

WE BELIEVE IN GRABOUW & ELGIN

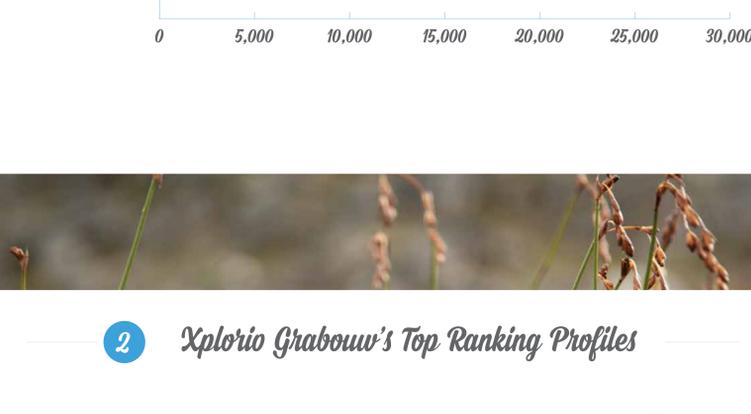
QUARTERLY REPORT

★ 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 Grabouw 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 Grabouw Online Growth

We reached **9,709** people searching for information about Grabouw online in the last three months. That's roughly **105** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **207%** growth in users.



2 Xplorio Grabouw's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ PAUL WALLACE WINES ★ FEDHEALTH XTERRA ★ ONEIRIC ★ CAPE CANOPY TOURS	★ ELGIN VALLEY INN ★ PAUL WALLACE COTTAGES ★ VILLA EXNER ★ HOUW HOEK INN	★ GECO ★ PEREGRINE FARM STALL ★ PEREGRINE ★ ENERGY MANAGEMENT SOLUTIONS SA ★ GANTOUW TOURS	★ THE BARN ★ SALT AT PAUL CLUVER ★ SALT ★ RUSTIC CAR-FE COFFEE SHOP ★ THE HICKORY SHACK

3 Xplorio Grabouw's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 233 LEADS: 76	CUSTOMERS: 318 LEADS: 104
PLACES TO EAT	BUSINESSES
CUSTOMERS: 137 LEADS: 45	CUSTOMERS: 476 LEADS: 157

* 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.

~81% of Grabouw Businesses are already on Xplorio.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Grabouw?

- Social Media**: We publish your town's content on our social media platforms, driving more traffic to Xplorio Grabouw pages and profiles. (Facebook, Instagram, Twitter, YouTube icons)
- SEO**: We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Grabouw. (Google, Bing, Yahoo! logos)
- Search Advertising**: We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Grabouw. (AdWords, AdSense icons)
- Traditional Marketing**: We ensure constant brand awareness in the real world too with Xplorio Grabouw fliers, advertorials and more. (Xplorio logo, XPLORIO.COM/GRABOUW link)
- Online Reputation Management**: We encourage people who are talking about Grabouw online to visit Xplorio Grabouw pages and profiles by linking them to relevant information. (Facebook post example: "Is there anyone who can fix my car in Grabouw?")

Over 37,000 Users - Total traffic to date

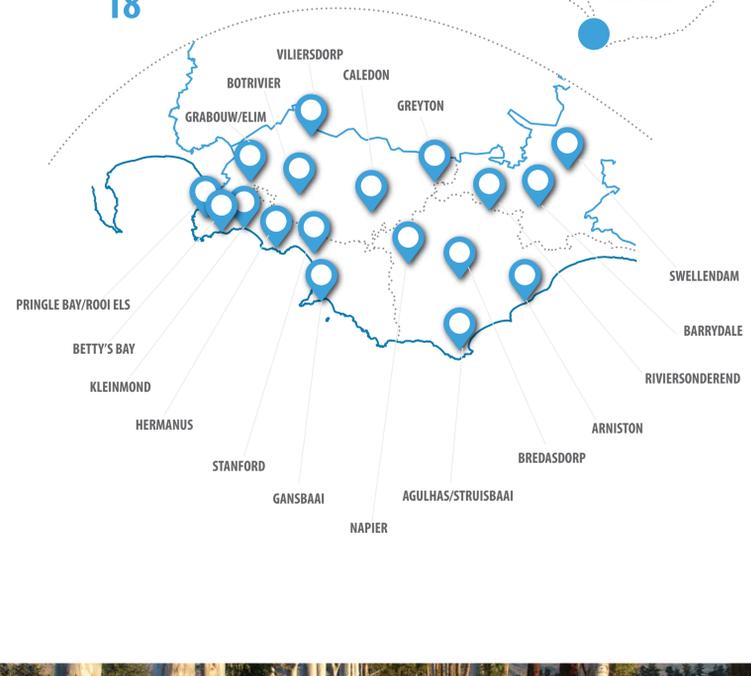
Highlights- Time Period

Xplorio Community
 From the Elgin Train Station to the Harris Bros. Building, to the Apple Museum, the town of Grabouw is well-known for its historical buildings, some of which have been restored and converted into small businesses.
 Read more below:
 #XplorioGrabouw

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

7 Why Support Xplorio?

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

Watch the Xplorio Grabouw 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"

