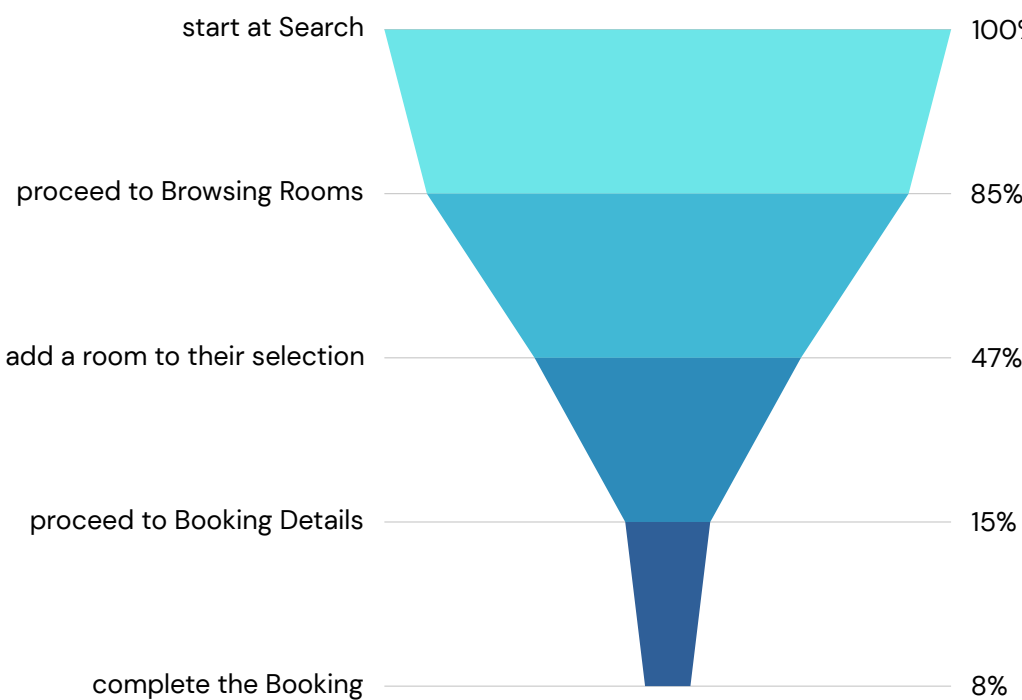
Main Page



Traffic by channel by session count



Key steps in the booking process





Hello Rühl

Google Ads



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from Jan 1, 2022

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Search...



Filter



Total Spend

€9.999.999



ROAS (Return on Ad Spend)

4.5x



Click-Through Rate (CTR)

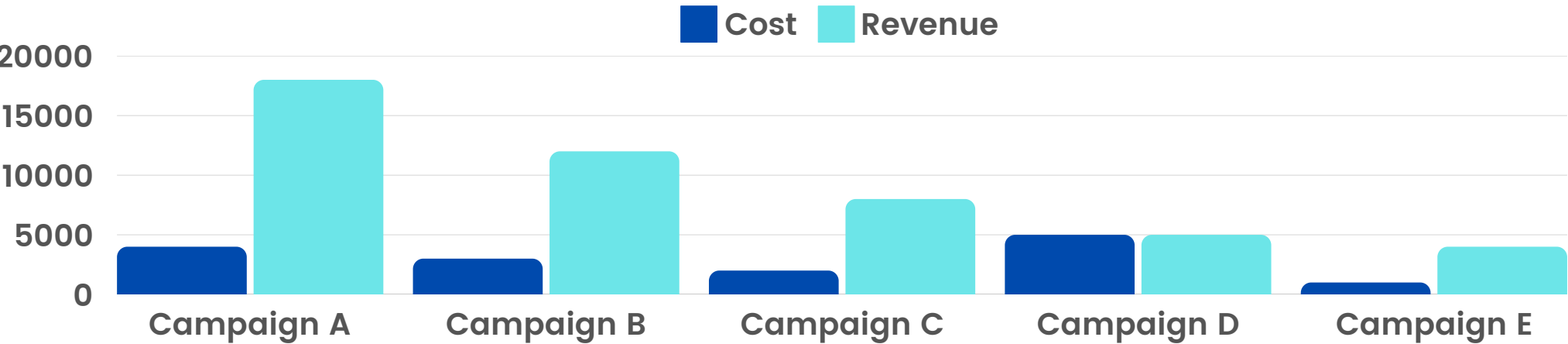
3.2%



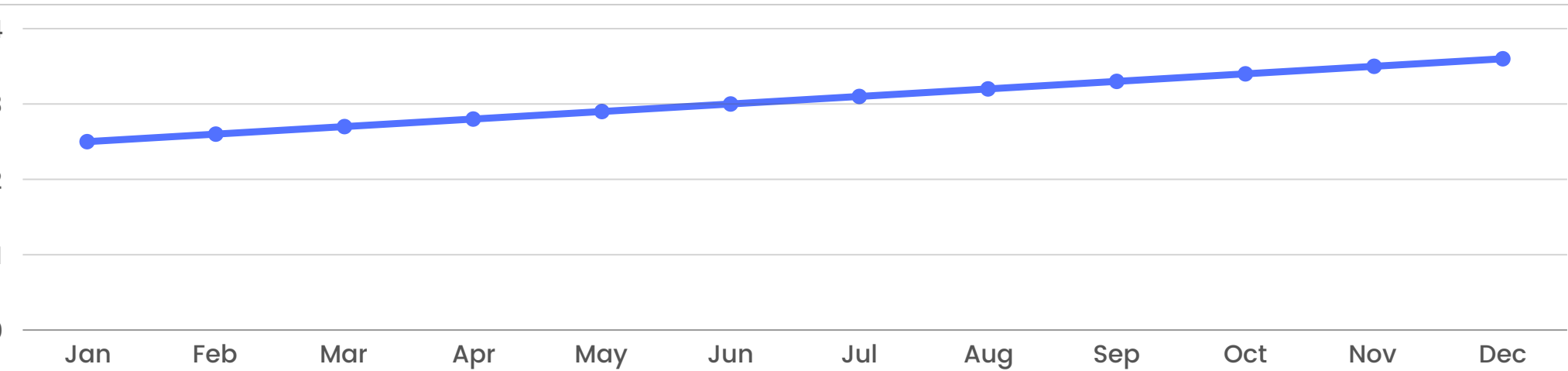
Conversions from ads

250

Cost and revenue by campaign



Average CTR



Top-performing keywords

