

What's Achievable Right Now?

Future Marketing Analysis – What is Bisbee's Data?

Sample Data from B Active, Jan 1-2024 – May 12 2025

Traffic
Comparisons:
Ad Clicks &
Revenue

Let's Drive this
approach city-
wide

Where are people at
who are interested in B
Active ads?

Active users



■ Phoenix ■ Las Vegas ■ Tucson ■ Unknown ■ Tempe
■ Bisbee ■ Los Angeles ■ Mesa ■ Sierra Vista ■ Scottsdale
■ Chandler ■ Oro Valley ■ Gilbert ■ Glendale ■ Peoria
■ Bullhead City ■ Surprise ■ Casas Adobes ■ New York ■ Chicago

Ratio of Users



Phoenix Metro is 4X
as productive as
Tucson Metro (both
Users & Revenue)



■ Phx Metro Top 20 ■ Tuc Metro Top 20

City	Ratio Users	Ratio Revenue
Phoenix	19%	20%
Las Vegas	7%	9%
Tucson	5%	6%
Unknown	4%	3%
Tempe	4%	5%
Bisbee	3%	3%
Los Angeles	2%	1%
Mesa	2%	3%
Sierra Vista	2%	2%
Scottsdale	1%	2%
Chandler	1%	1%
Oro Valley	1%	1%
Gilbert	1%	1%
Glendale	1%	1%
Peoria	1%	0%
Bullhead City	1%	1%
Surprise	1%	1%
Casas Adobes	1%	1%
New York	1%	0%
Chicago	1%	1%

City is the location of the user when clicking an ad

Data points:

Google Cost Per Click: \$1.16

Google ROAS: \$2.84 (Return on \$1 spend in bookings)