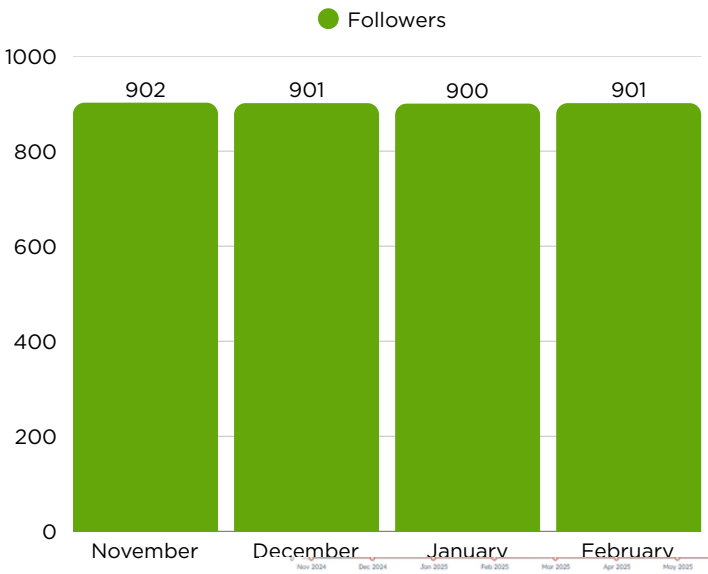
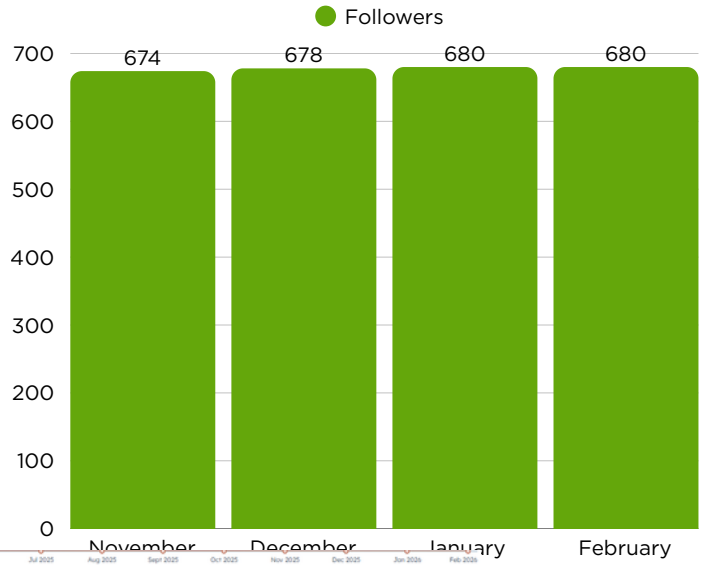
MASTERCRAFT ELECTRICAL

Marketing Dashboard
November 25 - February 26

Social Media



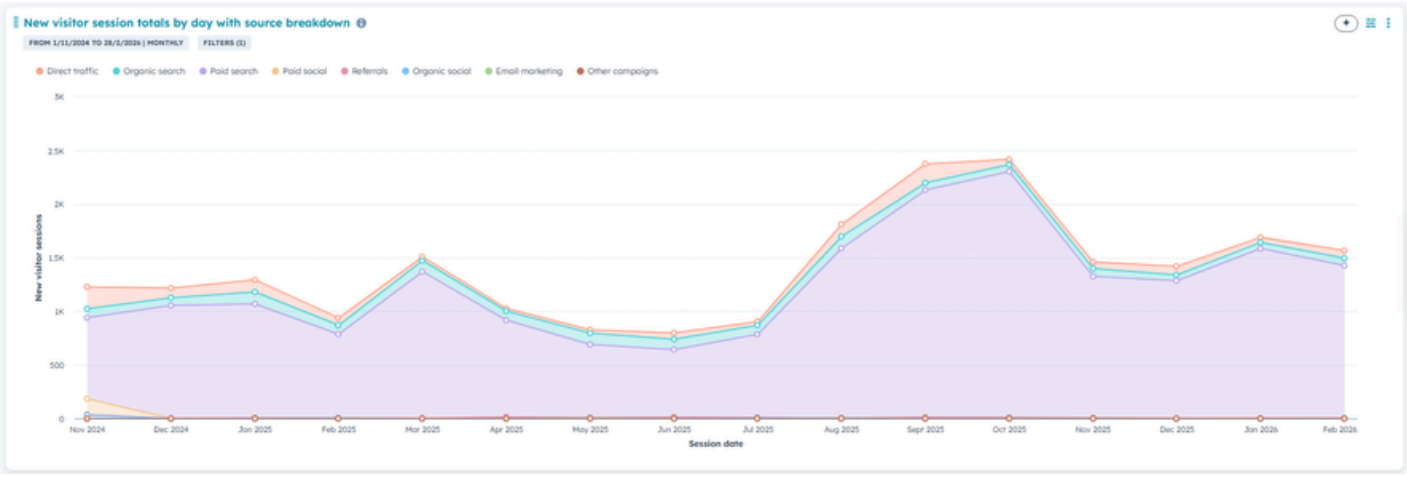


FACEBOOK FOLLOWERS

INSTAGRAM FOLLOWERS

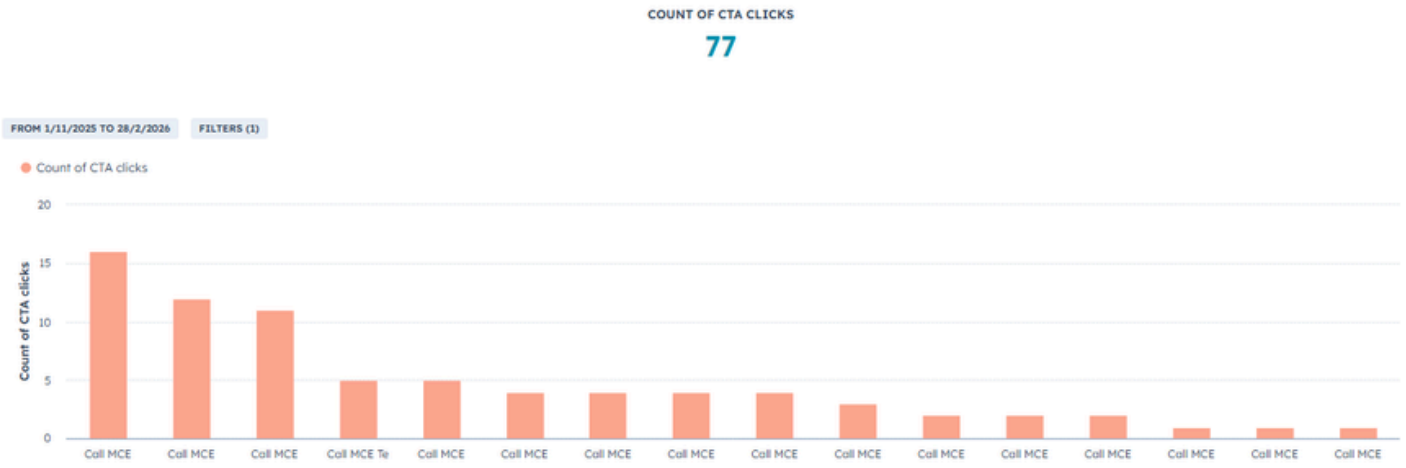
New Website Visitors

This data is stacked, clearly showing paid search continues to be our biggest driver by far. A reduction leading into and over the Christmas period however paid search increasing again in the New Year as we continue to invest higher spend in this area.



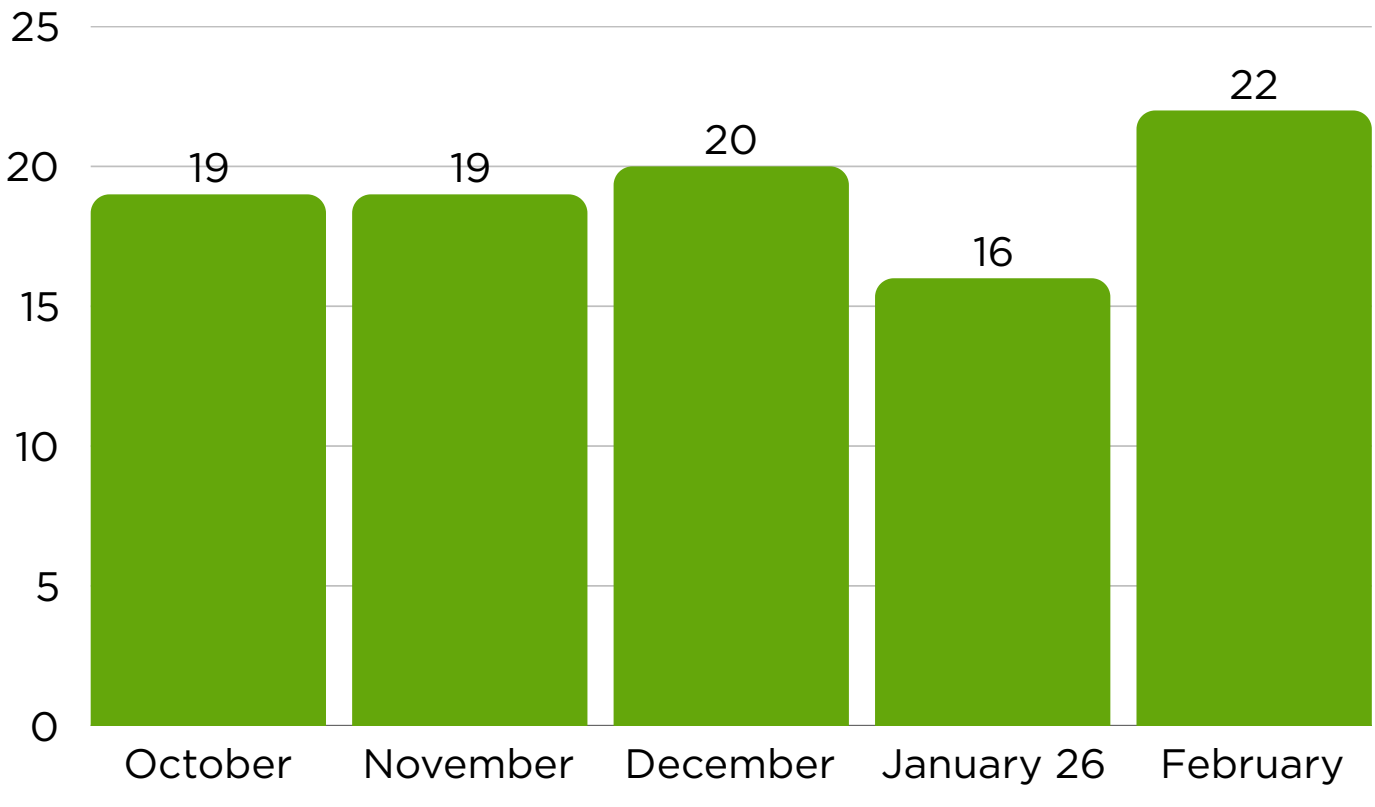
CTA - MCE Call Now Buttons

Below information relates to the period from the end of the last report.



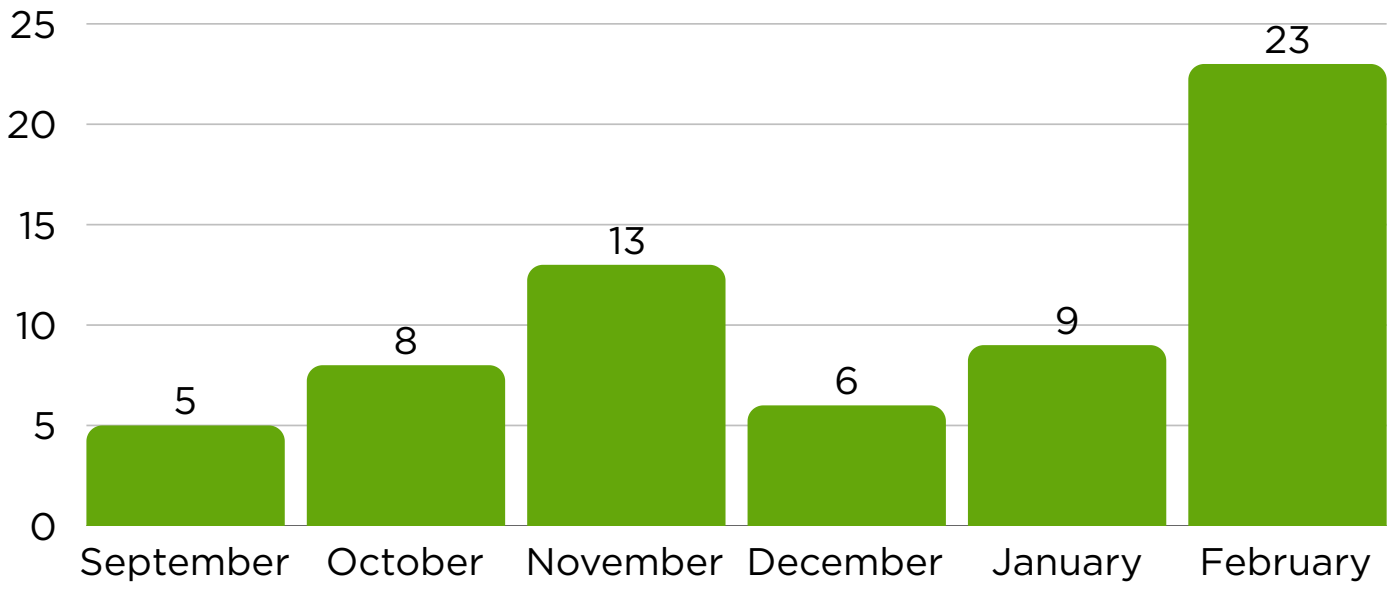
COMBINED CALLS

Total number of calls from all of our MCE Call Now buttons. Numbers have started to stabilise to be real numbers compared to initial reports which included testing of the Call Now button on the website.



MCE Form Fills (last 6 months)

Total number of form fills for our MCE Contact form and our location Switchboard stickers.



Form Enquiry Details (last period Nov - Jan 26)

Date	Enquiry Type	Licensee	Form Type
November	Power connection to garage	Mastercraft Kapiti	Contact
November	Solar Enquiry	Mastercraft North Canterbury	Contact
November	Caravan EWOF	Mastercraft South Auckland	Contact
November	Solar Enquiry	Mastercraft North Canterbury	Contact
November	Heat Pump Enquiry	Mastercraft Wanganui	Switchboard
November	House Wiring	Mastercraft Wanganui	Switchboard
November	Install 3 x Ceiling Fans	Mastercraft Te Puke	Switchboard
November	Supply power to expandable home	Mastercraft Te Puke	Switchboard
November	Solar Enquiry	Mastercraft Hastings	Switchboard
November	Solar Enquiry for Caravan	Mastercraft Hastings	Switchboard
November	Fuse Issues	Mastercraft Te Awamutu	Switchboard
November	Remote Control Gates not working	Mastercraft Cambridge	Switchboard
November	Switchboard Issues	Mastercraft Green Bay	Switchboard
December	Caravan EWOF	Mastercraft Taranaki	Contact
December	Extraction Fan to Bathroom	Mastercraft Timaru	Contact

Date	Enquiry Type	Licensee	Form Type
December	Smartvent Enquiry	Mastercraft North Canterbury	Contact
December	Air Conditioning Enquiry	Mastercraft Te Awamutu	Switchboard
December	Security	Mastercraft Cambridge	Switchboard
December	Power Outlet Fault	Mastercraft Te Awamutu	Switchboard
January	Solar Enquiry	Mastercraft Hastings	Contact
January	Solar Enquiry for Caravan	Mastercraft Tauranga	Contact
January	Solar Enquiry for Van	Mastercraft Tauranga	Contact
January	Solar/Battery System Enquiry	Mastercraft Taranaki	Switchboard
January	Appliance Fault	Mastercraft North Canterbury	Switchboard
January	Heat Pump Enquiry	Mastercraft Kerikeri	Switchboard
January	Lighting	Mastercraft Palmerston North	Switchboard
January	Upgrade House Wiring	Mastercraft Timaru	Switchboard
January	Security	Mastercraft Whitianga	Switchboard
February	Renovation & Rewiring	Mastercraft Palmerston North	Contact
February	Solar for Community Pools	Mastercraft Whitianga	Contact
February	Solar Enquiry	Mastercraft Kerikeri	Contact
February	New Home Wiring	Mastercraft Whangaparaoa	Contact
February	Ventilation	Mastercraft Green Bay	Contact
February	Ventilation	Mastercraft Timaru	Contact
February	HRV Enquiry	Mastercraft Tauranga	Contact
February	Solar Panel Installation	Mastercraft Hastings	Contact
February	General Information	Mastercraft East Tamaki	Renovation
February	General Information		Renovation
February	Solar Upgrade	Mastercraft Kerikeri	Switchboard
February	Smart Vent Maintenance	Mastercraft Kerikeri	Switchboard
February	Solar Installation	Nelson	Switchboard
February	Replacement Element for Dimplex Heater	Mastercraft Palmerston North	Switchboard
February	Mitsubishi Heat Pump Service	Mastercraft Whanganui	Switchboard
February	House Rewire	Mastercraft Whanganui	Switchboard

Date	Enquiry Type	Licensee	Form Type
February	Lighting Upgrade	Mastercraft Whangarei	Switchboard
February	House Power System Check	Mastercraft North Shore	Switchboard
February	Replace Heat Transfer System	Mastercraft North Canterbury	Switchboard
February	Test & Tag Service	Mastercraft Whangamata	Switchboard
February	Electronic Door Bell Install	Mastercraft Wellington	Switchboard
February	Solar Install	Mastercraft East Tamaki	Contact
February	Heat Pump Enquiry	Mastercraft Kerikeri	Contact
Tender Opportunities advised over the Period			
	Taranaki Waste Water Plant	Mastercraft Taranaki	Gets Tender
	Te Puke High School HVAC	Mastercraft Tauranga	Gets Tender
	North Shore Hospital	Mastercraft North Shore	Gets Tender
	BLENZ Lighting Replacement	Mastercraft South Auckland	Gets Tender
	Te Wananga Air Conditioning	Mastercraft Tauranga	Gets Tender
	Pukekawa School Switchboard Upgrade	Mastercraft Franklin	Gets Tender

- 51 Enquiries for the period (November to February)
- Over the past 4 months 20 out 0f 24 licensees have received enquiry
- For the July to October period total enquiry was 26, the last 4-month period comparatively has shown a 96% increase in enquiry

Google Ads

Impressions 2024 vs 2025







Average monthly impression rate (YTD)

Year	Jan - March	Apr - June	July - Sept	Oct - Dec
2024	57058	133024	130111	141926
2025	88200	103935	226699	316078
% Change	+54.6%	-21.9%	+74.2%	+122.7%

Google Ads

Clicks 2024 vs 2025







Average monthly click rate (YTD)

Year	Jan - March	Apr - June	July - Sept	Oct - Dec
2024	419	1.9K	2.6K	2.79K
2025	1.88K	2.58K	6.04K	6.17K
% Change	+348.7%	+35.8%	+132.3%	+121.1%

Social Media Posts



