APRIL – OCTOBER 2026 PERFORMANCE DATA

The Budvizion Discovery Halo

Driving a 137x Increase in Apple Maps Engagement for Multi-Location Retailers

Gemini Notebook

From Static to Exponential

137.8x

+13,676.5% Increase

In just **six months**, Budvizion's activation transformed a near-dormant baseline of **17 search taps** (April) into a peak of **2,342 search taps** (October).

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The Pre- vs. Post-Integration Reality

April 2026 - Baseline

Search Volume:	**17 Taps**
Market Position:	**-98.9%** (Below Benchmark)
Profile Status:	**Unlinked / Pre-Activation**

October 2026 - Peak

Search Volume:	**2,342 Taps**
Market Position:	**+61.6%** (Above Benchmark)
Place Card Views:	**2,638 Views**

Represents absolute gain of +2,325 monthly taps following the Budvizion web integration.

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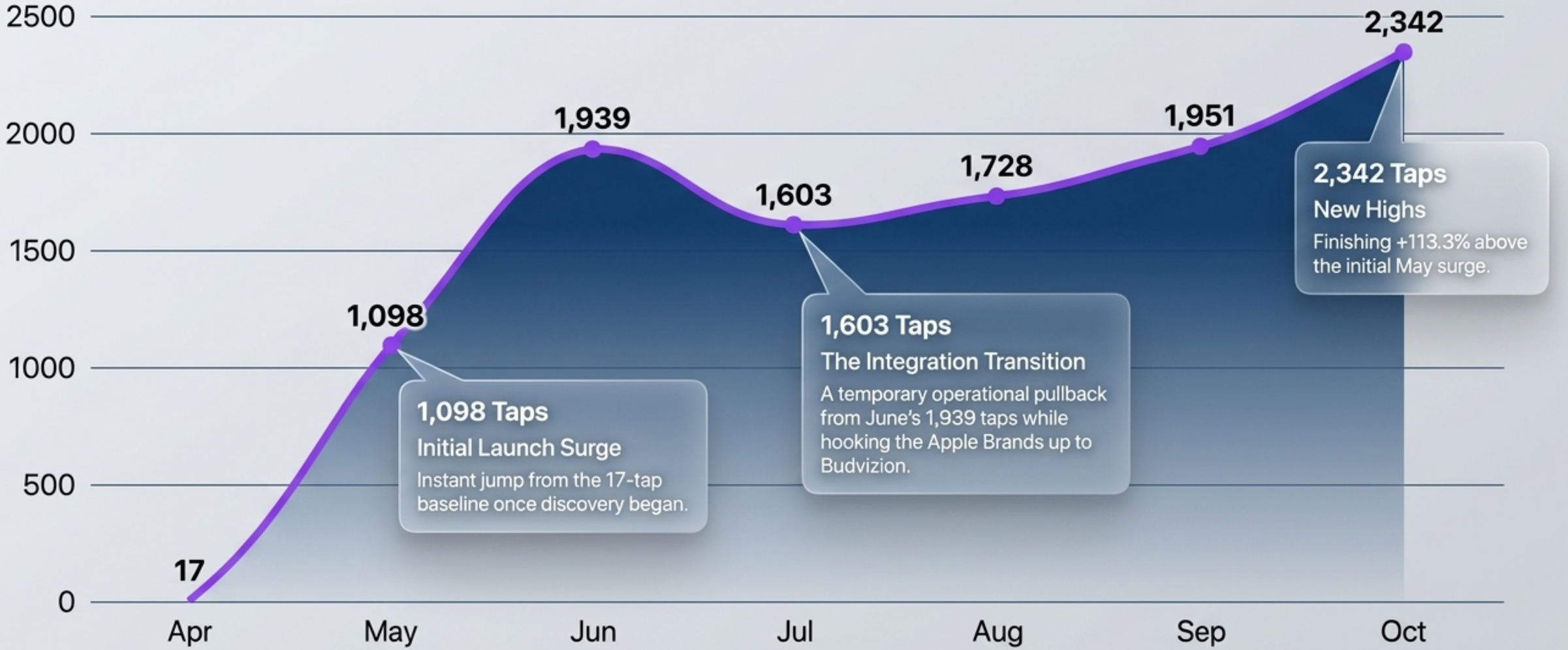
Anatomy of the Discovery Halo



While this demonstrates a massive correlated commercial signal, it represents a discovery halo effect driven by exposure, rather than a proven, direct algorithmic ranking pipeline.

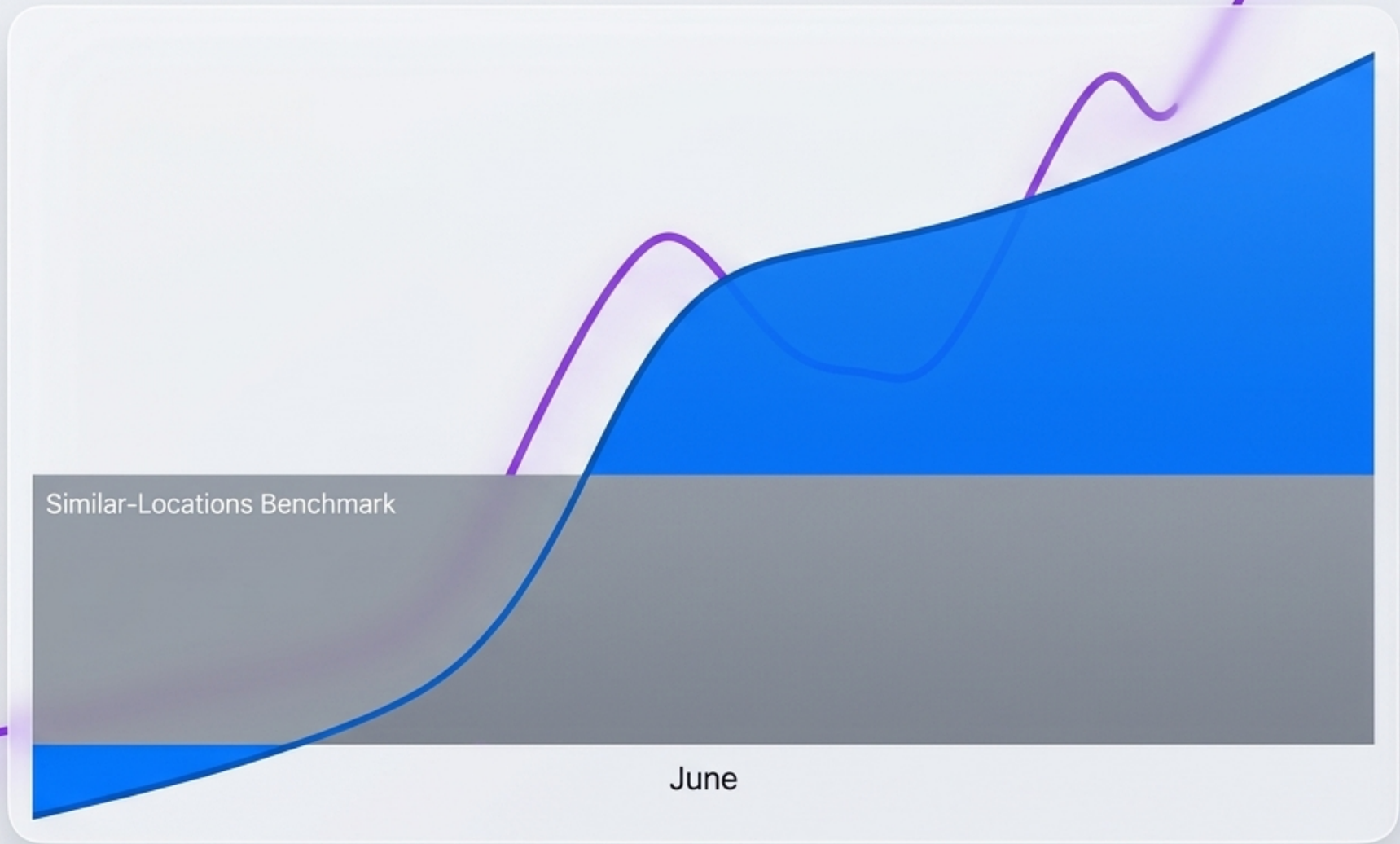
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The 6-Month Trajectory



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Breaking the Market Benchmark



+61.6%

above the October benchmark (2,342 vs. 1,449).

10,661

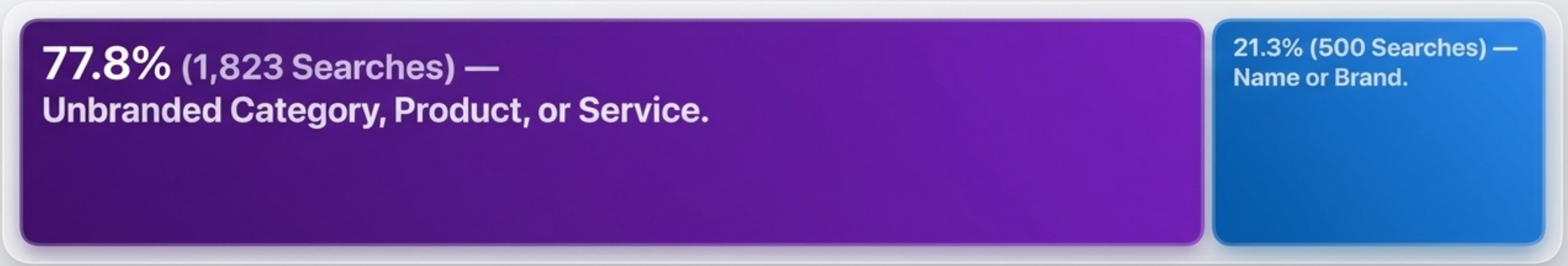
total location taps recorded across the May–October period, generating a 25.2% gap over the benchmark's 8,512 taps.

In June,

the location surpassed the Apple baseline for the first time (+25.7%) and remained dominant through the entire reporting period.

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Capturing Net-New Discovery



77.8% of October discovery came from broad category searches. Budvizion isn't just generating clicks from people who already know the brand; it is funneling generic market demand directly to the location.

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Downstream ROI & Commercial Intent (October)

Place-card views rose to 2,638 in October (**+97.2%** from May).

825 Directions

265 Photos

535 Website

29 Calls

30 Shares

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The Power of the Halo



Connecting Apple Brands to Budvizion triggers a self-sustaining cycle of local market capture. By driving 137x more search traffic—and converting unbranded generic searches into hundreds of direct website visits and route requests—the platform redefines location discoverability.

Data sourced from Apple Business Insights (Apr–Oct 2026).

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