

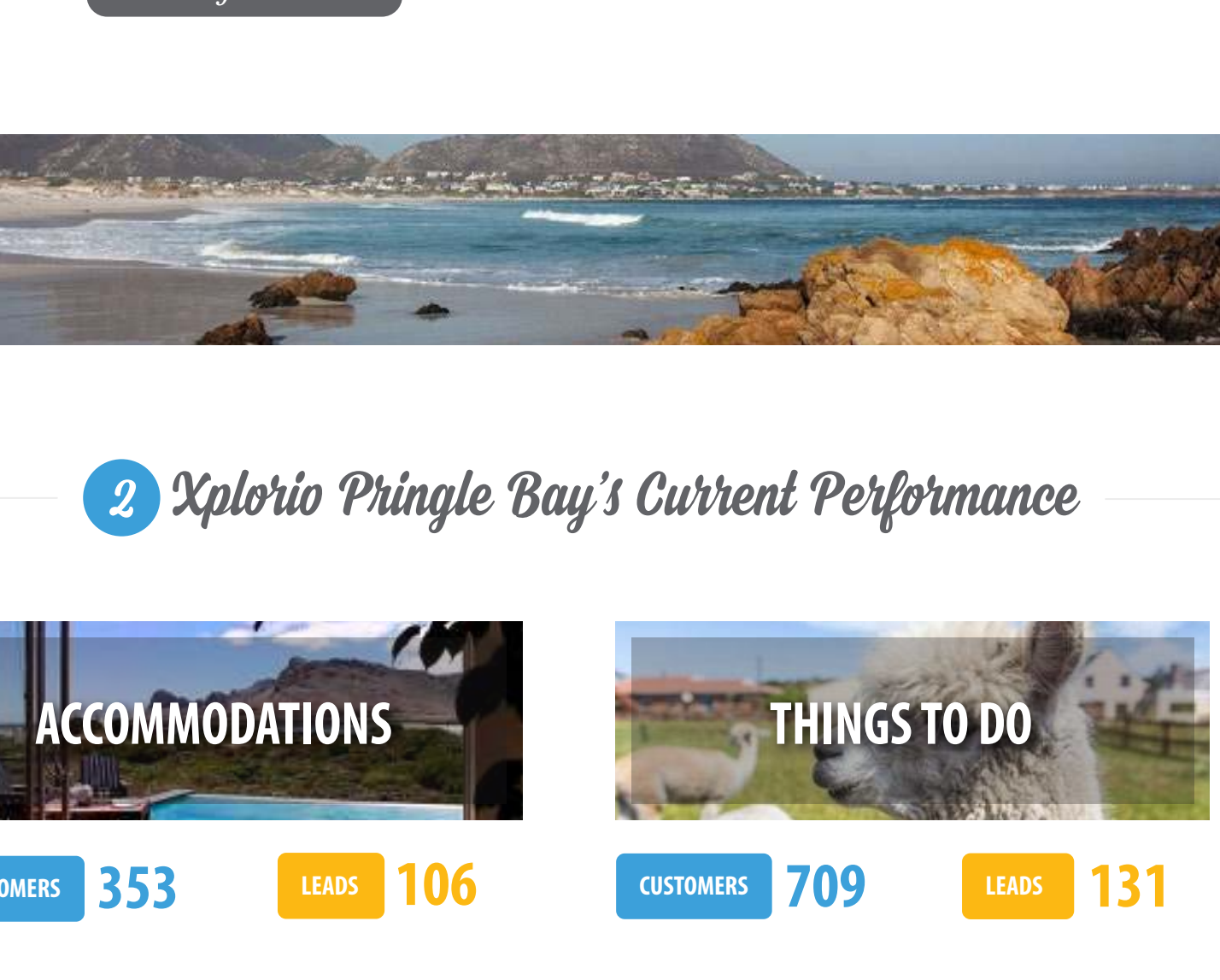
# WE BELIEVE IN PRINGLE BAY

## ★ Our First bi-annual Town Report

If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Pringle Bay 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 Pringle Bay Online Growth

We reached **8,985** people searching for information about Pringle Bay over the last 6 months.

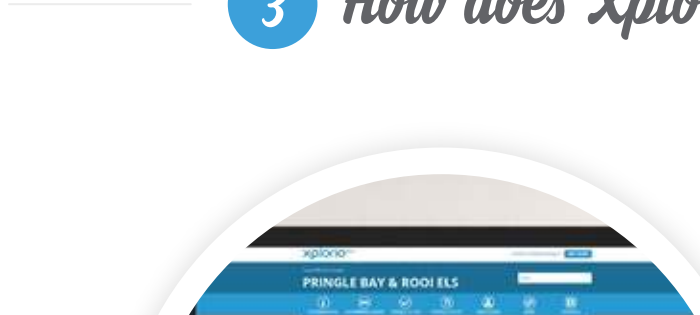


Total traffic to date = **49,000 + Users**

- Since June 2016



### 2 Xplorio Pringle Bay's Current Performance



**CUSTOMERS 353** **LEADS 106**

**CUSTOMERS 709** **LEADS 131**



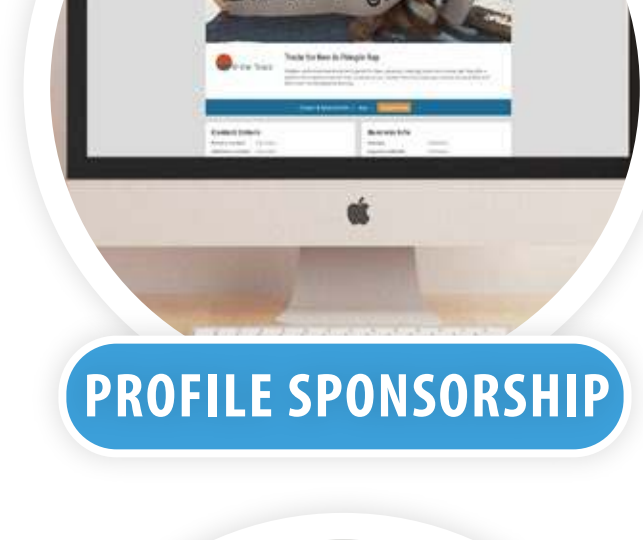
**CUSTOMERS 2,342** **LEADS 426**

**CUSTOMERS 8,463** **LEADS 229**

**85** Pringle Bay Businesses are already on Xplorio!

\* 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.  
\*\*\* Data provided above is for October 2018 - March 2019.

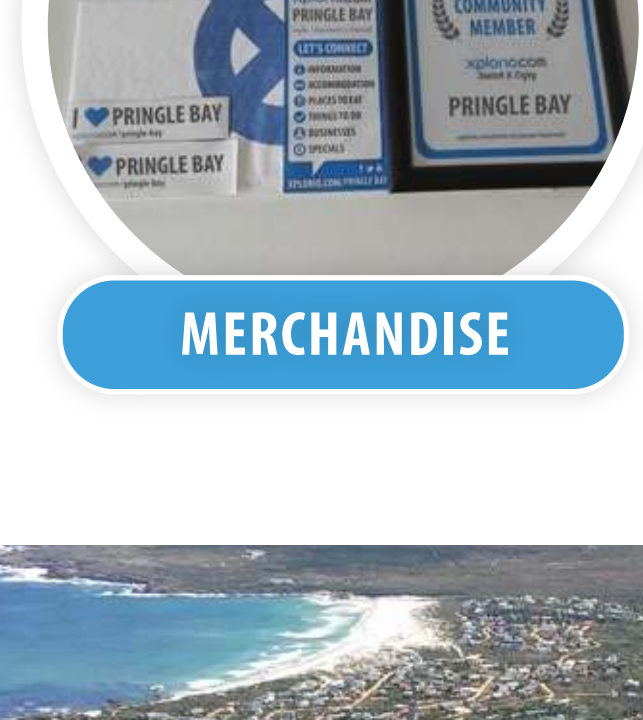
### 3 How does Xplorio promote Pringle Bay?



**TOWN WEBSITE**



**TOWN RANKINGS**



**TOWN PAID MEDIA**



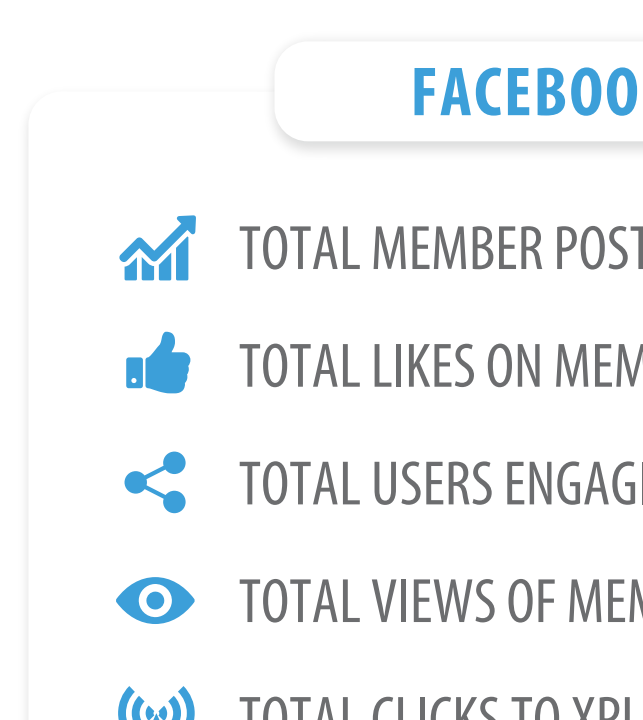
**TOWN FACEBOOK**



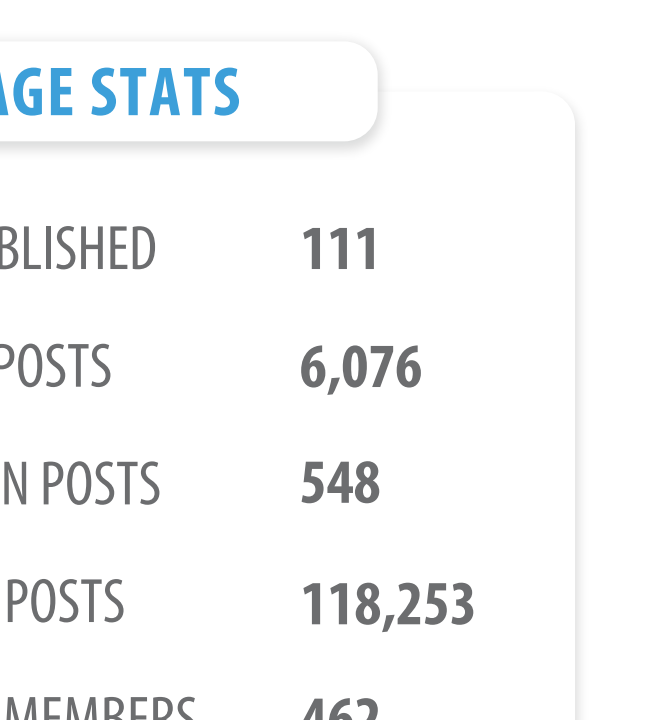
**TOWN NEWSLETTER**



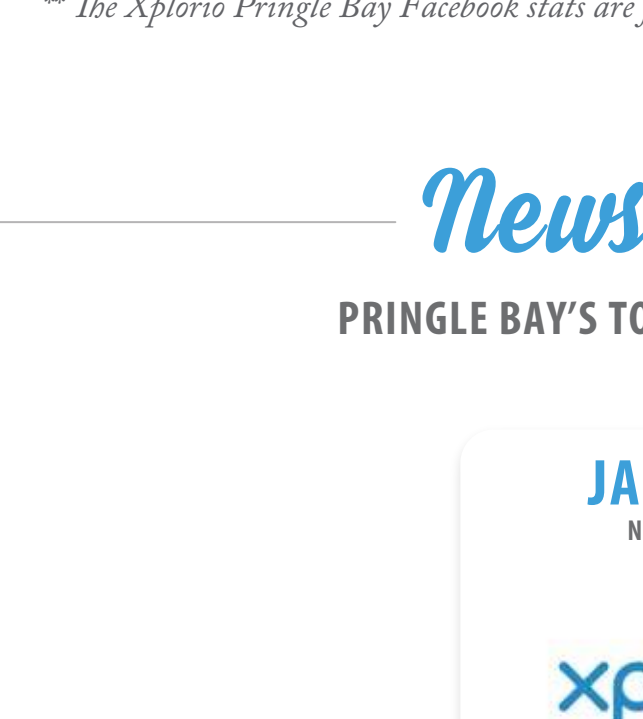
**TOWN VIDEOS**



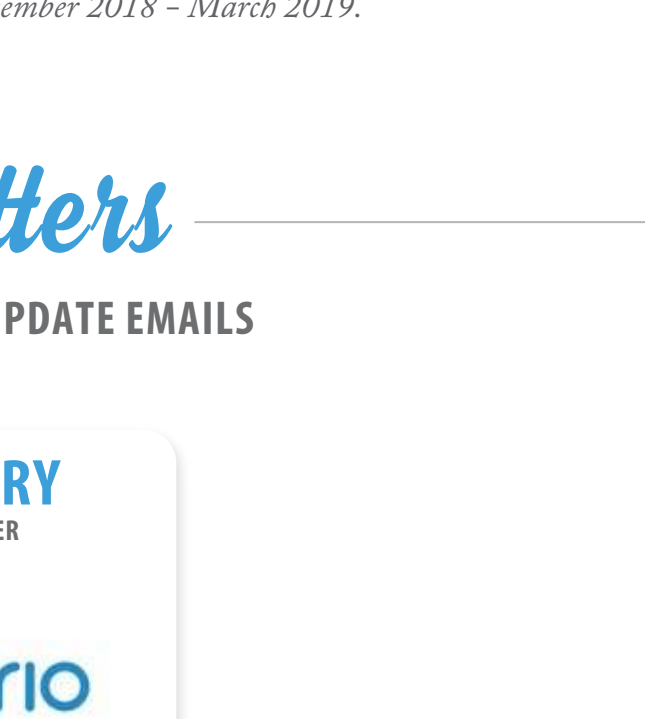
**PROFILE SPONSORSHIP**



**SIGNAGE IN TOWN**



**MERCHANDISE**

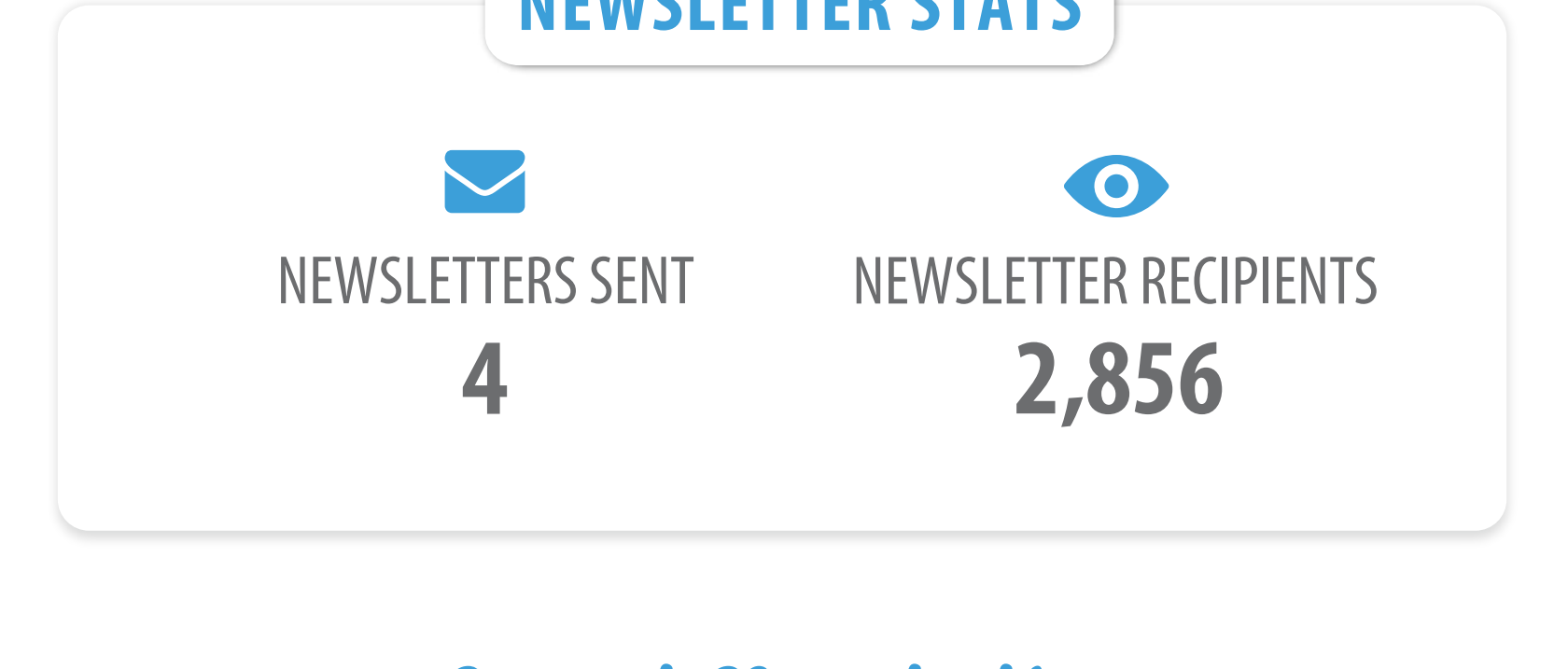


**ONLINE ENGAGEMENT**

### 4 Xplorio Pringle Bay's Marketing Stats

#### Facebook Marketing

XPLORIO PRINGLE BAY'S TOWN PAGE



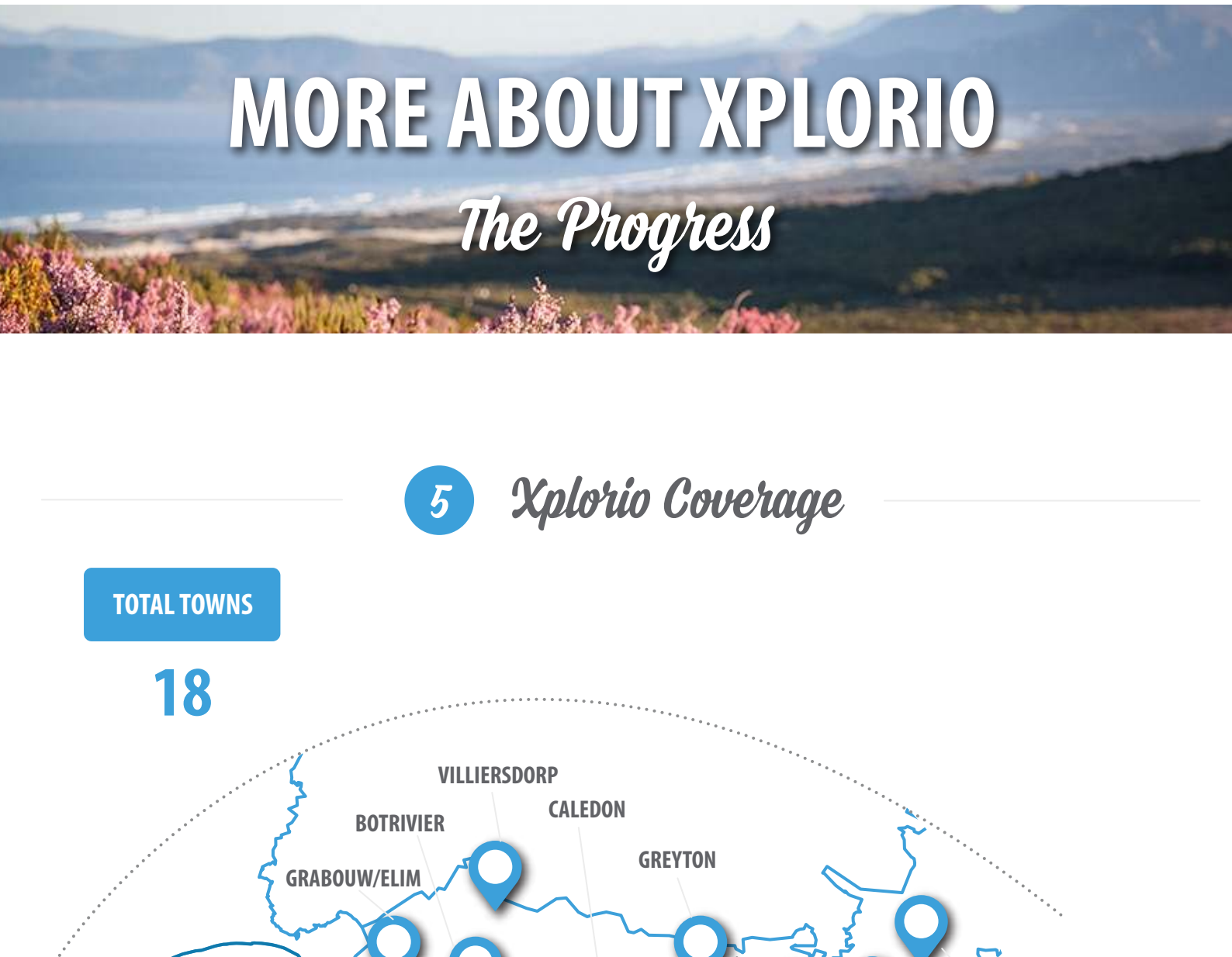
#### FACEBOOK PAGE STATS

	TOTAL MEMBER POSTS PUBLISHED	111
	TOTAL LIKES ON MEMBER POSTS	6,076
	TOTAL USERS ENGAGING ON POSTS	548
	TOTAL VIEWS OF MEMBER POSTS	118,253
	TOTAL CLICKS TO XPLORIO MEMBERS	462

\* Please note that the Xplorio Pringle Bay Facebook page has been live since the 9th November 2018.  
\*\* The Xplorio Pringle Bay Facebook stats are for November 2018 - March 2019.

#### Newsletters

PRINGLE BAY'S TOWN UPDATE EMAILS

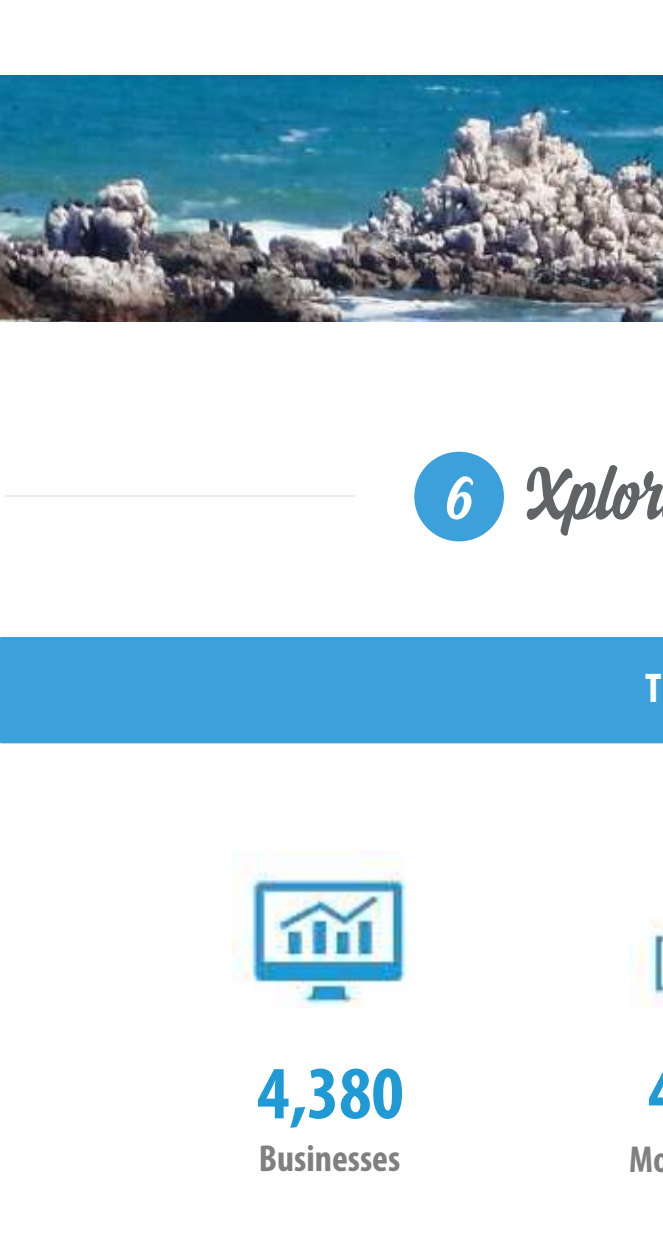


#### NEWSLETTER STATS

	NEWSLETTERS SENT	4
	NEWSLETTER RECIPIENTS	2,856

#### Local Marketing

PRINGLE BAY'S PRINTED MARKETING



#### TOWN POSTERS

TOTAL POSTERS HANGING IN THE COMMUNITY

**6**

Town Posters are a great way to let people know that they can find everything they're looking for about Pringle Bay on Xplorio. If you'd like to help drive more visitors to your online presence by putting up one of these posters, please let us know.

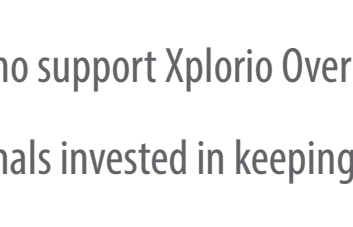
A special thanks to the establishments that allowed us to mount these posters and contribute to the collective marketing of Pringle Bay.

Art Zoo, Crafty Gifts & Decor, Hair@Pringle, Head Office Pub, La Galerie, Simply Coffee

### Participation

IN LOCAL COMMUNITY

Xplorio has provided a NPO/NGO with a free membership within the Pringle Bay Community.



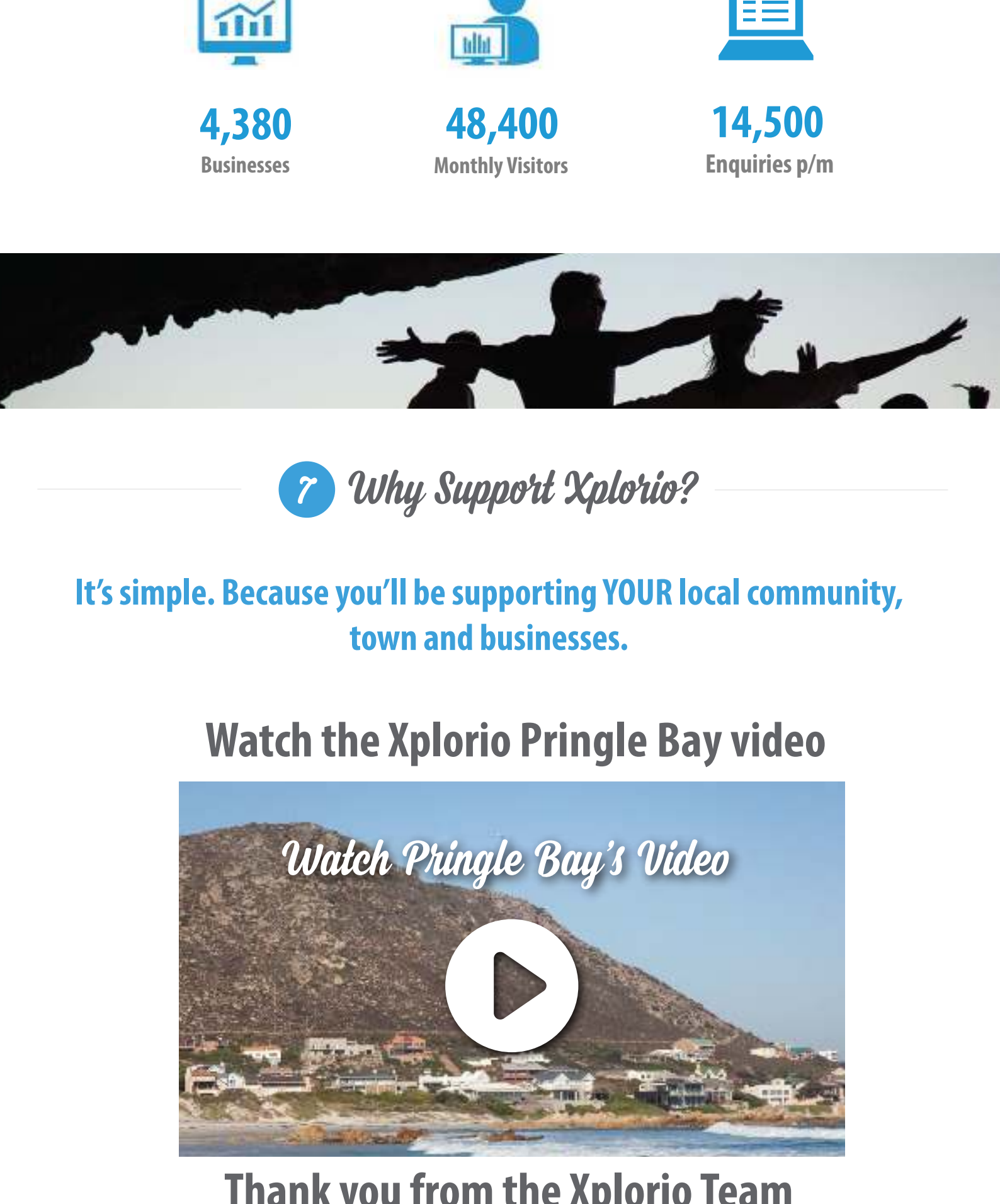
## MORE ABOUT XPLORIO

The Progress

### 5 Xplorio Coverage

TOTAL TOWNS

**18**



### 6 Xplorio Performance

THE NUMBERS

**4,380**  
Businesses

**48,400**  
Monthly Visitors

**14,500**  
Enquiries p/m

### 7 Why Support Xplorio?

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

Watch the Xplorio Pringle Bay video



Thank you from the Xplorio Team



"Alone we are strong, together we are stronger. The Power of Community"