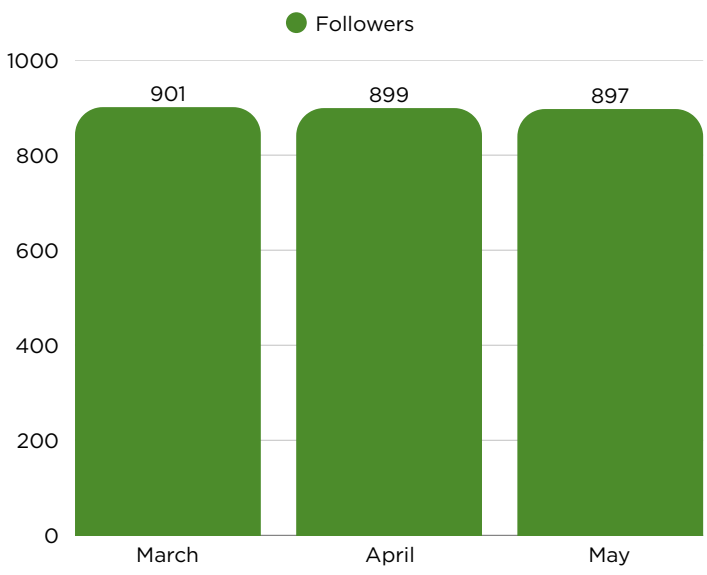
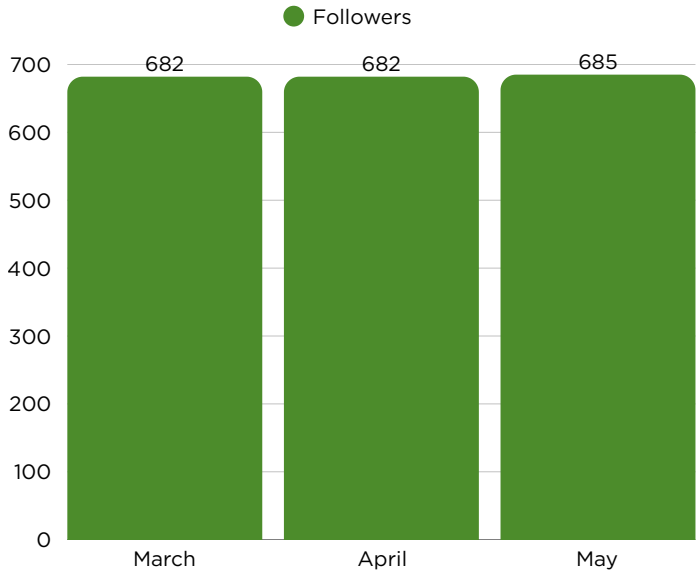
MASTERCRAFT ELECTRICAL

Marketing Dashboard
March 26 - June 26

Social Media



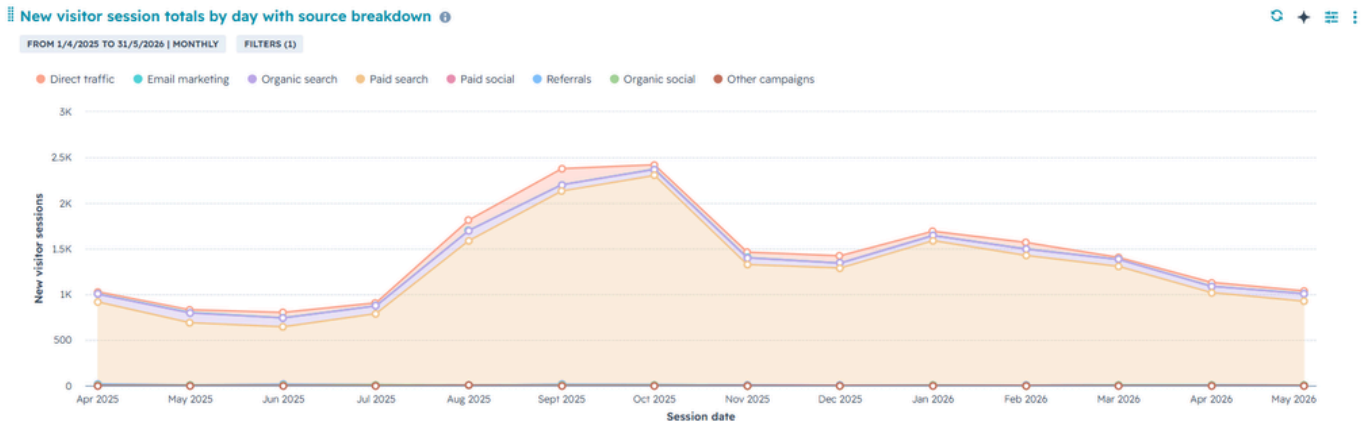


FACEBOOK FOLLOWERS

INSTAGRAM FOLLOWERS

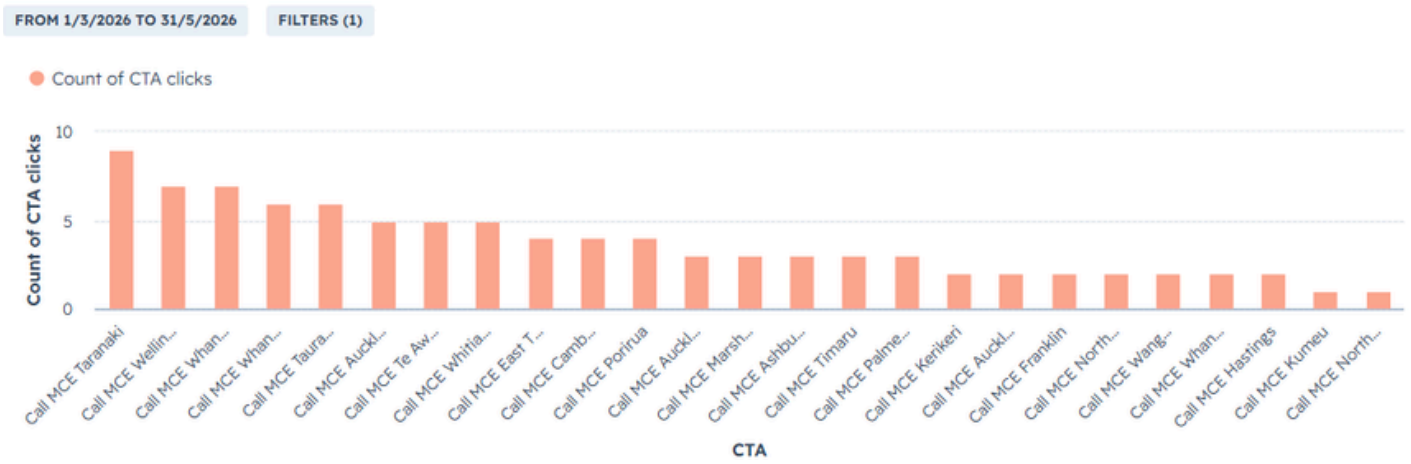
New Website Visitors

Whilst new visitor numbers are increased in comparison to the previous 12 months there has been a noted reduction in 2026 after a siginifcant increase in the second half of 2025. Currently being reviewed.



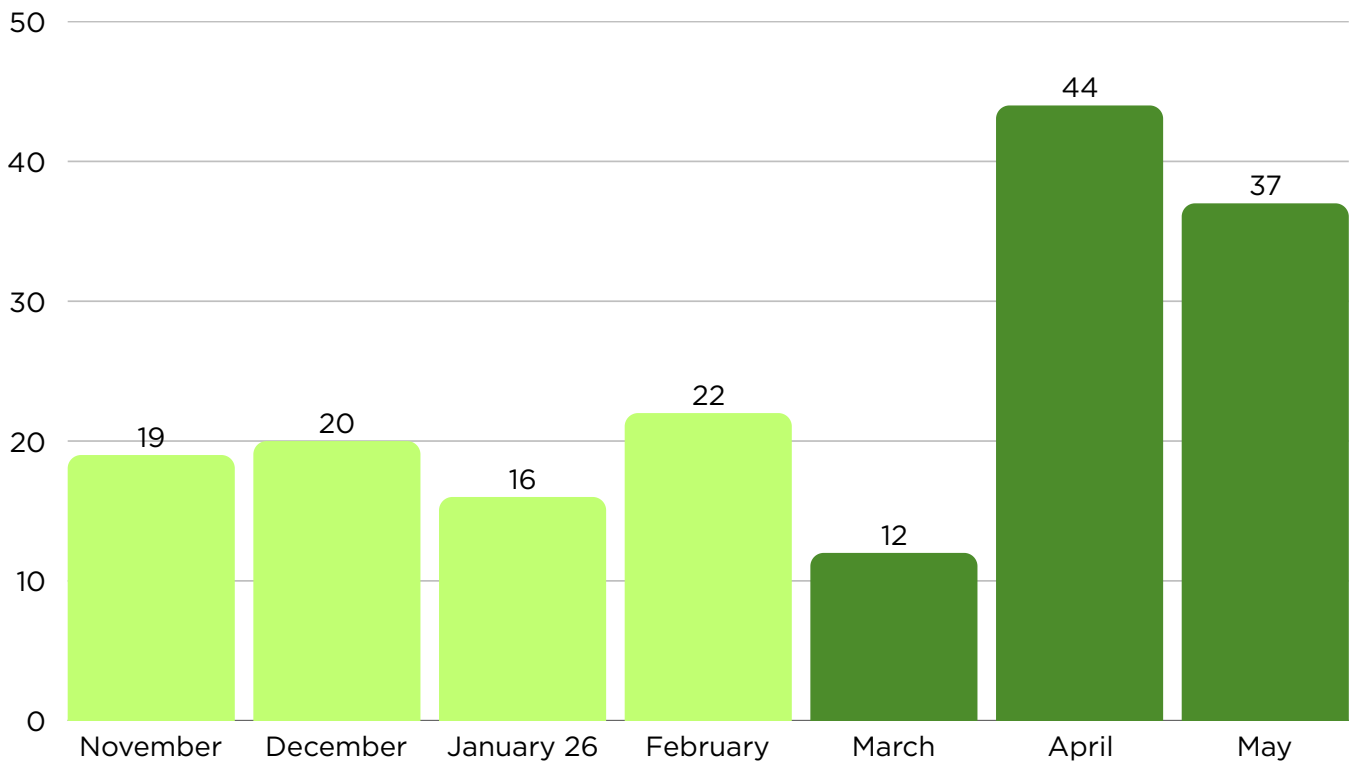
CTA - MCE Call Now Buttons

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



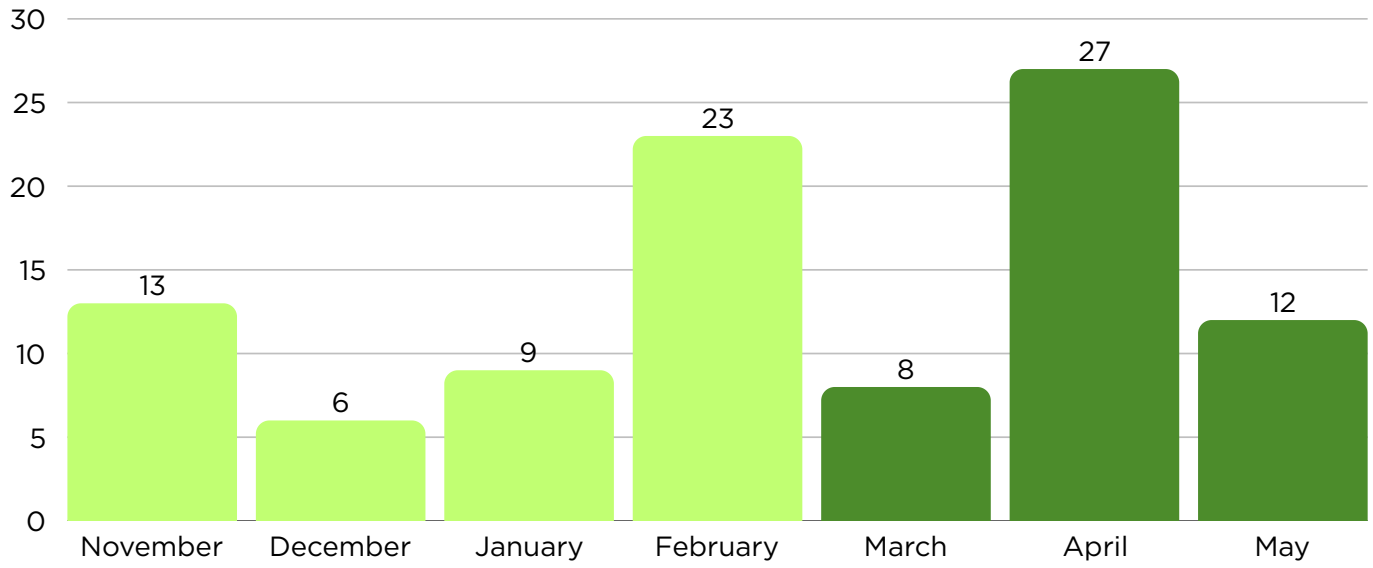
COMBINED CALLS

Total number of calls from all of our MCE Call Now buttons. The last period average call number click per month was 19 as compared to the latest period having increased to 31. This represents a 63% increase in the number of site visitors clicking the call now button.



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
March	Motorhome Inspection	Mastercraft South Auckland	Contact
March	Test & Tag Enquiry	Mastercraft Taranaki	Switchboard
March	Solar Quote	Mastercraft Taranaki	Switchboard
March	Security Alarm Service	Mastercraft Kapiti	Switchboard
March	Underfloor Heating Quote	Mastercraft Whangaparoa	Switchboard
March	Install Oven/Cooktop	Mastercraft Whangamata	Switchboard
March	Heatpump Enquiry	Mastercraft Whangamata	Switchboard
March	HW Heatpump Install	Mastercraft Cambridge	Switchboard
April	Medical Equipment Testing	Mastercraft North Canterbury	Contact
April	Solar Enquiry	Mastercraft Wanganui	Contact
April	Solar Maintenance	Mastercraft Taranaki	Contact
April	Solar Enquiry	Mastercraft Wanganui	Contact
April	EV Charger Install	Mastercraft Tauranga	Contact
April	Heating/Cooling/Ventilation	Mastercraft Whangarei	Contact
April	Heating/Cooling/Ventilation	Mastercraft Taranaki	Contact
April	Solar Enquiry	Mastercraft Whitianga	Contact

Date	Enquiry Type	Licensee	Form Type
April	Light Repacement	Mastercaft Wanganui	Switchboard
April	Additional Power Points	Mastercraft Wanganui	Switchboard
April	Panasonic Heat Pump request	Mastercraft Wanganui	Switchboard
April	Rangehood Installation	Mastercraft Taranaki	Switchboard
April	Enquiry re HWC	Mastercraft Taranaki	Switchboard
April	Extractor Fan	Mastercraft Taranaki	Switchboard
April	Kitchen Extractor Fan	Mastercraft Whangarei	Switchboard
April	Rinnai Fireplace Fault	Mastercraft Whangarei	Switchboard
April	Rangehood Service	Mastercraft Kapiti	Switchboard
April	Security Alarm Service	Mastercraft Kapiti	Switchboard
April	Lighting & Heat Pump Service	Mastercraft Whangaparoa	Switchboard
April	Heat Pump Replacement	Mastercraft North Canterbury	Switchboard
April	EWOF Inspection Service	Mastercraft Wellington	Switchboard
April	Electrical Maintenance Work	Mastercraft Wellington	Switchboard
April	Ventilation Maintenance	Mastercraft Te Puke	Switchboard
April	Heat Pump Service	Mastercraft Te Puke	Switchboard
April	Heat Pump Quote	Mastercraft Timaru	Switchboard
April	Mains Power Installation	Mastercraft Franklin	Switchboard
April	Heat Pump Maintenance	Mastercraft Whitianga	Switchboard
May	Solar Enquiry	Mastercraft Palmerston North	Contact
May	Heat Pump Service	Mastercraft Wanganui	Switchboard
May	Install Security Cameras	Mastercraft Wanganui	Switchboard
May	Heat Pump Relocation	Mastercraft Wanganui	Switchboard
May	New Meterboard	Mastercraft Wanganui	Switchboard
May	Powerpoint Installation	Mastercraft Taranaki	Switchboard
May	Ventilation Control	Mastercraft Taranaki	Switchboard
May	Heat Transfer System	Mastercraft Kapiti	Switchboard
May	Caravan EWOF	Mastercraft North Canterbury	Switchboard

Date	Enquiry Type	Licensee	Form Type
May	Service HRV System	Mastercraft North Canterbury	Switchboard
May	Heat Pump replacement	Mastercraft North Canterbury	Switchboard
May	Heat Pump Maintenance	Mastercraft Whitianga	Switchboard
Tender Opportunities advised over the Period			
	Switchboard Replacement Aparima College	Mastercraft Southland	Gets Tender
	Wiri Rail Depot Roof Solar Farm	Mastercraft East Tamaki	Gets Tender
	Woolworths	Mastercraft Whangarei	Watts & Hughes

- 47 Enquiries for the period (March to May)
- Over the past 3 months 15 out of 24 licensees have received enquiry
- For the previous period (Nov 25 - Feb 26) the average monthly enquires was 13. The current period average is 16 - a 23% increase over the previous period which had shown a signifcant increase aas well.

Google Ads

Impressions 2024 vs 2025





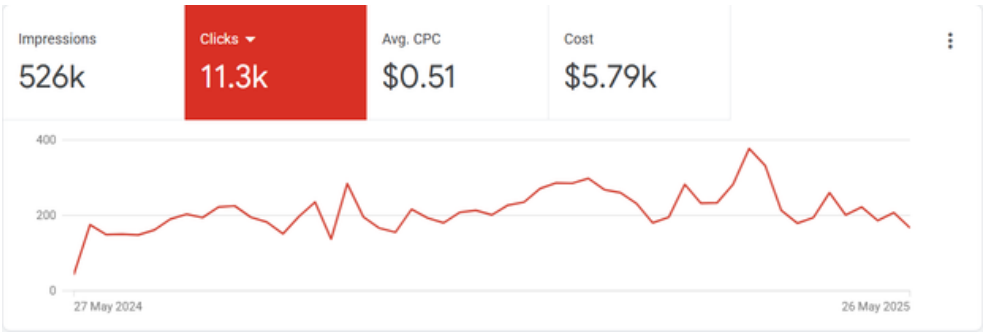


Average monthly impression rate (YTD)

Year	Jun- Aug	Sept - Nov	Dec- Feb	Mar - May
2024	113949	134236	156223	122418
2025	176592	361084	133575	66007
% Change	+54.9%	+169.0%	-14.5%	-46.1%

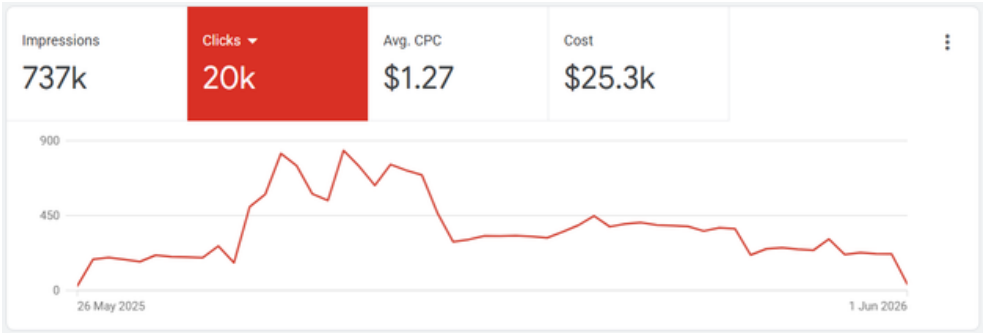
Google Ads

Clicks 2024 vs 2025





Average monthly click rate (YTD)

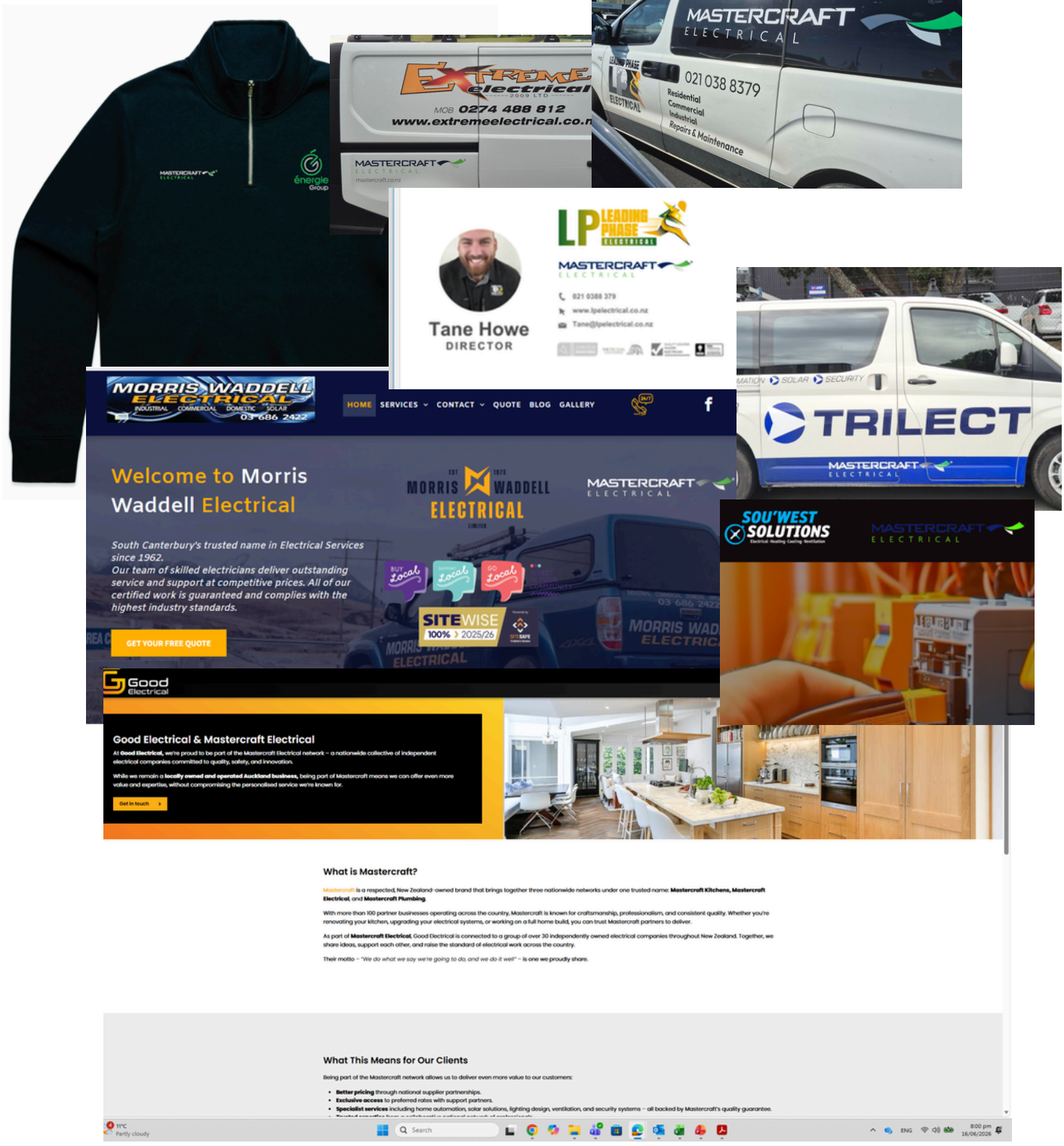


Year	Jun - Aug	Sept - Nov	Dec - Feb	Mar - May
2024	2586	2611	3256	2847
2025	3918	7653	4847	3185
% Change	+51.5%	+193.1%	+48.9%	+11.9%

Social Media Posts



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While we remain a locally owned and operated Auckland business, being part of Mastercraft means we can offer even more value and expertise, without compromising the personalised service we're known for.
Get in touch
What is Mastercraft?
Mastercraft is a respected, New Zealand-owned brand that brings together three nationwide networks under one trusted name: Mastercraft Kitchens, Mastercraft Electrical, and Mastercraft Plumbing.
With more than 100 partner businesses operating across the country, Mastercraft is known for craftsmanship, professionalism, and consistent quality. Whether you're renovating your kitchen, upgrading your electrical systems, or working on a full home build, you can trust Mastercraft partners to deliver.
As part of Mastercraft Electrical, Good Electrical is connected to a group of over 30 independently owned electrical companies throughout New Zealand. Together, we share ideas, support each other, and raise the standard of electrical work across the country.
Their motto – "We do what we say we're going to do, and we do it well" – is one we proudly share.
What This Means for Our Clients
Being part of the Mastercraft network allows us to deliver even more value to our customers:
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Exclusive access to preferred rates with support partners.
Specialist services including home automation, solar solutions, lighting design, ventilation, and security systems – all backed by Mastercraft's quality guarantee.