

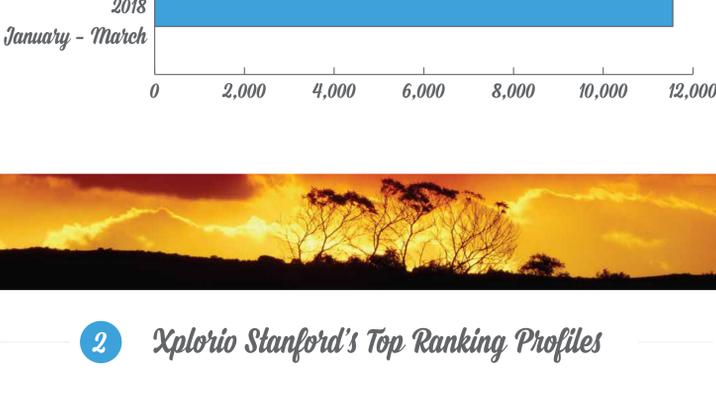
WE BELIEVE IN STANFORD QUARTERLY REPORT

★ 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 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 reached **11,553** people searching for information about Stanford online in the last three months. That's roughly **128** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **102%** growth in users.



2 Xplorio Stanford's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ LADY STANFORD RIVER CRUISE 	★ FARM 215 	★ PANTHERA AFRICA 	★ MANOR HOUSE RESTAURANT
★ FYNBOS DISTILLERY 	★ OVERBERG GEMS 	★ STANFORD ANIMAL WELFARE SOCIETY 	★ KLEIN RIVER PICNIC
★ STANFORD HILLS ESTATE 	★ MOSAIC LAGOON LODGE 	★ P A FRANKEN CONSTRUCTION 	★ KLEIN RIVER CHEESE
★ SHARKLADY ADVENTURES 	★ PHILLIPSKOP MOUNTAIN RESERVE 	★ SOLARTECH OVERBERG 	★ THE TASTING ROOM

3 Xplorio Stanford's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 115 LEADS: 38	CUSTOMERS: 240 LEADS: 79

PLACES TO EAT	BUSINESSES
CUSTOMERS: 38 LEADS: 12	CUSTOMERS: 130 LEADS: 42

* 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.

~94% of Stanford Businesses are already on Xplorio.



* 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. (Icons for Facebook, Instagram, Twitter, YouTube)
- SEO**: We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Stanford. (Logos for Google, Bing, Yahoo!)
- Search Advertising**: We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Stanford. (Icon for search advertising)
- Traditional Marketing**: We ensure your brand awareness in the real world too with Xplorio Stanford fliers, advertorials, billboards and more. (Xplorio logo and URL: XPLORIO.COM/STANFORD)
- 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. (Screenshot of a Facebook post: "Is there anyone who can fix my car in Stanford?")

Over 164,000 Users - Total traffic to date

Highlights - Time Period

Xplorio Community
Published by Rowena Dorné Chides (17) February 16 @

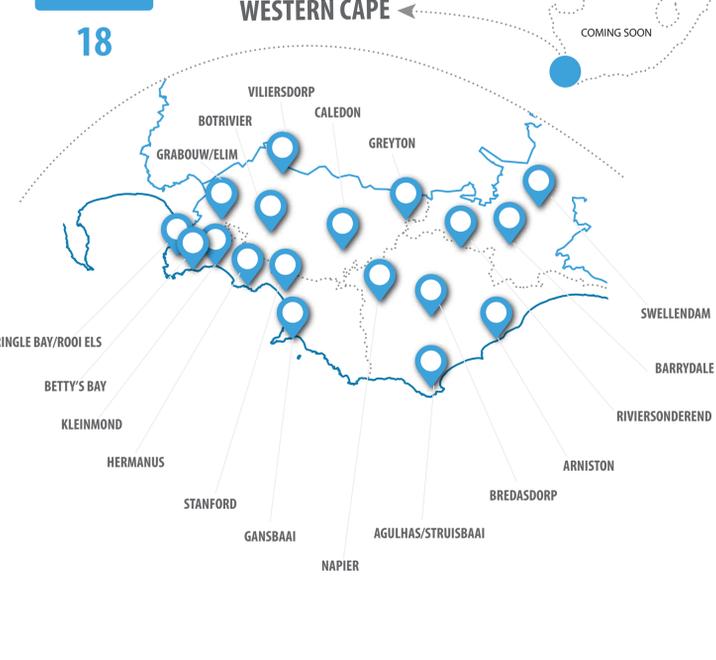
With so many exciting attractions, it's no wonder that Stanford was voted one of South Africa's favourite villages. Join us as we take a closer look at some of the wonderful activities that Stanford Village has to offer: #XplorioStanford

XPLORIO.COM
An Inside Look into Stanford's Many Attractions
We take a closer look at some of the exciting activities th... Learn More

4,550 people reached

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 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"

