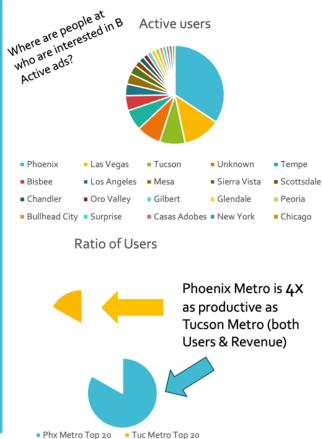
## What's Achievable Right Now?

## 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



City	atio 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)