

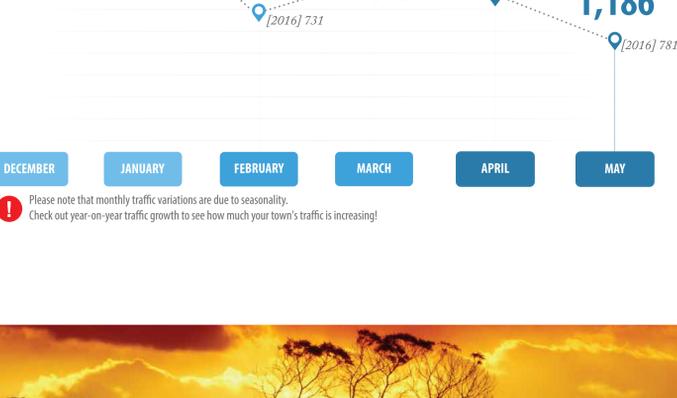
WE BELIEVE IN STANFORD

★ What is this Report?

If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Stanford has been **exploding online** but don't just take our word for it, we've got phenomenal results for you to browse below.

1 Xplorio Stanford Online Growth

We are currently reaching **1,186** people searching for information about Stanford on the internet every month. That's over **38** potential customers interested in your town per day!



! Please note that monthly traffic variations are due to seasonality. Check out year-on-year traffic growth to see how much your town's traffic is increasing!

2 Xplorio Stanford's Top Performing Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ SANETTE DU TOIT ART STUDIO	★ FARM 215 - NATURE RETREAT	★ PANTHERA AFRICA	★ KLEIN RIVER CHEESE
★ SHARKLADY ADVENTURES	★ PHILLIPSKOP RESERVE	★ WILD WANDERER ADVENTURE TOURS	★ KLEIN RIVER PICNIC
★ SUMMERLEY STUDIO	★ WORTELGAT OUTREACH TRUST	★ STANFORD TOURISM BUREAU	★ MANOR HOUSE RESTAURANT
★ TRACY ALGAR	★ DE KLEINE RIVERS VALEY HOUSE	★ STANFORD ANIMAL WELFARE SOCIETY	★ MOSAIC LAGOON CAFE

3 Xplorio Stanford's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 113	CUSTOMERS: 150
LEADS: 37	LEADS: 49

PLACES TO EAT	BUSINESSES
CUSTOMERS: 48	CUSTOMERS: 73
LEADS: 14	LEADS: 24

* Customers are defined as website visitors with the intent of finding a business.
** Leads are customers who enquire via phone or email with a specific business.
*** Data provided above are for the last 3 months.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Stanford?

We publish your town's content on our social media platforms, driving more traffic to Xplorio Stanford pages and profiles.

Social Media: Facebook, Instagram, Twitter, YouTube

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Stanford.

SEO: Google, Bing, Yahoo!

We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Stanford.

Search Advertising: AdWords, Display, Video

We ensure constant brand awareness in the real world too with Xplorio Stanford fliers, advertorials, billboards and more.

Traditional Marketing: Xplorio, XPLORIO.COM/STANFORD

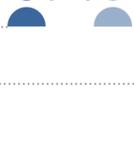
We encourage people who are talking about Stanford online to visit Xplorio Stanford pages and profiles by linking them to relevant information.

Online Reputation Management: Facebook User interaction example



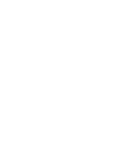
Over 200 -Man Hours Spent

~R80,000.00 -Advertising Spend



Over 200,000 People -Reached via Social

Over 139,000 Users -Total traffic to date



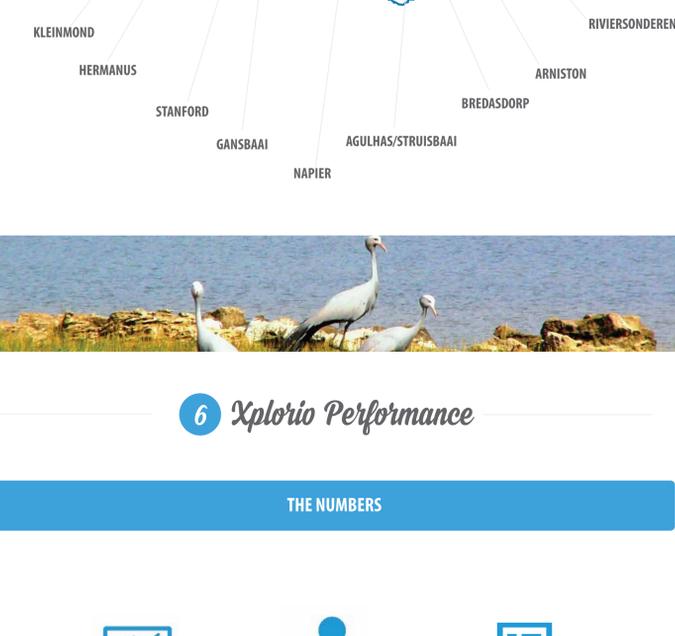
Highlights- Time Period

Xplorio Community Post: An Inside Look into Stanford's Many Attractions

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS

5,000 Businesses	40,000 Monthly Visitors	9,000 Enquiries p/m
------------------	-------------------------	---------------------

MENTIONED BY

Logos of: traveller24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 2NICE

7 Why Support Xplorio?

It's simple. Because you'll be supporting YOUR local community, town and businesses.

Watch the Xplorio Stanford video



Thank you From the Xplorio Team

Besides all the incredible people who support Xplorio Overberg, we also have some of the best local and international professionals invested in keeping our platform ahead of the curve.

"Alone we are strong, together we are stronger. The power of community"

