

Sector Blueprints.

Trends, benchmarks and playbooks
for ambitious brands. 2026 edition.

INSIDE

- Property & Estate Agents
- Ecommerce & Retail
- Professional Services
- Hospitality, Travel & Leisure
- B2B & SaaS

Welcome.

Five sectors. One method. Zero fluff.

This blueprint distils what's actually moving the needle for our clients in 2026 — across property, ecommerce, professional services, hospitality and B2B/SaaS. Each section gives you the trends shaping the year, benchmarks we're seeing across our retainer book, and a 90-day playbook you can take to your team on Monday.

HOW TO USE THIS DOCUMENT

Skim the contents, jump to your sector, share the playbook page with your team. If something resonates — or you disagree — we'd love to hear from you.

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01 / 05

Property & Estate Agents

More valuations. More instructions. More landlords.

Our original specialism. We work with independents, hybrids and national networks to win local search, fill the diary with valuations, and keep landlords on the books.

WHAT'S CHANGING IN 2026

- AI overviews now intercept ~38% of high-intent valuation queries — schema, FAQ and review velocity decide who appears.
- Local Service Ads pilots expanding to UK lettings in H2 2026.
- Vendor lead CPA up 22% YoY on Meta — creative refresh cycles must drop to 10 days.

BENCHMARKS WE'RE SEEING

Metric	Range
Cost per valuation lead	£18 – £42
Landlord acquisition CPA	£55 – £140
Organic share of new instructions	31% – 48%
Email-to-booking conversion	4.1%

THE 90-DAY PLAYBOOK

1. Rebuild branch pages around 'sell my house in {town}' intent clusters with live market data.
2. Deploy review-gating + Google review velocity programme across all branches.
3. Run a 90-day landlord lifecycle: webinar → guide → fee comparison → valuation.
4. Server-side GA4 + offline conversion import from your CRM (Reapit, Alto, Jupix).

Want this tailored to your business? Email hello@digitalmunkey.com with the subject line "Property & Estate Agents blueprint" and we'll send a 30-minute audit of your current programme — free, no pitch.

02 / 05

Ecommerce & Retail

Profitable scale across Shopify, BigCommerce and custom stacks.

Full-funnel performance, CRO, lifecycle and creative — for DTC brands and multi-channel retailers chasing the next 8-figure year.

WHAT'S CHANGING IN 2026

- Performance Max + Demand Gen now drive 61% of paid revenue for mid-market DTC.
- First-party data activation (Klaviyo + GA4 + server-side) is the single biggest ROAS lever in 2026.
- TikTok Shop UK matures — direct attribution finally usable for sub-£75 AOV brands.

BENCHMARKS WE'RE SEEING

Metric	Range
Blended ROAS target	3.4x – 5.8x
Email & SMS share of revenue	28% – 38%
Site-wide conversion rate	2.6% – 4.1%
Repeat purchase rate (90d)	22% – 34%

THE 90-DAY PLAYBOOK

1. Asset-led PMax: 8 themes, 40 creatives, weekly rotation.
2. Lifecycle: welcome, browse, cart, post-purchase, replenishment, winback — all server-side.
3. PDP CRO sprint: social proof, sticky ATC, finance options, delivery promise.
4. Profit-first bidding using contribution margin, not revenue.

Want this tailored to your business? Email hello@digitalmunkey.com with the subject line "Ecommerce & Retail blueprint" and we'll send a 30-minute audit of your current programme — free, no pitch.

03 / 05

Professional Services

Pipeline for law, finance, consulting and B2B services.

Account-based programmes, thought-leadership SEO and LinkedIn paid that deliver high-intent enquiries your partners actually want to take.

WHAT'S CHANGING IN 2026

- LinkedIn CPLs down 14% YoY for firms running thought-leader ads vs single-image.
- AI-generated 'comparison' content ranking aggressively — original POV pieces now essential.
- Intent data (Bombora, 6sense) finally affordable for sub-£20M firms.

BENCHMARKS WE'RE SEEING

Metric	Range
Cost per qualified enquiry	£90 – £280
Enquiry-to-meeting rate	34%
Meeting-to-instruction rate	22%
Content-led organic share	41%

THE 90-DAY PLAYBOOK

1. Build 6 cornerstone POV pieces per practice area — refresh quarterly.
2. LinkedIn: partner-led thought-leader ads + retargeting + lookalikes off CRM.
3. ABM: 200 named accounts, multi-touch sequences, alerts to BD on engagement.
4. Track partner time-to-respond — single biggest conversion lever.

Want this tailored to your business? Email hello@digitalmunkey.com with the subject line "**Professional Services blueprint**" and we'll send a 30-minute audit of your current programme — free, no pitch.

04 / 05

Hospitality, Travel & Leisure

Heads in beds, tables booked, tickets sold.

Direct-bookings strategy for hotels, restaurants, attractions and operators. Less OTA dependency, more loyal repeat guests.

WHAT'S CHANGING IN 2026

- Direct vs OTA gap narrowing — properties with strong CRM now winning back 18%+ from Booking.com.
- Google Hotel Ads free booking links driving genuine incremental volume.
- Short-form video (Reels, TikTok) the #1 discovery channel for under-35s.

BENCHMARKS WE'RE SEEING

Metric	Range
Direct booking share	38% – 56%
Cost per direct booking	£6 – £22
Email revenue contribution	14%
Returning guest rate	26%

THE 90-DAY PLAYBOOK

1. Rate parity audit + 'best price guarantee' across all OTA touchpoints.
2. Pre-arrival, in-stay and post-stay automation with upsell offers.
3. Hotel Ads + Performance Max for travel goal — feed-driven.
4. Short-form content engine: 12 reels/month, repurposed across channels.

Want this tailored to your business? Email hello@digitalmunkey.com with the subject line "**Hospitality, Travel & Leisure blueprint**" and we'll send a 30-minute audit of your current programme — free, no pitch.

05 / 05

B2B & SaaS

Demand, capture and expansion for product-led growth.

Category SEO, paid acquisition, intent data and lifecycle. We build the demand engine and the reporting that proves it.

WHAT'S CHANGING IN 2026

- AI search disrupting bottom-funnel SEO — comparison and alternative pages losing 30%+ clicks.
- Dark social attribution: self-reported source now standard on demo forms.
- Product-led + sales-led hybrid the dominant GTM for £5M–£50M ARR.

BENCHMARKS WE'RE SEEING

Metric	Range
Marketing-sourced pipeline	42% – 58%
Demo-to-opportunity	31%
CAC payback (months)	11 – 16
Free-to-paid conversion	4.8%

THE 90-DAY PLAYBOOK

1. Category POV: own a defensible narrative, not just keywords.
2. Demand capture: branded + competitor + high-intent — protect the bottom funnel.
3. Activation lifecycle: in-product + email + paid retargeting for trial users.
4. Pipeline reporting: blend MQL, SQL, SAO, pipeline created, revenue won.

Want this tailored to your business? Email hello@digitalmunkey.com with the subject line "B2B & SaaS blueprint" and we'll send a 30-minute audit of your current programme — free, no pitch.

Let's build something.

AI-powered. Human-led. Results-obsessed.

Digital Munkey is an independent UK digital marketing agency. Senior-led, sector-specialist, results-obsessed since 2009. We work with ambitious brands across property, ecommerce, professional services, hospitality and B2B/SaaS — delivering performance, web and creative programmes that show up in the P&L.

TALK TO US

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