

WE BELIEVE IN GRABOUW & ELGIN

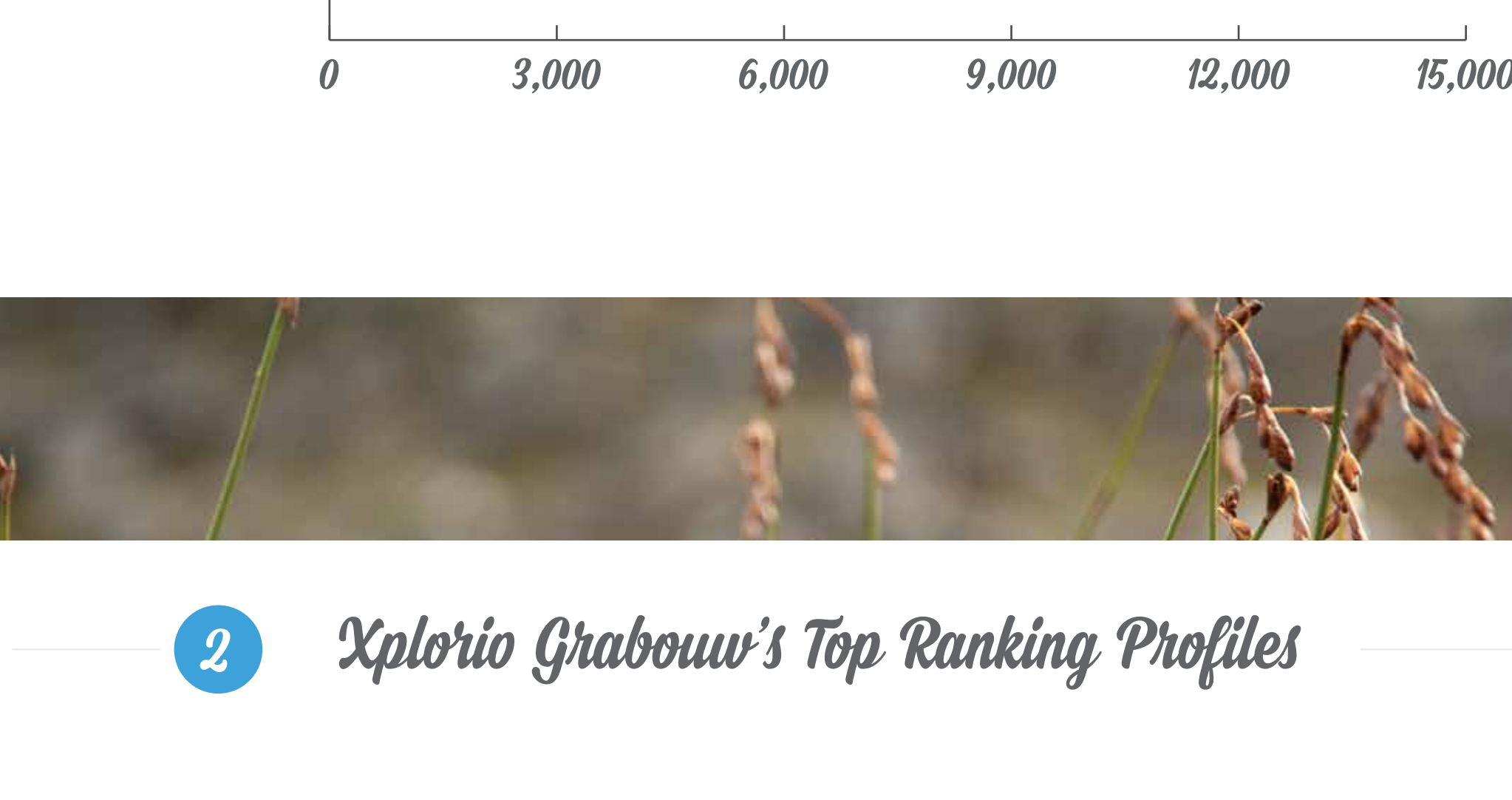
QUARTERLY REPORT

★ 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 **13,062** people searching for information about Grabouw online in the last three months. That's roughly **145** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **105%** growth in users.



2 Xplorio Grabouw's Top Ranking Profiles

THINGS TO DO

- ★ PAUL WALLACE WINES
- ★ ONEIRIC
- ★ TOUGH MUDDER
- ★ CAPE CANOPY TOURS

ACCOMMODATION

- ★ ELGIN VALLEY INN
- ★ PAUL WALLACE COTTAGES
- ★ VILLA EXNER
- ★ HOUW HOEK INN

BUSINESSES

- ★ GECO
- ★ PEREGRINE FARM STALL
- ★ ENERGY MANAGEMENT SOLUTIONS SA
- ★ HOUW HOEK FARM STALL

PLACES TO EAT

- ★ THE BARN
- ★ SALT AT PAUL CLIVER
- ★ RUSTIC CAR-FE COFFEE SHOP
- ★ THE HICKORY SHACK

3 Xplorio Grabouw's Current Growth

ACCOMMODATIONS

CUSTOMERS **416** LEADS **137**

THINGS TO DO

CUSTOMERS **458** LEADS **151**

PLACES TO EAT

CUSTOMERS **157** LEADS **51**

BUSINESSES

CUSTOMERS **667** LEADS **220**

* 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.



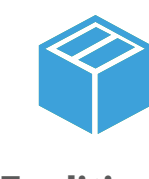
* Numbers derived from stats.gov.za

4 How does Xplorio promote Grabouw?



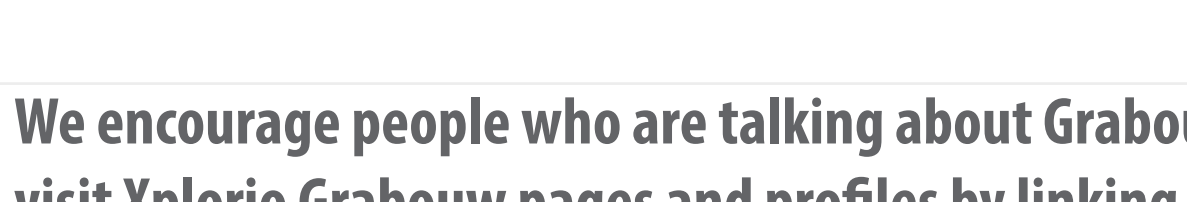
Social Media

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



SEO

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



Search Advertising

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



Traditional Marketing

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

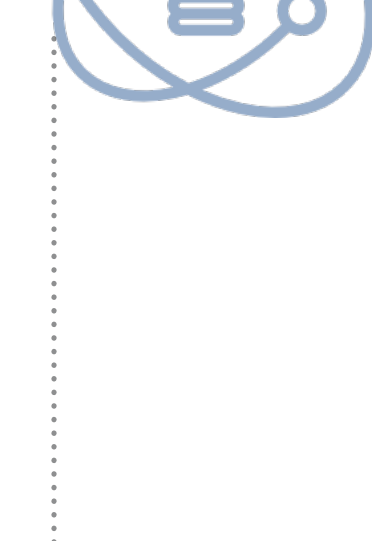


Online Reputation Management

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



Over 50,000 Users - Total traffic to date



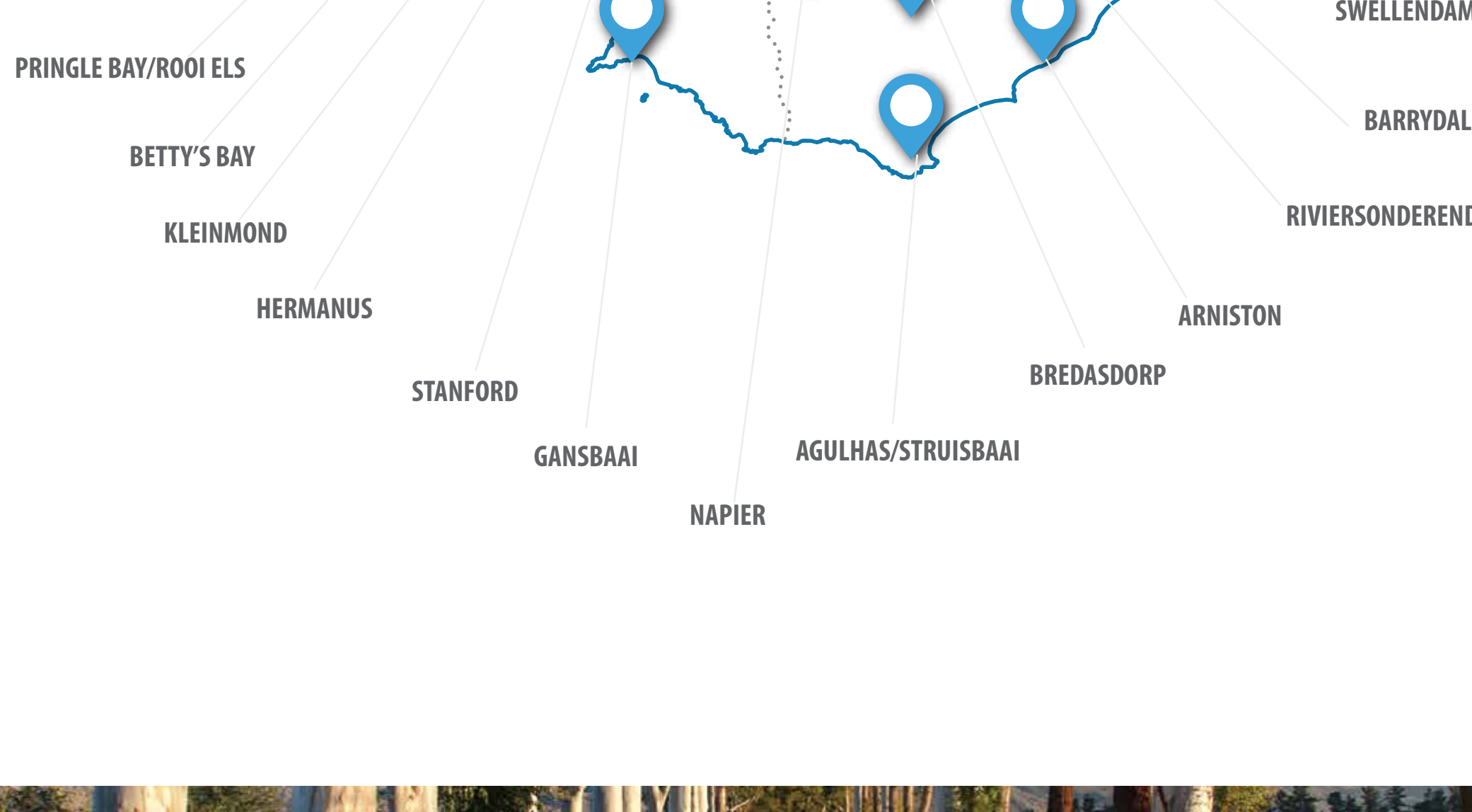
Highlights- Time Period



MORE ABOUT XPLORIO

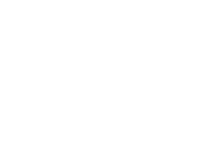
Progress

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

Watch 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"