THE DISCOVERY HALO

BUDVIZION × DISPENSARY 1 APPLE MAPS PERFORMANCE
APRIL – OCTOBER 2026

68.5K
DISPENSARY 1 IMPRESSIONS

+42%
GROWTH

+2.2K
DISPENSARY 1 IMPRESSIONS

+5%
GROWTH

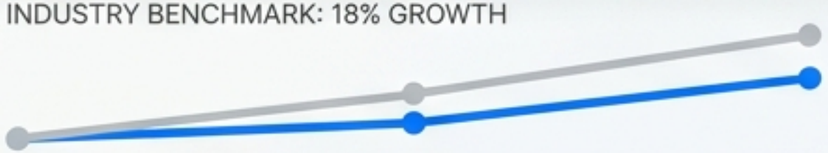
31.2K
CATEGORY SEARCHES

78%
DOMINANCE

30K
CATEGORY SEARCHES

2.0%
DOMINANCE

INDUSTRY BENCHMARK: 18% GROWTH



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Gemini Notebook

From Invisible to Market Leader



Growth in Apple Maps search-result taps from April baseline (17) to October peak (2,342).

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Powering the Halo Effect



Step 1: Budvizion Profile

Active digital presence with an embedded Apple Maps link.



Step 2: Applebot Crawl

Algorithmic indexing of HLS livestreams and profile data.



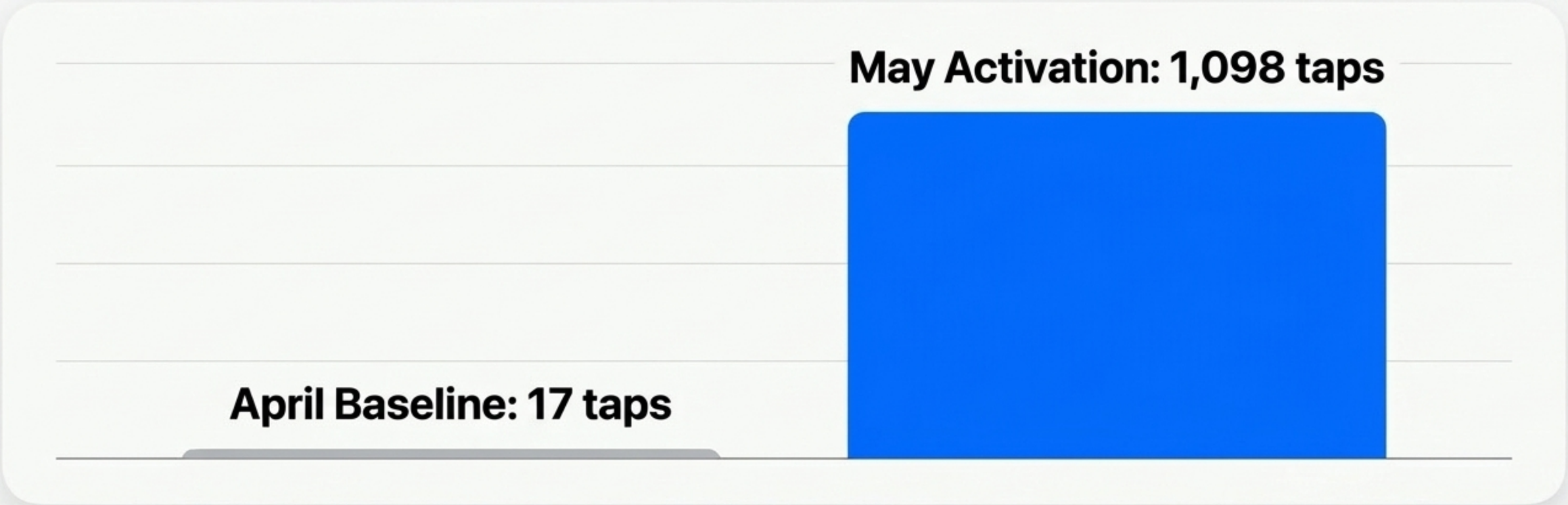
Step 3: Maps Surge

Exponential increase in native iOS ecosystem discovery.

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Immediate Activation Impact

Following the Budvizion profile activation, active discovery jumped immediately—establishing a new baseline of traffic overnight.

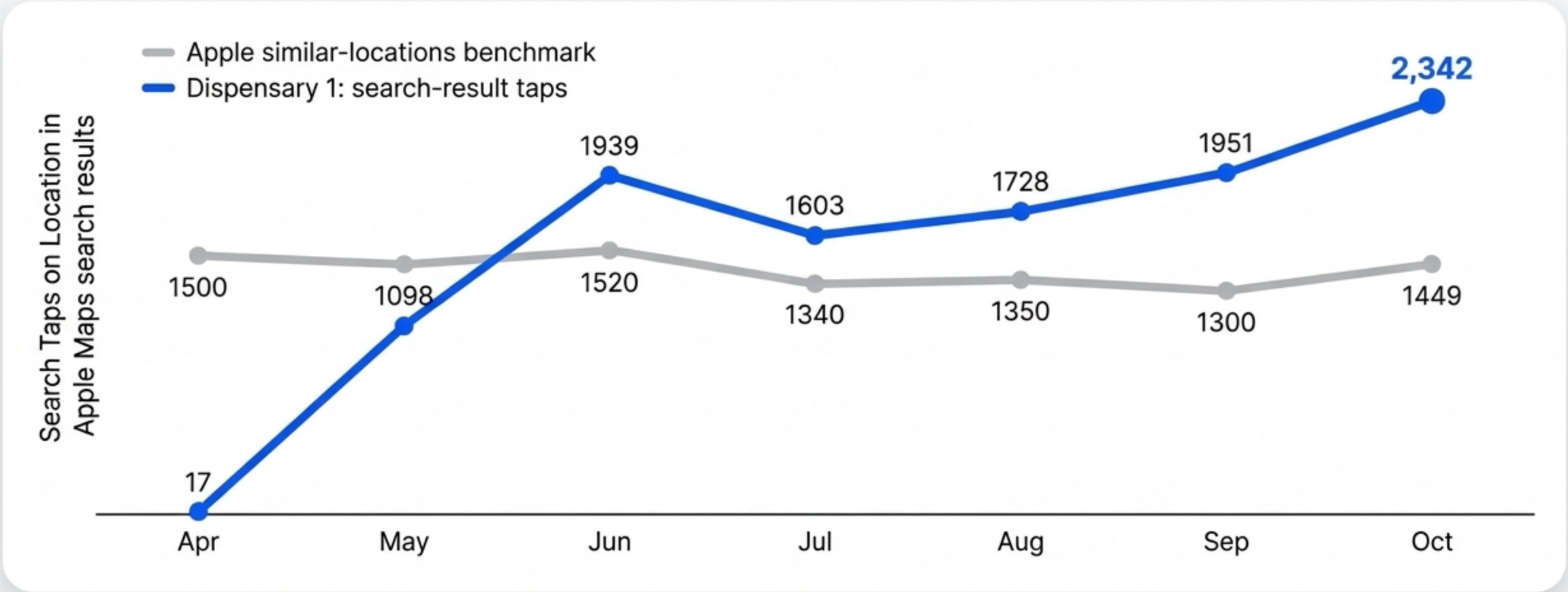


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Leaving the Benchmark Behind

June Crossover: Surpassed Apple's similar-location benchmark by +25.7%.

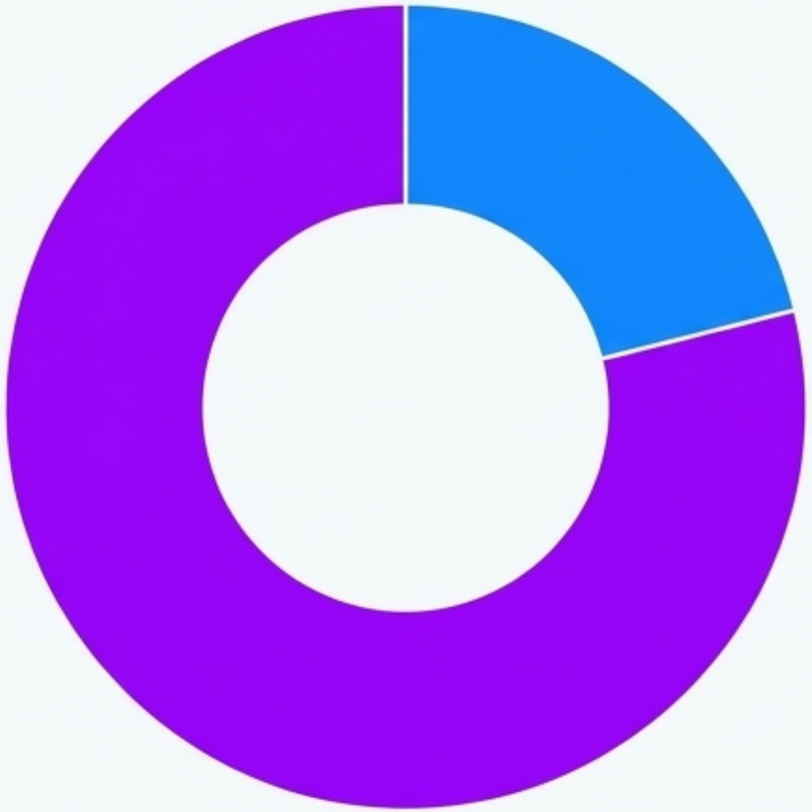
October Peak: Extended the lead to +61.6% above the market average (2,342 vs 1,449 taps).



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Driven by Discovery, Not Just Brand Awareness

The Budvizion halo captures massive volumes of net-new users searching the broader category.



77.8%

Unbranded Discovery: 1,823 searches from users looking for generic Category, Product, or Service terms.

21.3%

Brand Intent: 500 searches from users explicitly looking for the Name or Brand.

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Eyeballs to Engagement

Users aren’t just seeing the name; they are stopping, exploring, and engaging with the profile.

Place-Card Views

2,638

total views in October

+97.2% growth compared to May

+65.0% above the similar-location benchmark (1,599)

Photo Interactions

265

interactions in October

+64.6% above the similar-location benchmark (161)

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High-Intent Downstream Actions

October 2026 Peak Engagement

Grounding digital visibility in hard commercial value. These are real customers initiating physical visits and direct brand contact.



825

Direction Requests



535

Website Clicks



30 Shares & 29 Calls

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The Budvizion Advantage

Exponential Growth

137x Baseline

Search taps grew from **17** to **2,342** in six months.

Market Dominance

+61.6% vs Benchmark

Consistently outperformed similar locations from June onward.

Net-New Discovery

77.8% Unbranded

Overwhelmingly driven by generic category searches, capturing new audiences.

Commercial Intent

825 Navigations

Translated digital awareness into physical store visits and active website clicks.

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