

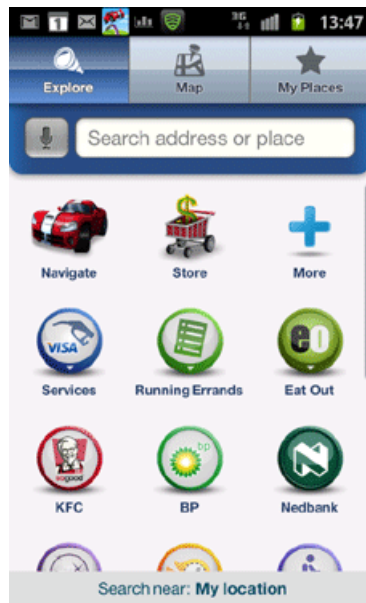
Telmap Navigator - get better results than your current digital platform or you get your spend back!

Issued by [Location Bank](#)

22 Apr 2013

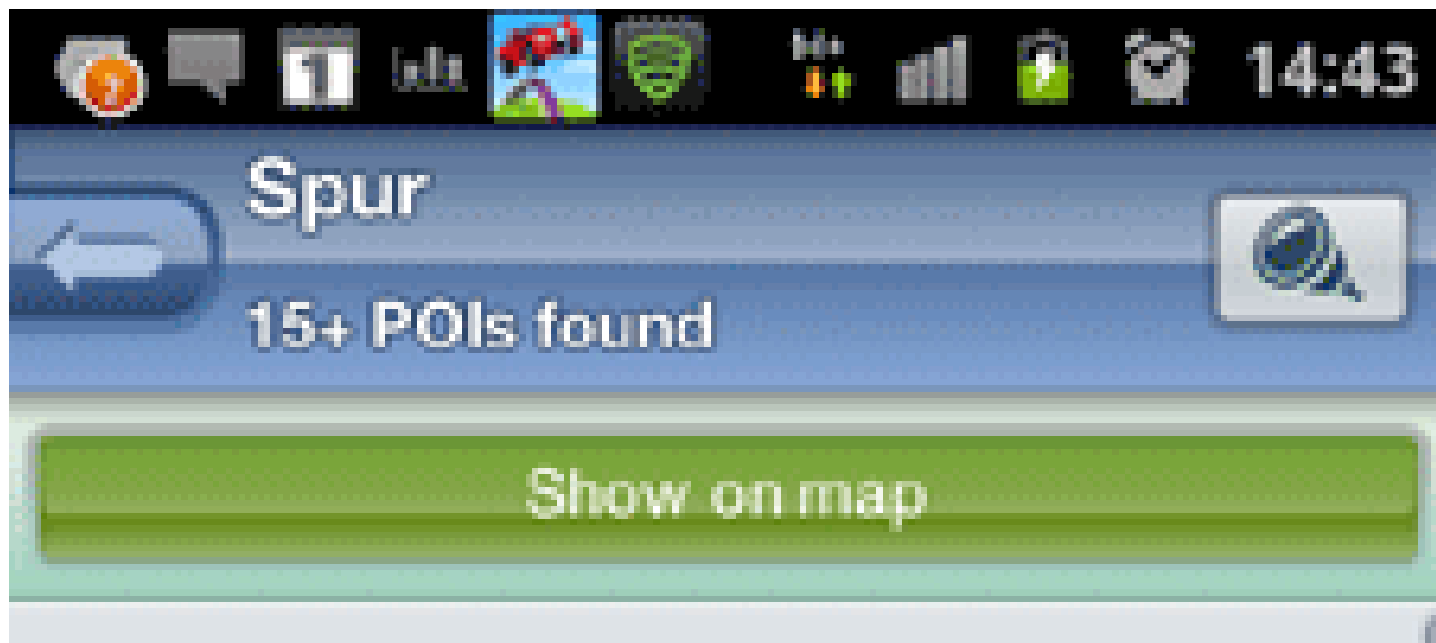
Telmap Navigator, the award winning navigation app is **providing unrivaled advertiser results**.

Telmap has been reporting record-breaking acquisition and click through rates, numbers that simply haven't been seen in the South African market.



A founder client in the fast food arena, for example, is receiving over 3000 **acquisitions per week** via Telmap Navigator. **These aren't just "digital acquisitions" which are difficult to quantify but "drive to" acquisitions leading directly to sales at the till.**

Even more encouraging is the click through rates Telmap Navigator is receiving. In the last few months Telmap Navigator has seen CTR's of 6-8%. This is industry-leading stuff by some distance.



Spur - Golden Spear 3.5 km
Randburg, Johannesburg, City ...



Spur Rosebank 4 km
Baker Street , Johannesburg Cit...



Spur - Texakhana 4.2 km
Oxford Road , Johannesburg Cit...



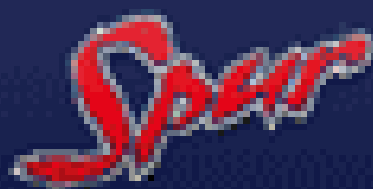
Spur - The Brightwater... 4.8 km
Randburg, Johannesburg, City ...



Spur - Brightwater 5.1 km
Randburg, Johannesburg, City ...

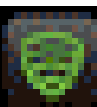


Spur - Sarasota 6.6 km
Jorissen Street , Johannesburg ...

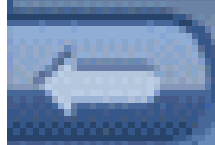


**MONDAY
BURGER**

**BUY ONE
GET ONE
FREE!**
TS & CS APPLY



14:43



Sponsored Search



**BUY ONE MONDAY BURGER
GET ONE FREE!**



THACO
2016



Nearest : 3.4km

Show on Map

Drive to Nearest

☎ +27114768925

Founding partner of BPS, Daryl van Arkel explains *"The reason for the success is that location targeted advertising is instantly more relevant, something we've professed for some time and are now seeing come to fruition. Now that our audience is starting to grow substantially we're seeing real, unrivalled advertiser benefits."*

A big part of the recent explosion is due to Telmap Navigator being preloaded on Vodacom Blackberry smartphones. The preload translated to over 80,000 new users in March taking the total Telmap audience to over 470,000 in just nine months since it was launched.

"This growth trend will continue and we'll have 1 million users by Q4, translating into major traffic and unrivalled ROI for our advertising partners," commented BPS New business Head Tim Bradley.

Bradley continues.. *"We're so confident of our performance that we'll **guarantee** a minimum of 3000 acquisitions per month (Drive, Call, Walk), for relevant retail partners. The potential ROI at R50 per customer is R150,000 and if your customer value is more than R50 you really stand a chance to benefit substantially. **We're also quite happy to put our money where our mouth is...advertisers who spend with us, and have less success than on any of their other digital platforms get their spend back!**"*

This offer is sure to rock the digital media boat and that's exactly what we want to do, van Arkel continues.. *"For years mobile advertising has been a choice of murky blind networks or display on niche players...neither has a "drive me there" option like Telmap Navigator does...and people want the "drive me there" option for retail brands. The Telmap Navigator App is world class, we have a big and fast growing audience and we have a highly relevant location aware tool...so yes we are confident enough to run campaigns on risk and challenge our competitors in the mobile space and give client's a low risk mechanism to test our platform and experience first-hand its benefits".*

As Telmap Navigator's numbers continue to skyrocket exponentially and due to the platform's category exclusivity, marketers have an opportunity to get involved now and "own" part of the most powerful digital media platform in the industry today.

For more information contact Tim Bradley on 072 547 3470

You can download Telmap navigator from your appstore (Android, iPhone, Blackberry) and experience world-class navigation on your phone for free!

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