

WE BELIEVE IN ARNISTON

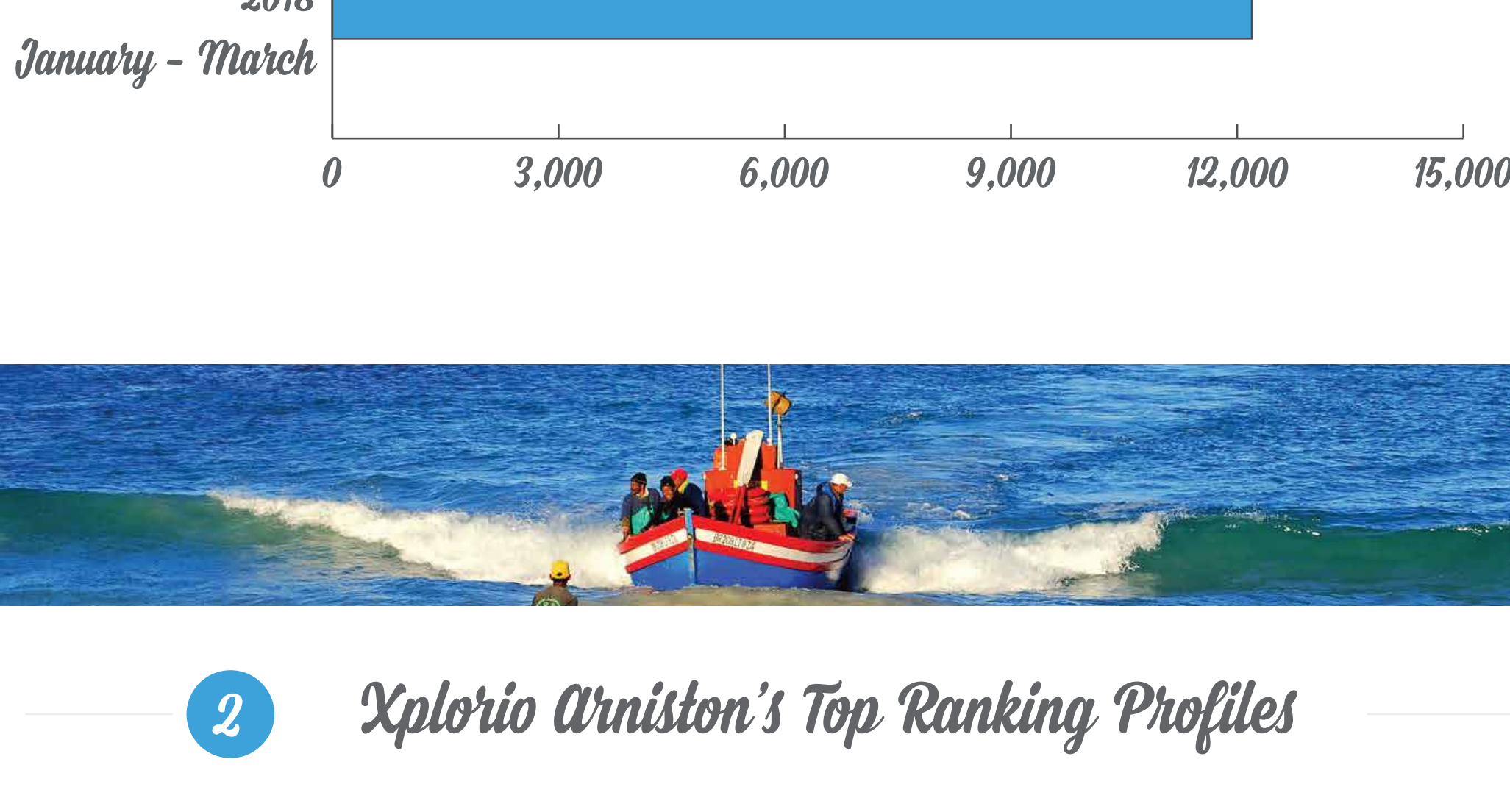
QUARTERLY REPORT

★ 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 Arniston 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 Arniston Online Growth

We reached **12,195** people searching for information about Arniston online in the last three months. That's roughly **135** potential customers interested in your town every day. When looking at data from the previous year, we've experienced a **69%** growth in users.



2 Xplorio Arniston's Top Ranking Profiles

THINGS TO DO

ACCOMMODATION

BUSINESSES

PLACES TO EAT

★ SEA HAWKS RFC



★ LAWRENCE RAYMOND PAINTER



★ RIETFontein Cottage



★ ETNA'S SELF-CATERING



★ BLUESKY GUEST HOUSE



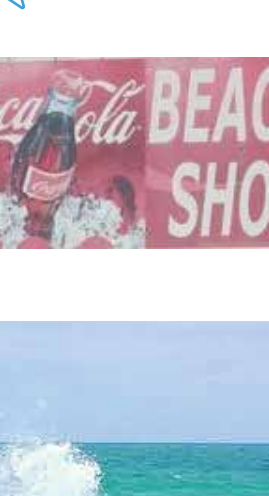
★ STONE HOUSE AT ARNISTON



★ SEEFF



★ EARTH KEEPERS



★ RADIANT HEALTH



★ BEACH SHOP AT ARNISTON



★ ARNISTON SPA HOTEL



★ WANDA'S WAENHUIS RESTAURANT



★ WILLEEN'S KITCHEN RESTAURANT



3 Xplorio Arniston's Current Growth

ACCOMMODATIONS

CUSTOMERS **912** LEADS **300**

THINGS TO DO

CUSTOMERS **198** LEADS **65**

PLACES TO EAT

CUSTOMERS **39** LEADS **12**

BUSINESSES

CUSTOMERS **293** LEADS **97**

* 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.

~**83%** of Arniston Businesses are already on Xplorio

33

40

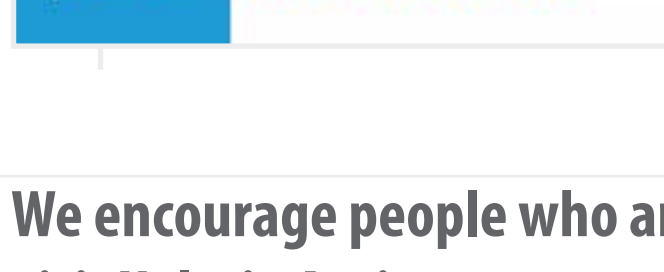
* Numbers derived from stats.gov.za

4 How does Xplorio promote Arniston?

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



Social Media



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



SEO



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



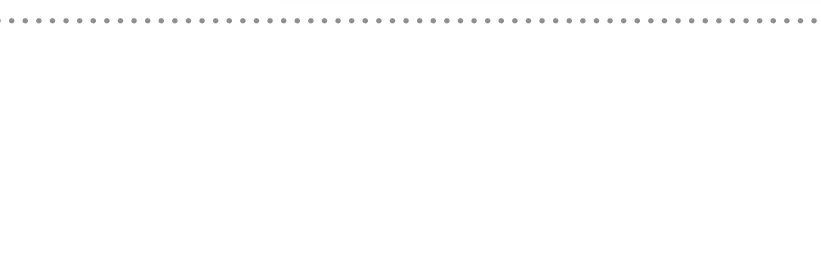
Search Advertising



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



Traditional Marketing



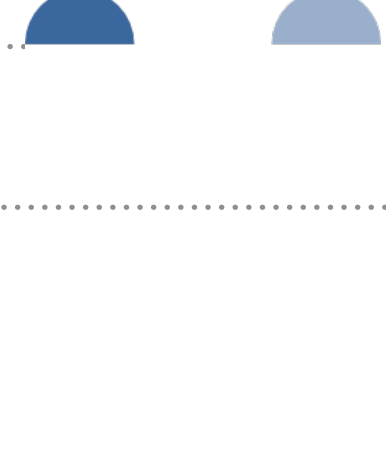
We encourage people who are talking about Arniston online to visit Xplorio Arniston pages and profiles by linking them to relevant information.



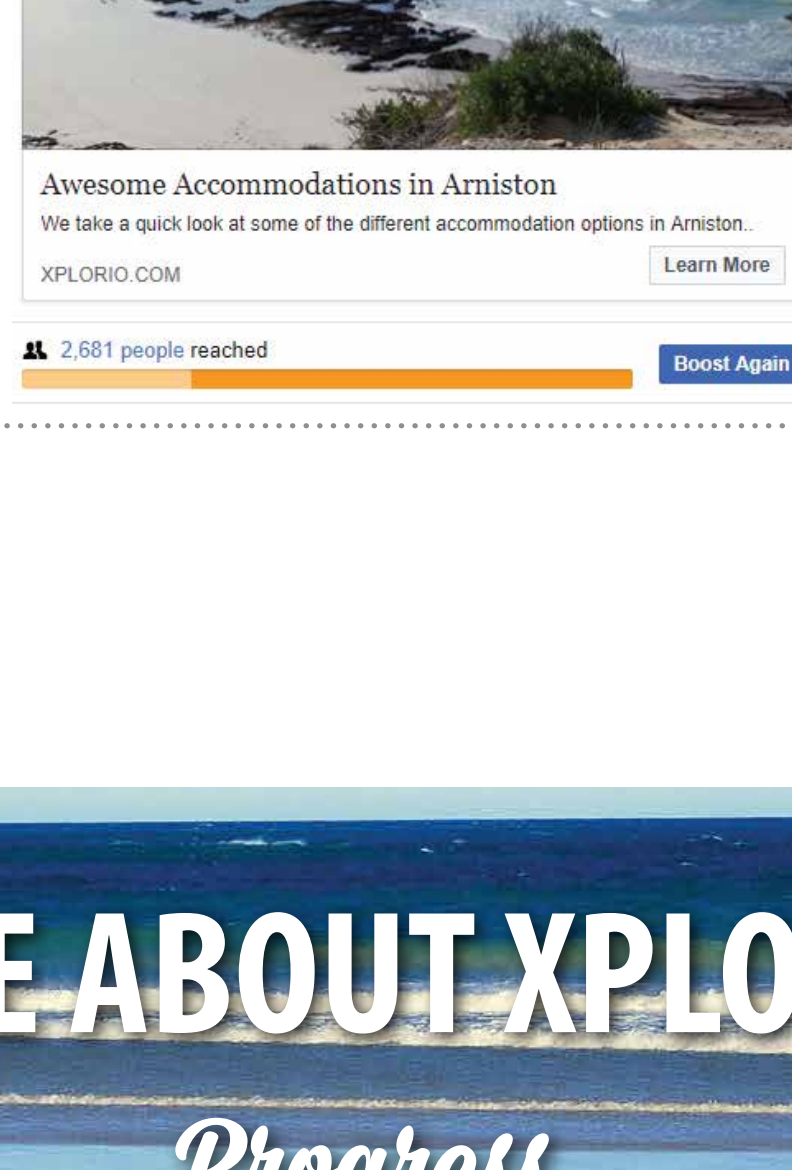
Online Reputation Management



Over 52,000 Users - Total traffic to date



Highlights- Time Period



MORE ABOUT XPLORIO

Progress

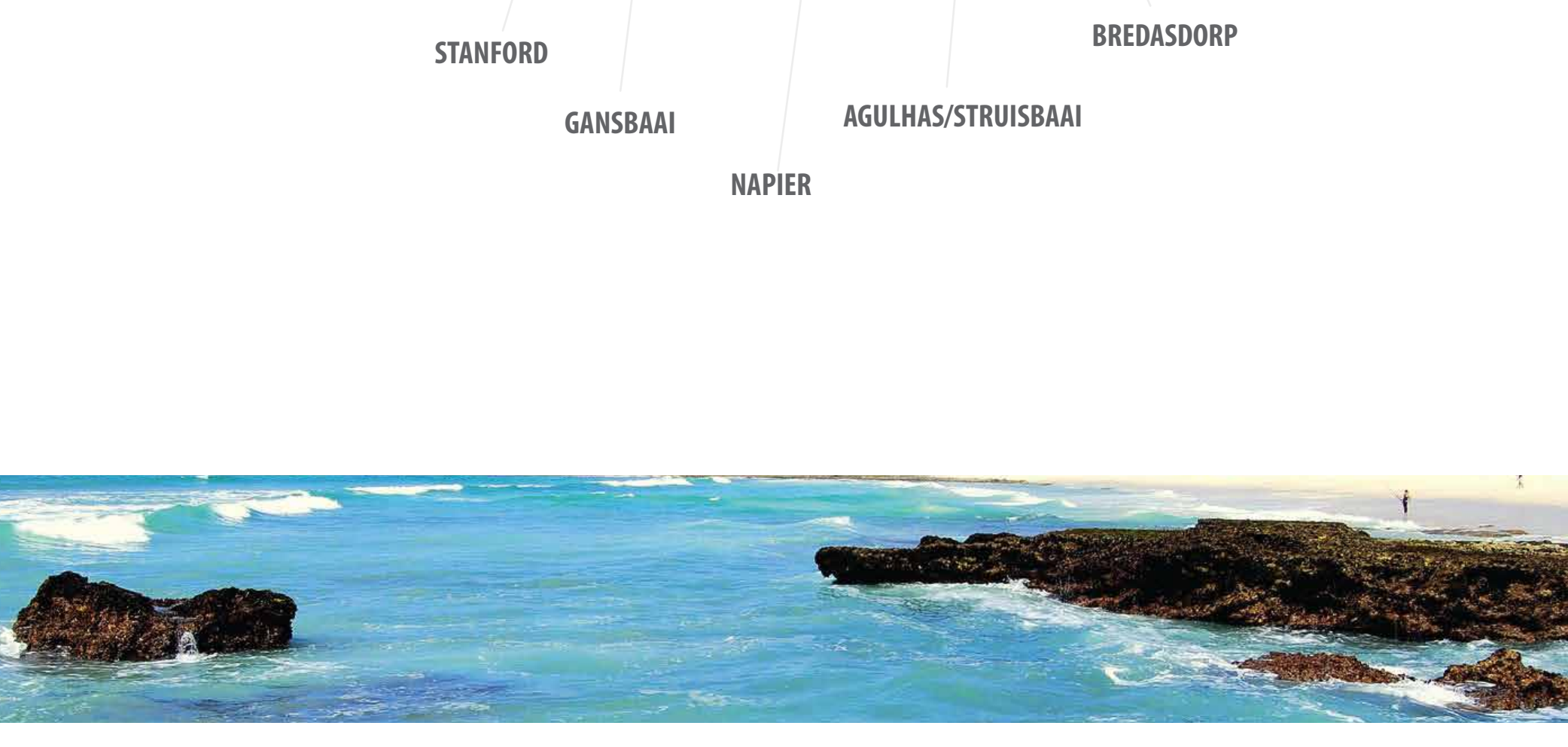
5 Xplorio Coverage

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 Arniston 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"