

WE BELIEVE IN STANFORD

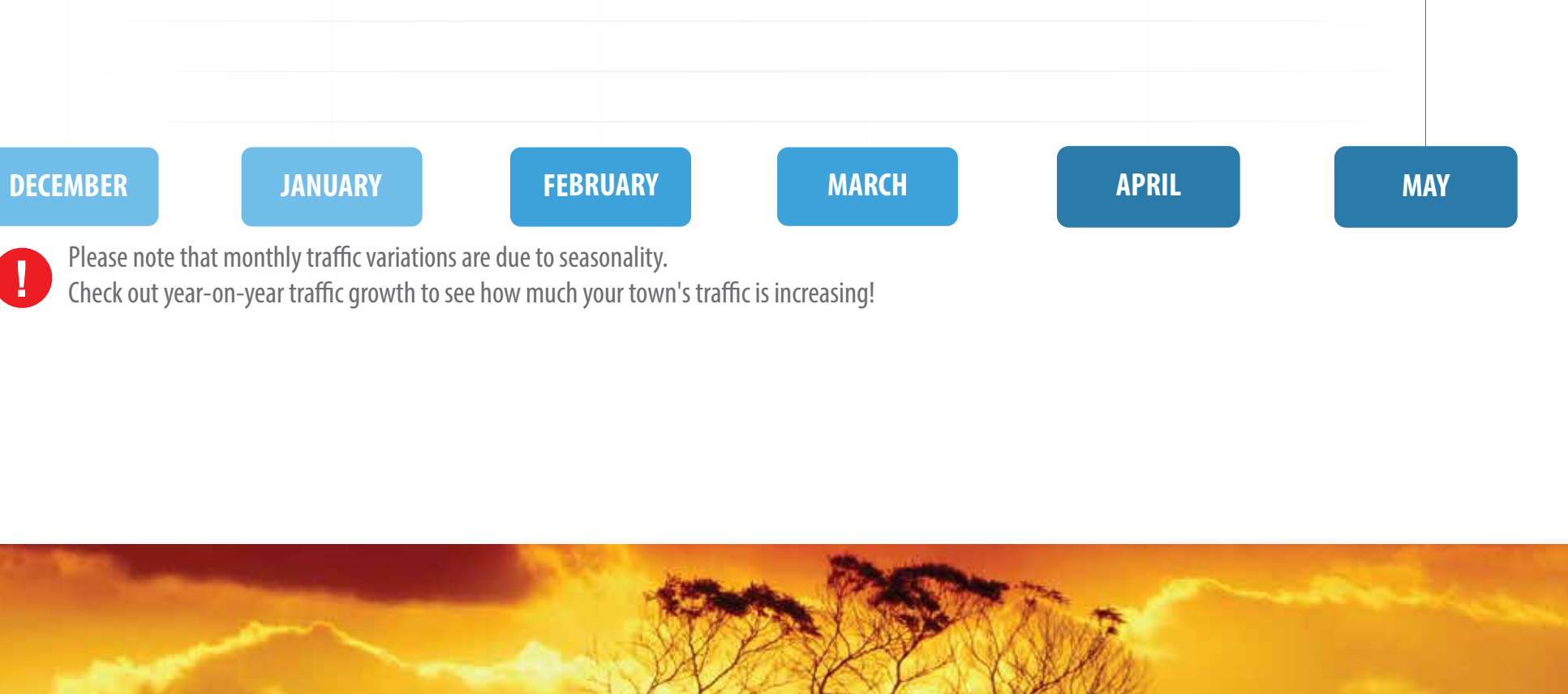
★ What is this Report?

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!

★ 52 Per Day



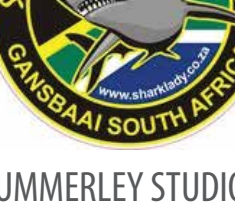
! Please note that monthly traffic variations are due to seasonality. Check out year-on-year traffic growth to see how much your town's traffic is increasing!

2 Xplorio Stanford's Top Performing Profiles



THINGS TO DO

★ SANETTE DU TOIT ART STUDIO



★ SHARKLADY ADVENTURES



★ SUMMERLEY STUDIO



★ TRACY ALGAR



ACCOMMODATION

★ FARM 215 - NATURE RETREAT



★ PHILLIPSOP RESERVE



★ WORTELGAT OUTREACH TRUST



★ DE KLEINE RIVERS VALEY HOUSE



BUSINESSES

★ PANTHERA AFRICA



★ WILD WANDERER ADVENTURE TOURS



★ STANFORD TOURISM BUREAU



★ STANFORD ANIMAL WELFARE SOCIETY



PLACES TO EAT

★ KLEIN RIVER CHEESE



★ KLEIN RIVER PICNIC



★ MANOR HOUSE RESTAURANT



★ MOSAIC LAGOON CAFE

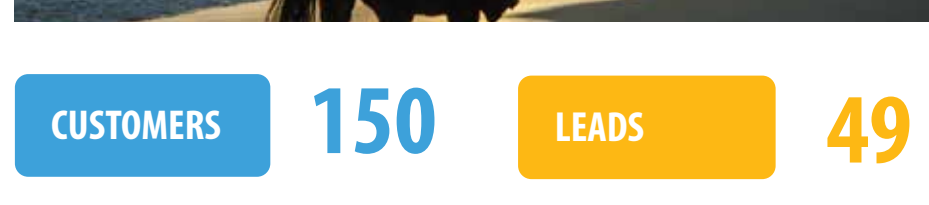


3 Xplorio Stanford's Current Growth



ACCOMMODATIONS

CUSTOMERS 113 LEADS 37



THINGS TO DO

CUSTOMERS 150 LEADS 49



PLACES TO EAT

CUSTOMERS 48 LEADS 14



BUSINESSES

CUSTOMERS 73 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.

~94% of Stanford Businesses are already on Xplorio.

147 156

* Numbers derived from stats.gov.za

4 How does Xplorio promote Stanford?



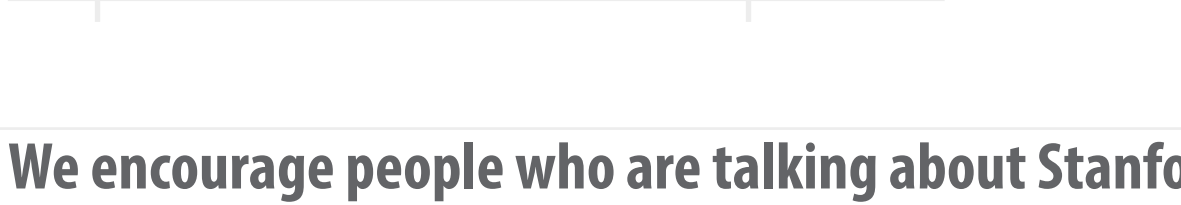
Social Media

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



SEO

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



Search Advertising

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



Traditional Marketing

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



Online Reputation Management

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



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



MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage

TOTAL TOWNS

18

WESTERN CAPE

COMING SOON



6 Xplorio Performance

THE NUMBERS



5,000 Businesses



40,000 Monthly Visitors



9,000 Enquiries p/m

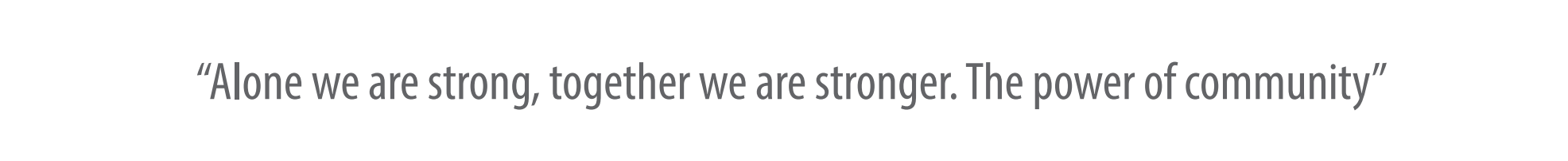
MENTIONED BY



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"