



MORTARR ANALYTICS REPORT

Q3 • 2018

MORTARR WEBSITE

JULY 1, 2018 - SEPTEMBER 30, 2018

"This is the best website I've ever seen. The variety of the images is great. You have everything I'm looking for."

- Restaurant Developer, Florida

7,590

SITE VISITS

UP 87.1% FROM Q2

2:54

TIME SPENT PER VISIT

1 FULL MINUTE LONGER THAN
INDUSTRY AVERAGE

1,526

PROJECT VIEWS

5,599

USERS

UP 100.4% FROM Q2

35,449

IMAGE VIEWS

UP 405% FROM Q2

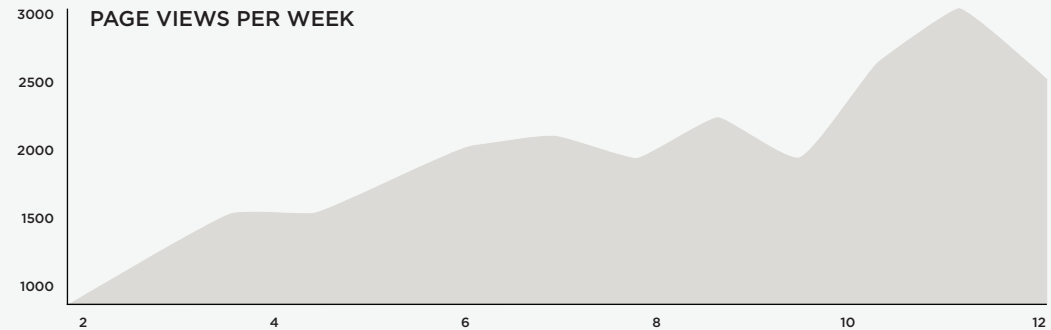
5,203

IMAGES ON MORTARR

UP 73% FROM Q2

24,692

PAGE VIEWS
UP 28.8% FROM Q2

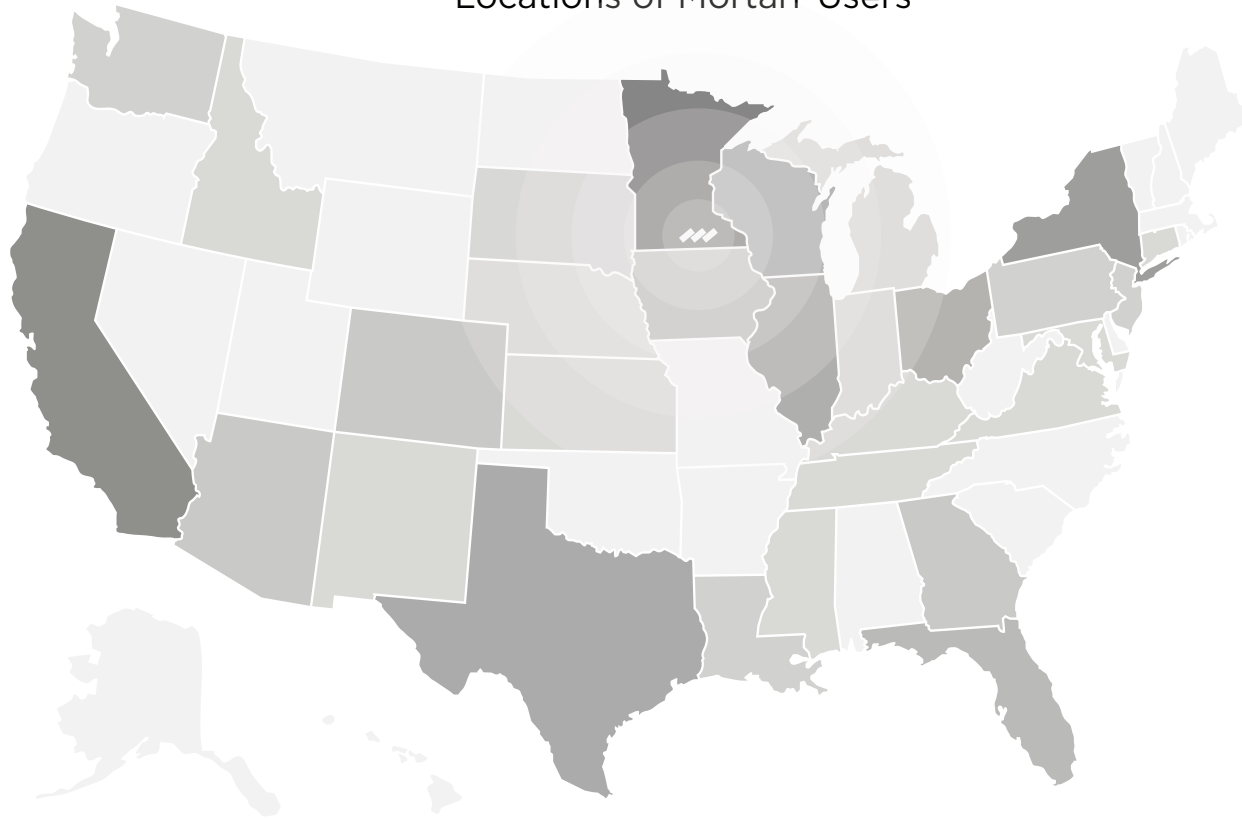


	AVERAGE AUDIENCE	AVERAGE TOTAL COST	ESTIMATED COST PER VIEW	MEASURABLE ROI
MORTARR	8,000/MO	\$194/MO	\$0.02	YES
TRADE PUBLICATION	60,000/PUB	\$8,000/AD	\$0.13 - \$8,000 Depends if they read it ...	NO
TRADESHOW	4,000/SHOW	\$2,750/EXHIBIT	\$0.68	MAYBE

Mortarr gives you measurable reach at a fraction of the cost compared to the unknown metrics of traditional advertising.

SWEEPING THE NATION

Locations of Mortarr Users

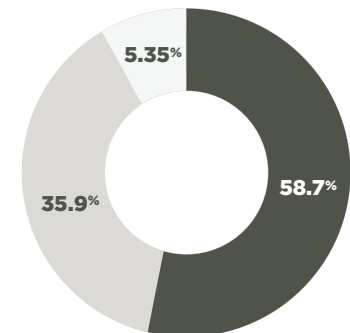


TOP 10 STATES FOR USERS

1. Minnesota
2. California
3. Texas
4. New York
5. Illinois
6. Colorado
7. Florida
8. Georgia
9. Virginia
10. Iowa

HOW ARE PEOPLE VIEWING MORTARR?

Desktop ●
Mobile ●
Tablet ●



USER TYPES

General Contractor | Brand | Dealer | Business Executive | Educator/Student
Sub-contractor | Engineer | Realtor | Entrepreneur | Designer | Developer
Architect | Facilities Director | Manufacturer's Rep + Dealer | Other

MARKETING MORTARR

BRINGING MORTARR TO THE MASSES

Mortarr's marketing team is on a mission to deploy beautifully-designed, data-driven, and story-focused strategies to build a large audience for our platform subscribers.

Mortarr goes big on marketing so you don't have to.

EMAILS DELIVERED

109,919

WEEKLY CTR 37%

34.5% higher click-through rate than the AEC industry average of 2.5%

ADWORDS + SEO

3,199

USERS GAINED
4,086 NEW SITE VISITS

We're tapping into over 5,000,000 monthly Google searches for the types of projects, products, and pros featured on Mortarr.com.

TRADESHOW PRESENCE

Our sales team wishes there was a Mortarr to promote Mortarr. Alas, we're hitting the tradeshow circuit to share the future with the industry.

13 SHOWS ATTENDED
75,000+ IMPRESSIONS

IMPRESSIONS FROM SOCIAL REACH

212,339

UP 357% FROM Q2

MORTARR IN THE CLASSROOM

Initiative to drive adoption among professors and students at schools with Architecture, Design, and Engineering programs.

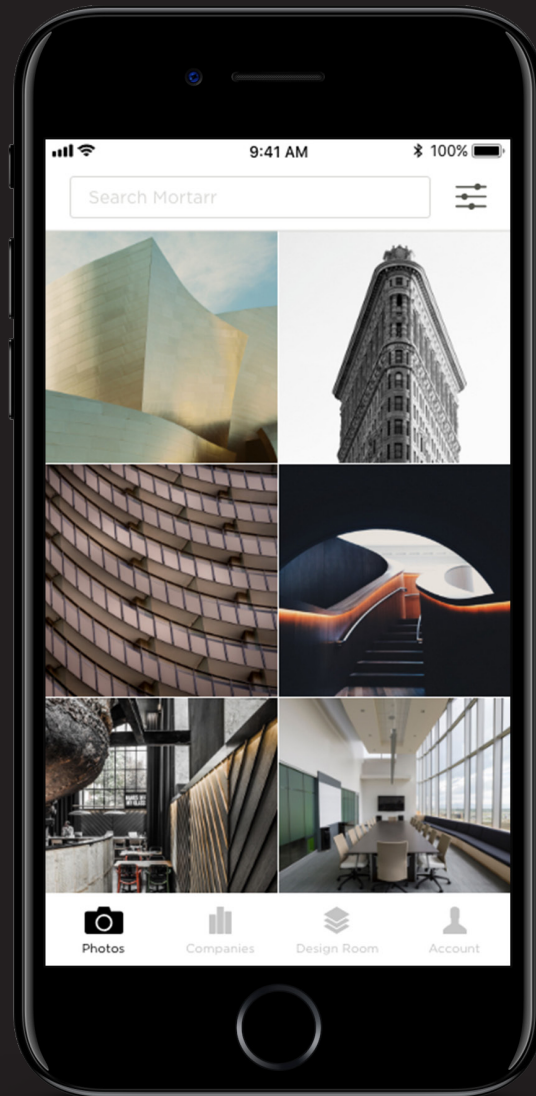


MORTARR-ISTAS

We hit the street with hot beverages to spread the Mortarr message at key office and campus locations.

500+ CUPS OF COFFEE GIVEN
1,500+ IMPRESSIONS GAINED
100 + COMPLIMENTS TAKEN

Mortarr your marketing. Tap into co-branding resources to feature Mortarr on marketing campaigns, websites, trade show materials and more at learninglounge.mortarr.com



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