



**Silverdale**  
BUSINESS

**GrabOne**

**Marketing activity**

# GrabOne Media

The screenshot shows the GrabOne website interface. At the top, there's a navigation bar with 'GrabOne' logo, location 'Auckland', and various utility icons. Below the navigation, there's a search bar and a 'Home' link. The main content area features a large red banner for 'Silverdale BUSINESS' with the tagline 'DRIVING LOCAL BUSINESS & COMMUNITY'. Below this banner, there's a grid of six deal cards, each with a 'NEW TO SITE' tag. The deals include:

- Deluxe Hair Treatment Service: Alternatives by Peter Salter, Auckland. Price: from \$35 (was \$75). 10 bought.
- Unwind at The Relaxation Studio: The Relaxation Studio, Silverdale. Price: from \$50 (was \$80). 1 bought.
- \$200 Voucher at Davies Appliances: Davies Appliances. Price: from \$100 (was \$200).
- \$100 Voucher for Hair Services or Products: Alternatives by Peter Salter, Auckland. Price: from \$70 (was \$100). 5 bought.
- Day Pass to Snowplanet - Valid Now Until Jan...: Snowplanet, Silverdale. Price: from \$35 (was \$95). 1000 bought.
- \$30 Jamaica Blue Food & Beverage Voucher: Jamaica Blue Silverdale, Silverdale. Price: from \$20 (was \$50).

**On-site collection**  
6th September - 8th November

The screenshot shows a push notification with a blue 'G' icon. The text reads: 'Dine, Shop, Discover Silverdale! There's more to explore in Silverdale! Check out the thriving dining scene, activities for kids, fantastic shopping, and local'. A 'now' indicator is in the top right corner.

**Push notification**  
26th September



**Radio**  
18th - 24th September

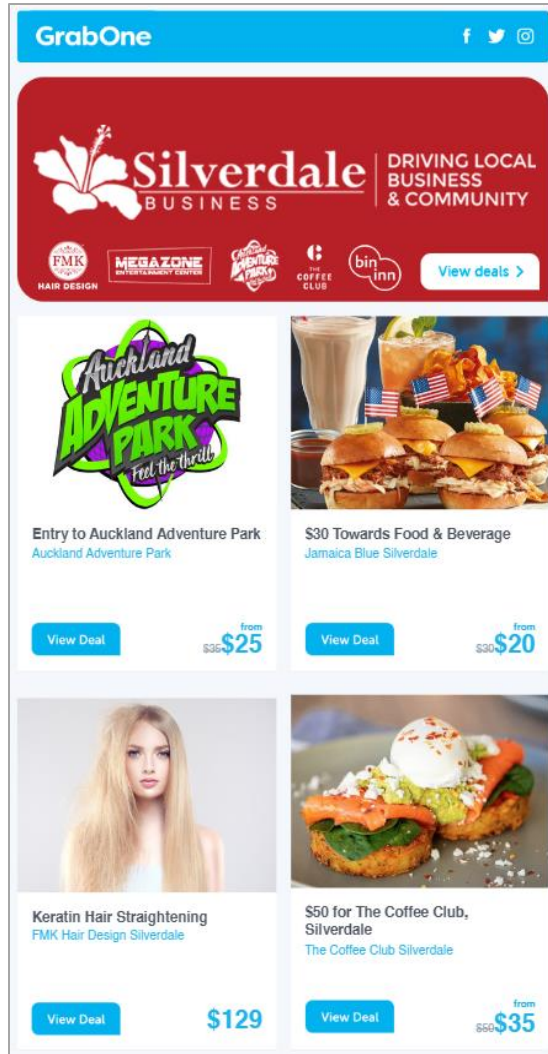
The screenshot shows the GrabOne website homepage. At the top, there's a navigation bar with 'GrabOne' logo, location 'Auckland', and various utility icons. Below the navigation, there's a search bar and a 'Home' link. The main content area features a large blue banner for 'WINTER COLLECTION' with a 'View deals >' button. Below this banner, there's a 'Discover' sidebar with a list of categories and their counts:

- Featured Auckland deals: 293
- Collections: 27
- Escapes: 68
- Picked for You: 20
- Activities, Events & Outdoors: 411
- Store: 7151
- Restaurants, Bars, Cafes: 29
- Beauty, Massage & Spa: 495
- House & Garden: 3549
- Fitness & Sports: 325
- Automotive: 238

The main content area also features a 'Silverdale BUSINESS' banner with the tagline 'DRIVING LOCAL BUSINESS & COMMUNITY' and a 'View collection' button. Below this banner, there's a deal card for '\$40 Harbour View Restaurant Dining Voucher' at De Fontein Belgian Beer Cafe, Mission Bay. Price: from \$20 (was \$40). 327 bought.

**Homepage Placement**  
18th - 24th September

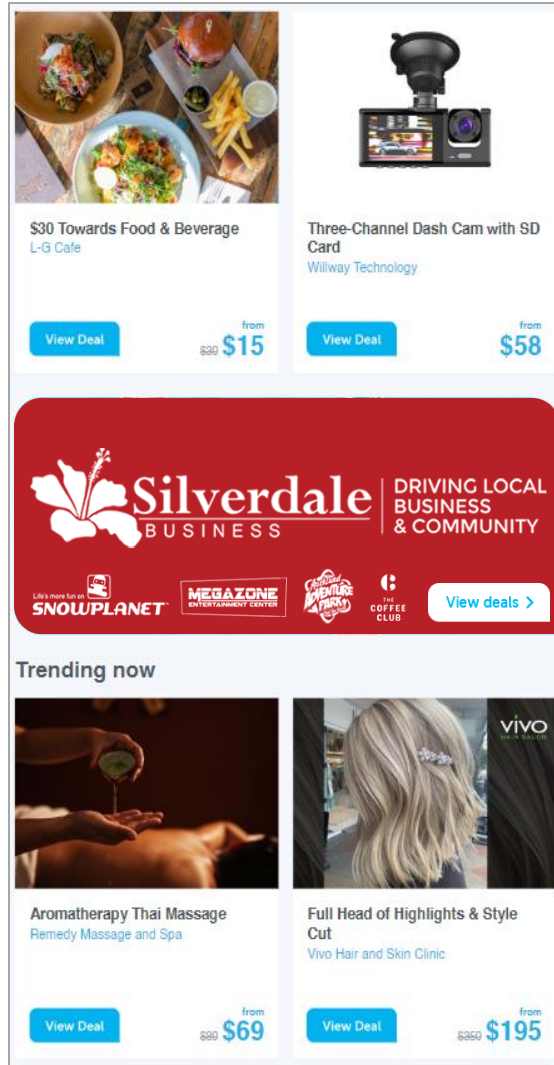
# GrabOne Solus EDM



Media Type: Solus email to 50k subscribers, 18 Sept

Delivery:	Unique Open Rate:	Total Clicks:	Unique Clicks:
99.68%	37.33%	2.18%	1.09%
49,839	18.6K	1,087	543

# GrabOne Collection & Email Banners



Media Type: On site collection page

Collection dates:	Total pageviews	Unique pageviews
6 Sept - 8 Nov	1,685	1,174

Media Type: Email Banner (Auckland & Northland)

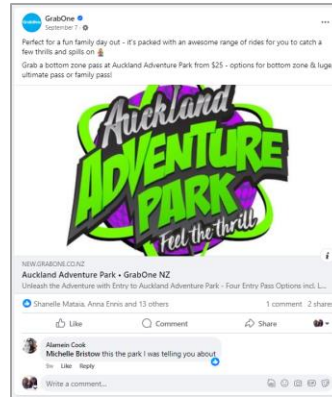
Date:	Delivery:	Unique Open Rate:	Total Clicks:	Unique Clicks:
15 Sept	152,618	35.33%	41	31
29 Sept	135,898	34.23%	11	9
06 Oct	143,030	34.15%	20	20

# GrabOne Facebook



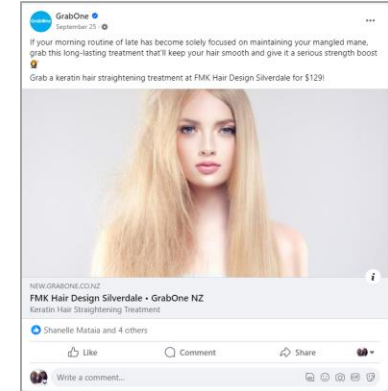
Silverdale Collection  
Send date: 20th September

Reach:	Engagement:	Link Clicks:
7,043	73	26



Auckland Adventure Park  
Send date: 7th September

Reach:	Engagement:	Link Clicks:
12,035	335	244



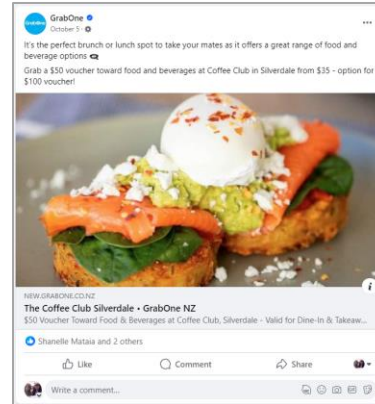
FMK Hair  
Send date: 25th September

Reach:	Engagement:	Link Clicks:
1,121	17	10



Jamaica Blue  
Send date: 7th October

Reach:	Engagement:	Link Clicks:
4,016	48	36



Coffee Club  
Send date: 5th October

Reach:	Engagement:	Link Clicks:
3,667	54	44



Snowplanet

Date:	Reach:	Engagement:	Link Clicks:
27th September	29,498	520	324
9th October	35,412	589	303
13th October	19,350	276	142

\*Top results

# GrabOne Instagram



Media Type: Instagram

Date:	Reach:	Engagement:
19th September	477	4