

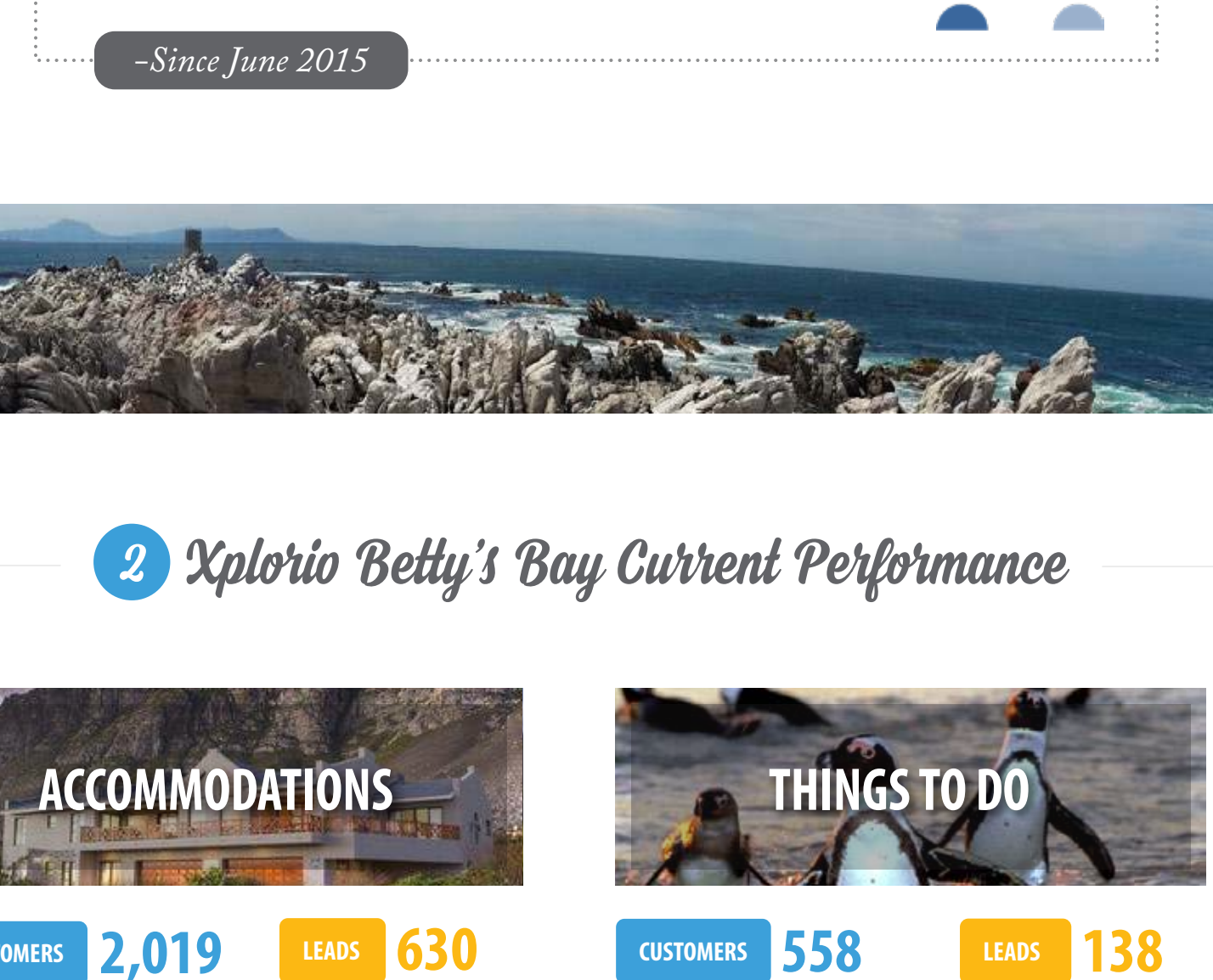
WE BELIEVE IN BETTY'S BAY

★ 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 Betty's 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 Betty's Bay's Online Growth

We reached **7,641** people searching for information about Betty's Bay over the last 6 months.



Total traffic to date = **50,600 + Users**

— Since June 2015

2 Xplorio Betty's Bay Current Performance



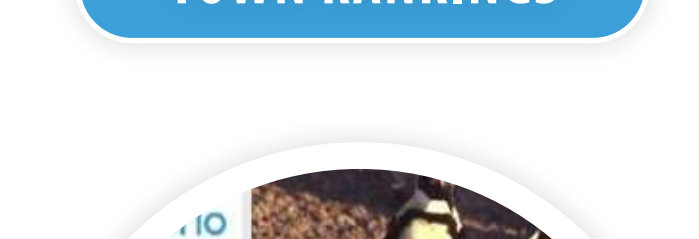
CUSTOMERS 2,019 **LEADS 630**



CUSTOMERS 558 **LEADS 138**



CUSTOMERS 556 **LEADS 141**



CUSTOMERS 3,952 **LEADS 1,461**

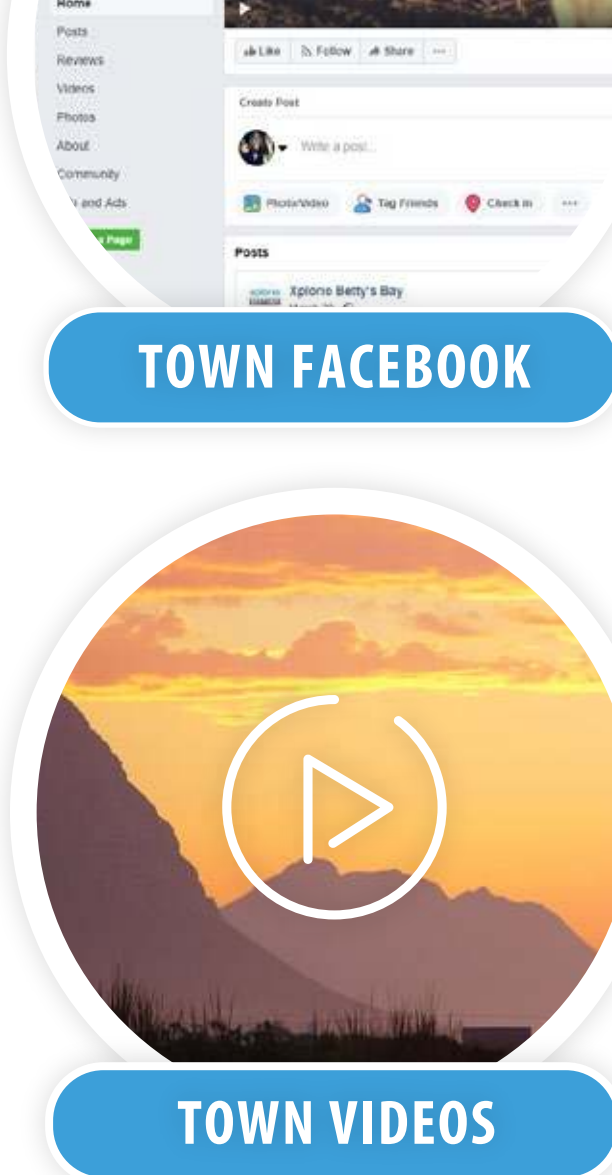
92 Betty's Bay Businesses are already on Xplorio!

* 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 Betty's Bay?



TOWN WEBSITE



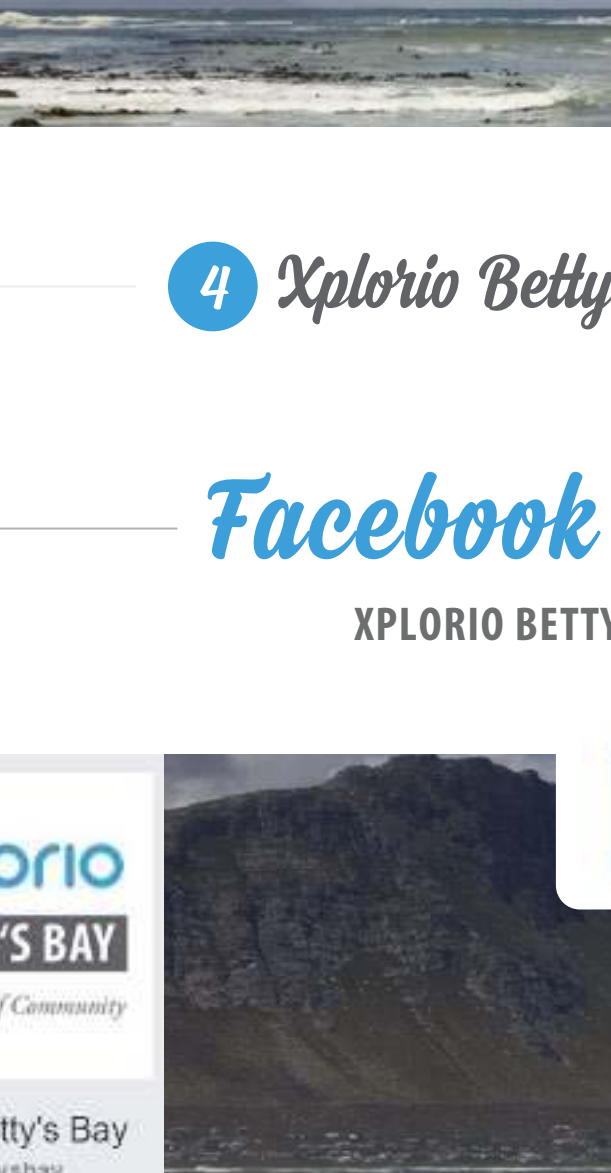
TOWN RANKINGS



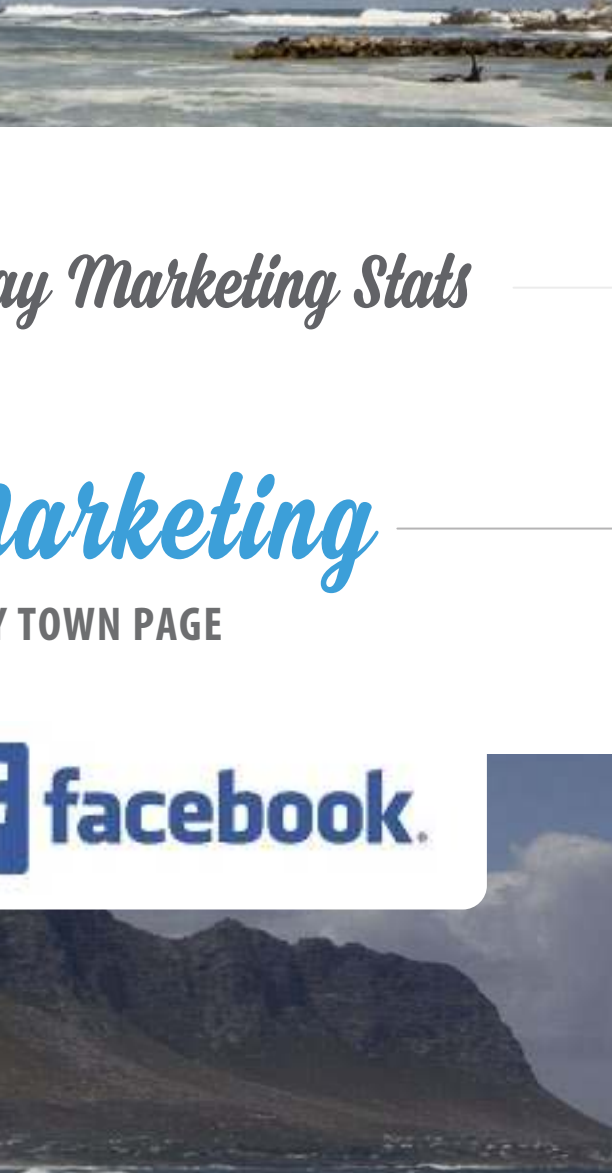
TOWN PAID MEDIA



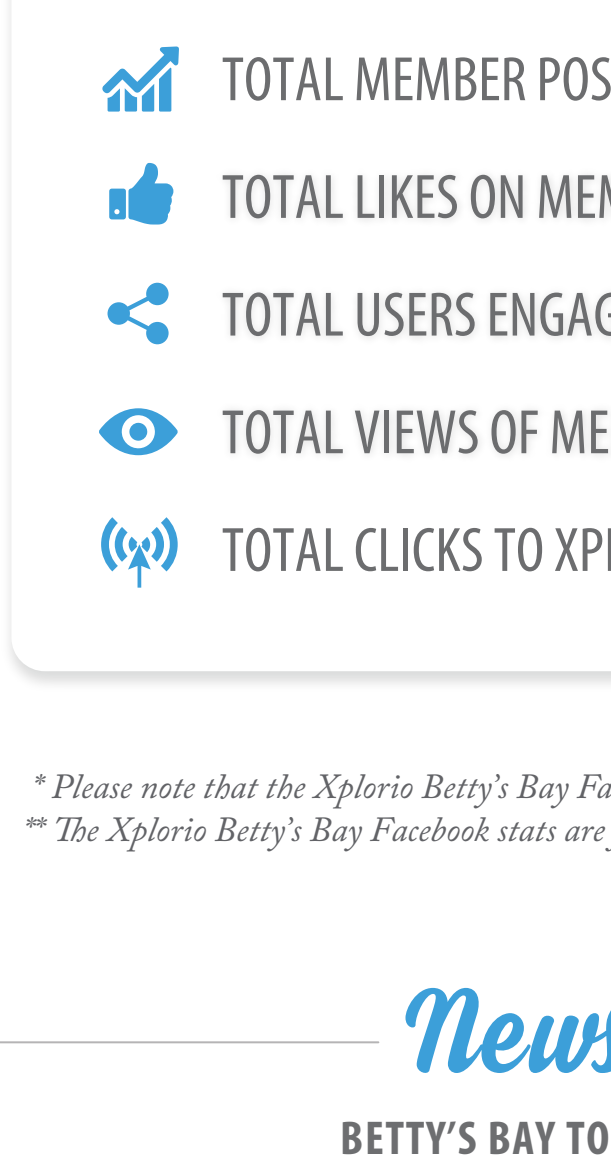
TOWN FACEBOOK



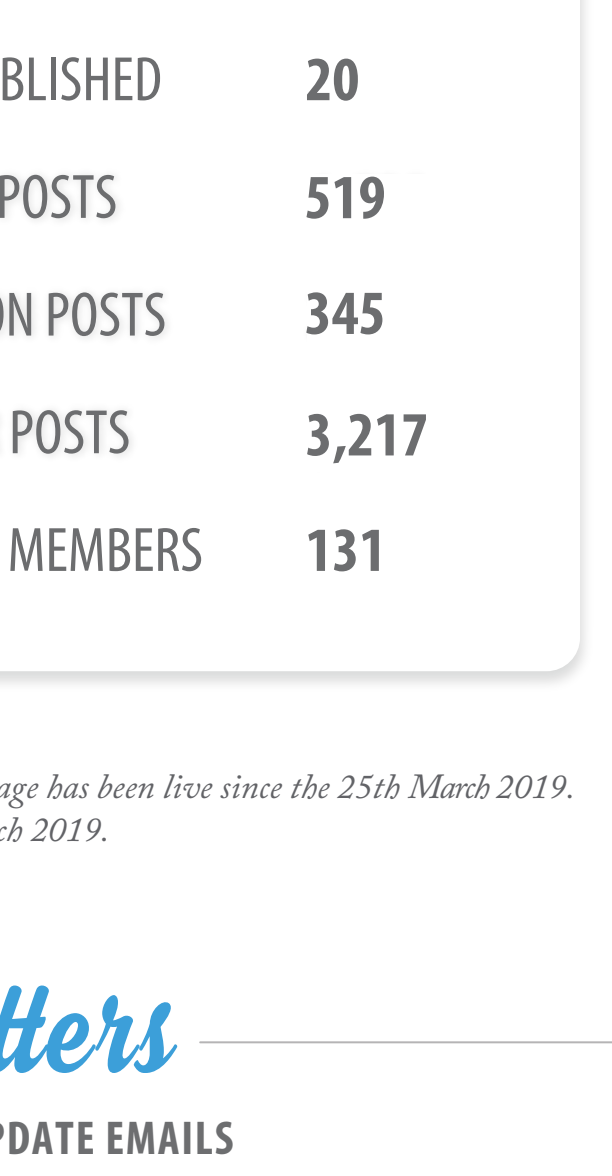
TOWN NEWSLETTER



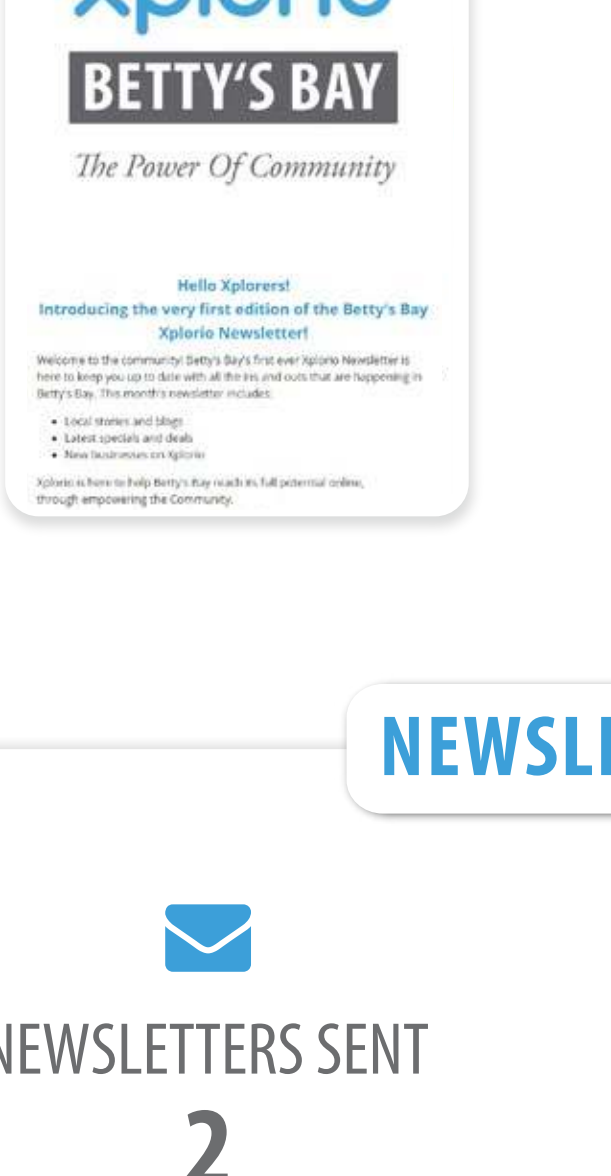
TOWN VIDEOS



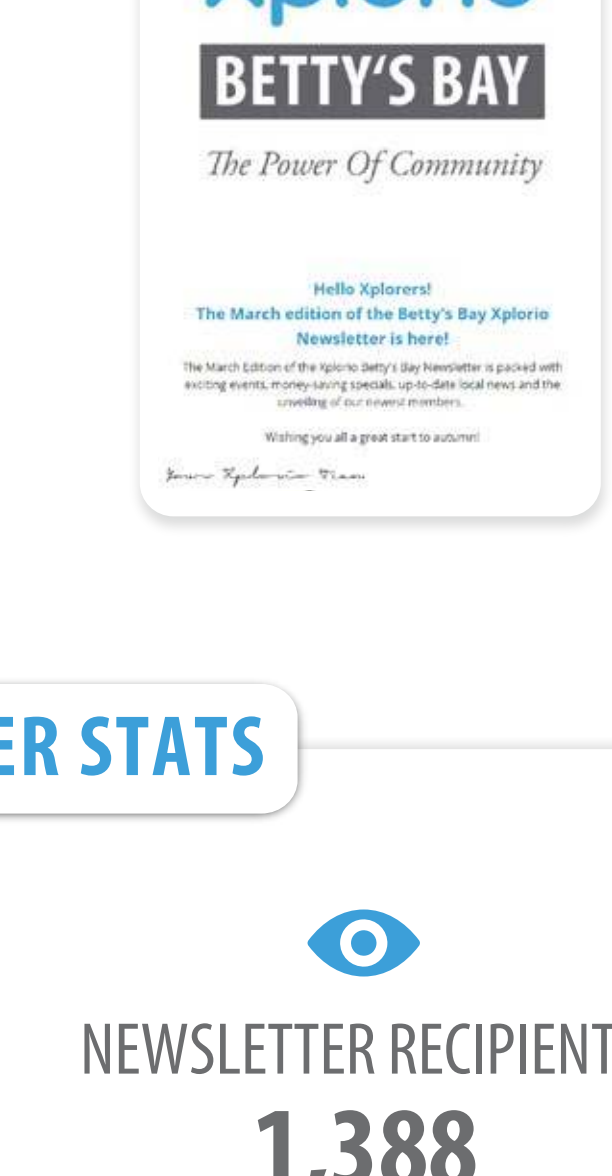
PROFILE SPONSORSHIP



SIGNAGE IN TOWN



MERCHANDISE

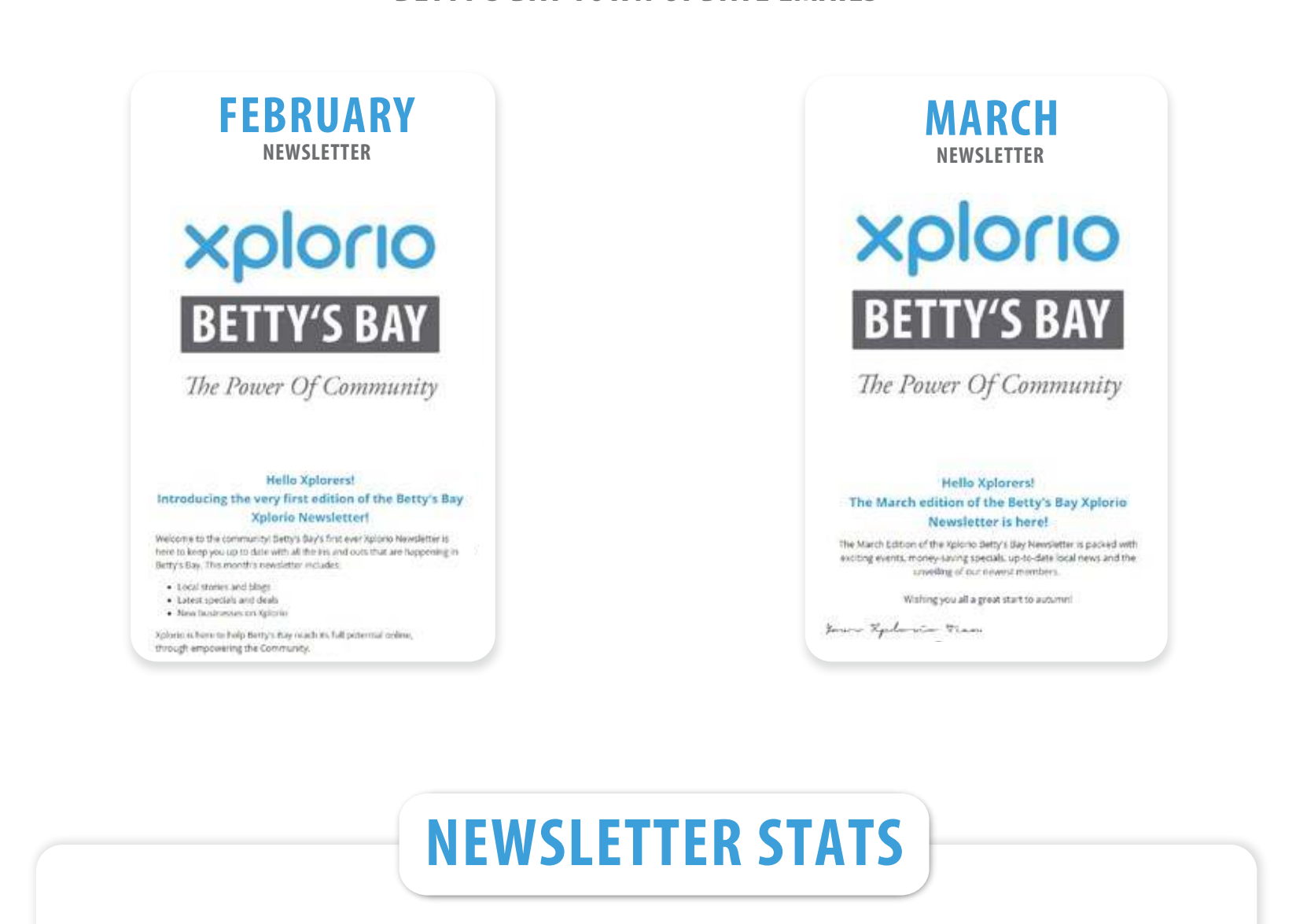


ONLINE ENGAGEMENT

4 Xplorio Betty's Bay Marketing Stats

Facebook Marketing

XPLORIO BETTY'S BAY TOWN PAGE



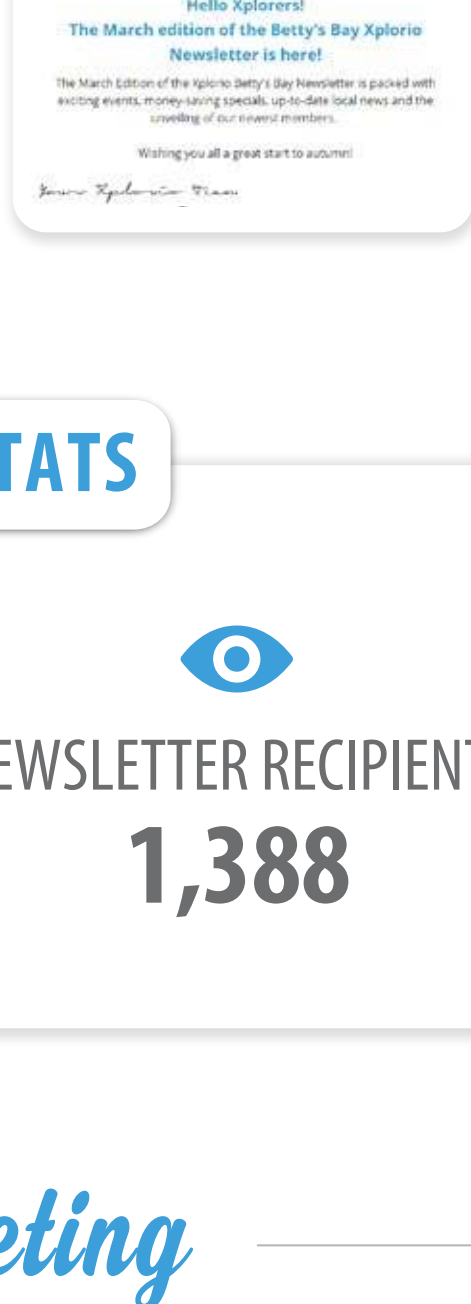
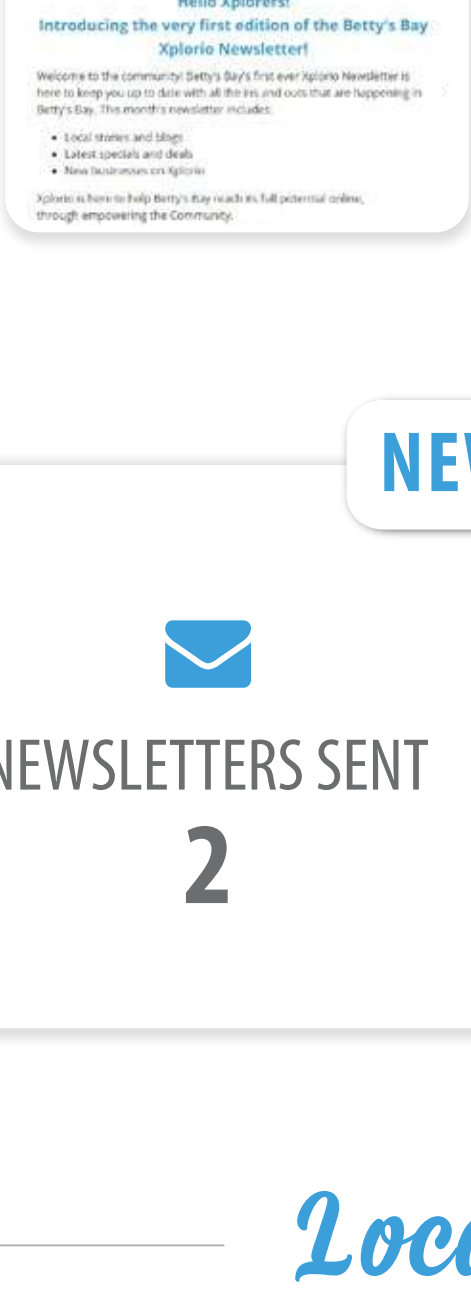
FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	20
TOTAL LIKES ON MEMBER POSTS	519
TOTAL USERS ENGAGING ON POSTS	345
TOTAL VIEWS OF MEMBER POSTS	3,217
TOTAL CLICKS TO XPLORIO MEMBERS	131

* Please note that the Xplorio Betty's Bay Facebook page has been live since the 25th March 2019.
** The Xplorio Betty's Bay Facebook stats are for March 2019.

Newsletters

BETTY'S BAY TOWN UPDATE EMAILS



NEWSLETTER STATS

NEWSLETTERS SENT	2
NEWSLETTER RECIPIENTS	1,388

Local Marketing

BETTY'S BAY PRINTED MARKETING



TOWN POSTERS

TOTAL POSTERS HANGING IN THE COMMUNITY

3

Town Posters are a great way to let people know that they can find everything they're looking for about Betty's 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.

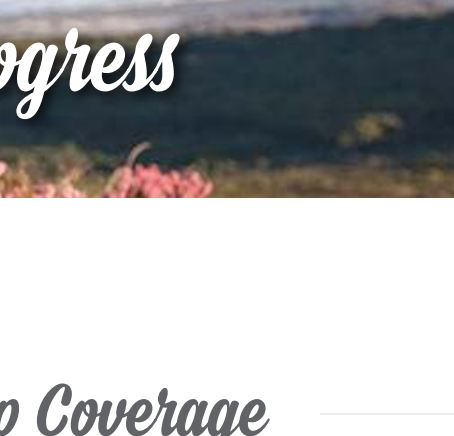
A special thanks to the establishments that allowed us to mount these posters and contribute to the collective marketing of Betty's Bay.

Be In Betty's Bay, On The Edge Restaurant, Smile & Wave Courtyard Cafe

Participation

IN LOCAL COMMUNITY

Xplorio has provided 2 NPO/NGO's with free memberships within the Betty's Bay Community.



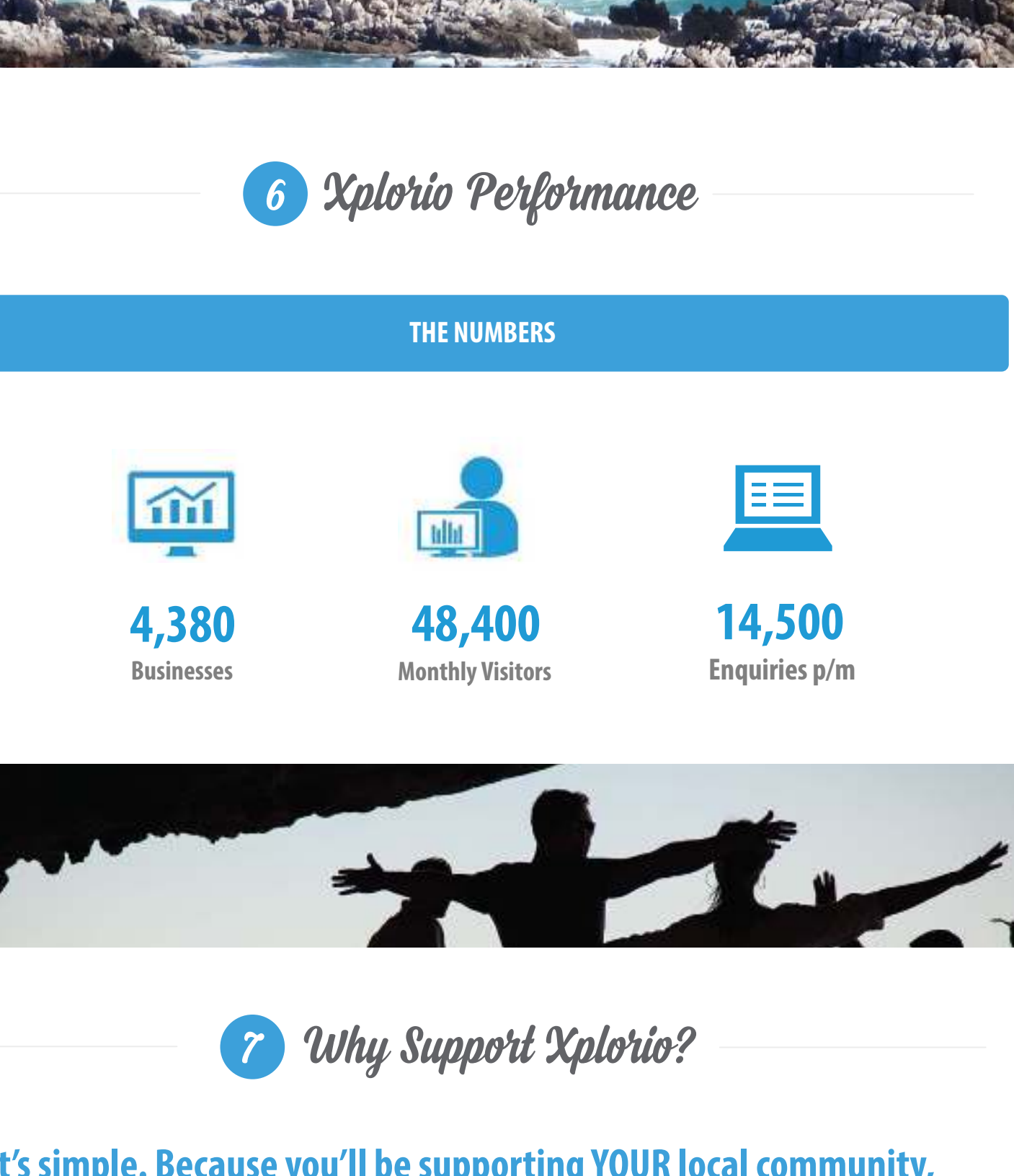
MORE ABOUT XPLORIO

The Progress

5 Xplorio Coverage

TOTAL TOWNS

18



6 Xplorio Performance

THE NUMBERS

4,380
Businesses

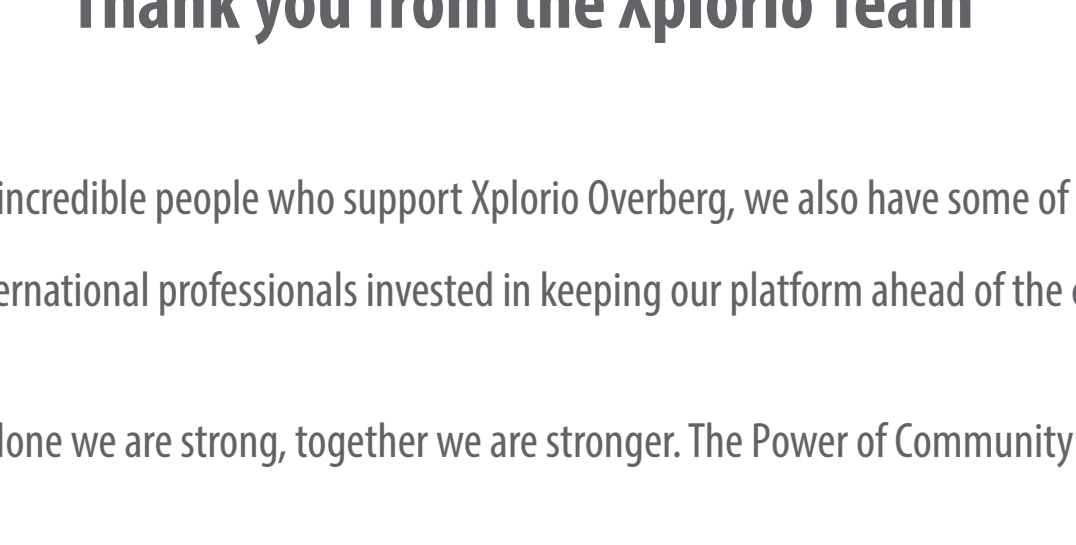
48,400
Monthly Visitors

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 Betty's Bay video



Thank you from the Xplorio Team

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