Business Intelligence Report

SAMPLE REPORT · FICTIONAL DATA

Example Plumbing & Drain · Westminster Q1 2027 · Spot w27q1-07 · Westminster's only featured plumber

ESTIMATED RESPONSE VALUE

Based on sponsor-provided data, responses should have yielded about $1,700.

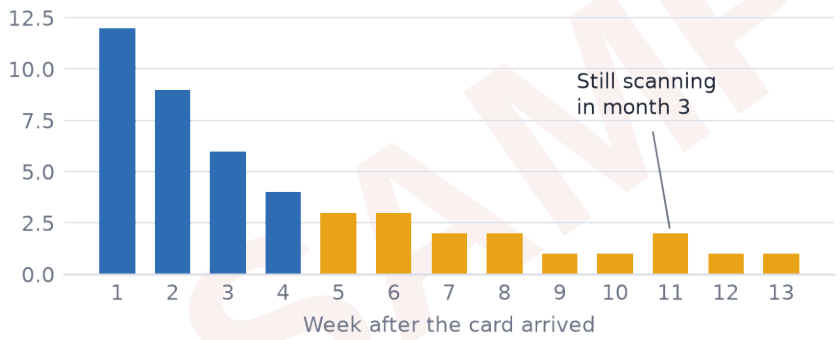
4 new customers reported x $425 per customer (your figures). Spot cost this quarter: $449. Repeat business is not included.

WHAT YOUR QR CODE DID THIS QUARTER

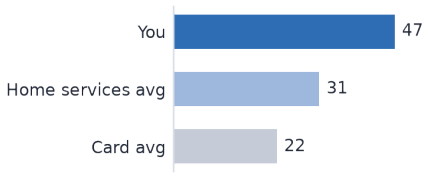
47	39	13	17	5
Total scans	Different people	Tapped to call you	Visited your website	Came back (repeat visitors)

Delivered to 5,000 Westminster homes on Jan 12. Scans are the people you can see. Most customers just call or walk in, which is why we also count call taps, your "Mention CFBN07" code (3 mentions), and the customers you tell us about.

HOW LONG YOUR CARD KEEPS WORKING



HOW YOU COMPARE



#4 of 15 ads on this card for scans. Only we can show you this: 15 local businesses, one card, same homes, same week.

RESPONSE VALUE (BASED ON SPONSOR-PROVIDED DATA)

Your spot this quarter	**$449**
Value of one new customer (sponsor-provided)	**$425**
New customers reported (sponsor-provided)	**4**
Estimated first-visit revenue	**$1,700**
Cost per person who scanned	**$11.51**
Cost per call tap	**$34.54**

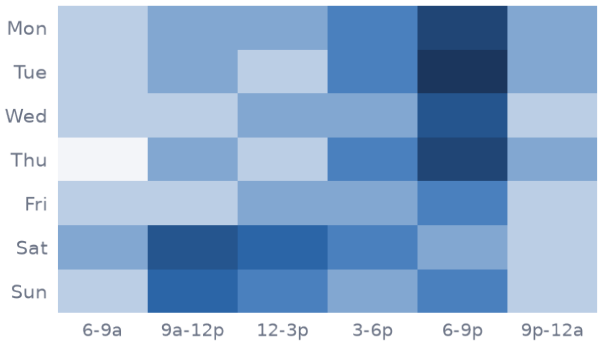
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WHEN YOUR CUSTOMERS ARE DECIDING



WHO SCANNED

91% on a phone, ready to tap and call

64% on iPhone

3 asked for directions to you

5 scanned more than once. These are serious buyers.

WHAT THIS TELLS US

- **Your card is still working in week 13.**
  Scans kept coming 3 months after delivery. Households are keeping the card. Each extra week on the fridge is continued exposure at no added cost.
- **Your buyers decide on weeknight evenings.**
  Most scans happen Mon–Thu, 6–9pm, when homeowners have time to look into a problem. Answering then, or returning calls by 8am, helps convert those leads.
- **1 in 3 people who scanned tapped to call.**
  That's well above the card average (1 in 5). Your 'Free drain inspection' offer is doing its job. Keep the offer, and put a deadline on it next quarter.

OUR RECOMMENDATIONS FOR NEXT QUARTER

1. Add a deadline to your offer ("through March 31"). Urgency lifts response.
2. Put a photo of your crew or truck in the ad. Ads with real faces got 1.6× the scans this edition.
3. Keep your category locked. Your renewal deadline is March 1.

YOUR CATEGORY IS RESERVED

Renew by March 1 to keep the plumber spot. No competitor can take it.

As a founding advertiser, you always pay 10% below the current rate as long as you renew (one skipped edition allowed).

HOW WE MEASURE

Every QR code on the card is unique to your business and runs through Colorado 1st's own system. No third-party trackers. We count scans, taps to call, website visits and direction requests. We never collect names, phone numbers or exact locations of the people who scan, only the city and type of device. Customer counts come from you, in a 2-minute check-in each quarter, so the numbers on this page match what happened at your business.

SAMPLE