

WE BELIEVE IN GRABOUW & ELGIN

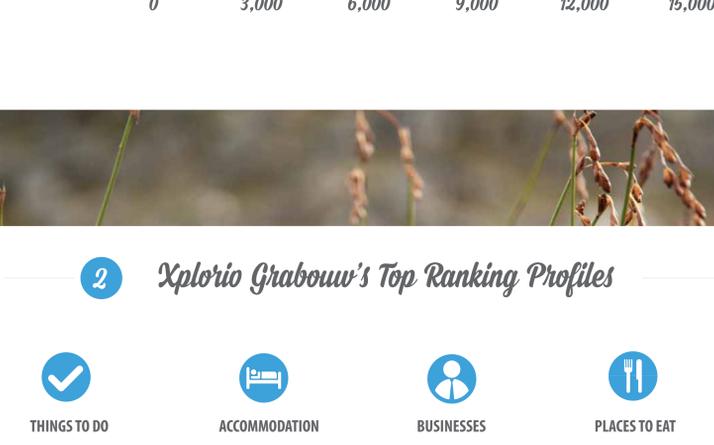
QUARTERLY REPORT

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

3 Xplorio Grabouw's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 416	CUSTOMERS: 458
LEADS: 137	LEADS: 151

PLACES TO EAT	BUSINESSES
CUSTOMERS: 157	CUSTOMERS: 667
LEADS: 51	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 statsSA.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. (Search engine icons)
- Traditional Marketing**: We ensure constant brand awareness in the real world too with Xplorio Grabouw fliers, advertorials and more. (Xplorio logo and website URL)
- 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 user comment screenshot)

Over 50,000 Users - Total traffic to date

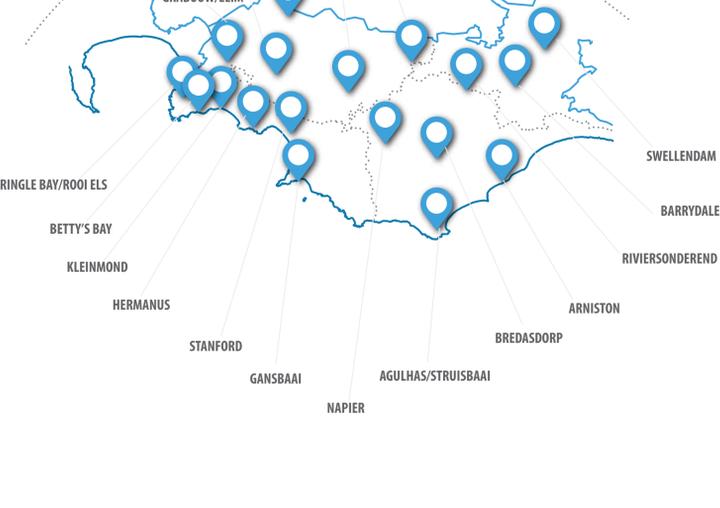
Highlights - Time Period



MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS

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

