



Visitor Blueprint

Sample Venue • Anytown, ST

You're #5 in a 8-venue market — the field grew 5.8% while you grew just 5%.

Based on 7.4x conservative ROAS — with portfolio-proven performance of 11x–21x — Raydius projects \$254K in first-year value on your media investment.

This blueprint shows where the market moved, where Raydius should start first, and how success will be proven after launch.

Current 90: Dec 2025 – Feb 2026 • YoY same 90: Dec 2024 – Feb 2025



Your Position

#5 of 8

in the live competitive set

Your Audience Change

5%

vs market at 5.8%

Your Audience Share

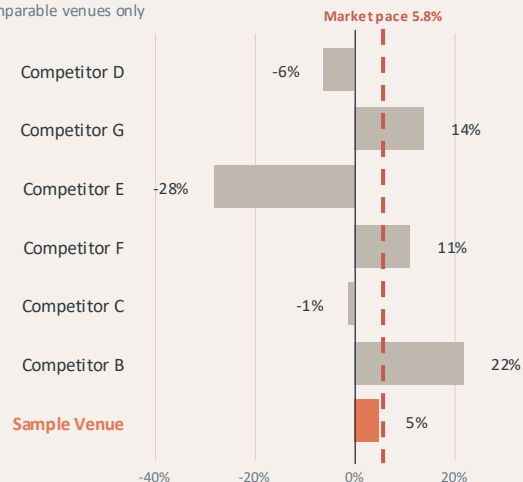
8%

was 9.2% last year (-1.2pp)

The like-for-like market shifted 5.8% YoY. Sample Venue moved 5%. Meanwhile, New Entrant entered the market and now hold 12% of live-market visitors.

YoY Audience Change vs Market Pace

Comparable venues only



Competitive Landscape

Location	Visitors	Visits	Freq	Audience Share	Trip Share
Sample Venue	25,776 (+5%)	31,174 (-1%)	1.21x	8.0% (-1.2pp)	7.8% (-1.8pp)
Competitor B	124,093 (+22%)	148,117 (+26%)	1.19x	38.4% (+0.4pp)	37.1% (+1.1pp)
Competitor C	60,128 (-1%)	82,394 (-2%)	1.37x	18.6% (-4.1pp)	20.6% (-5.1pp)
Competitor D	45,230 (-6%)	52,791 (-6%)	1.16x	14.0% (-4.0pp)	13.2% (-4.0pp)
New Entrant	39,652 New	50,384 New	1.27x	12.3% New	12.6% New
Competitor E	14,383 (-28%)	16,183 (-23%)	1.13x	4.4% (-3.0pp)	4.1% (-2.4pp)
Competitor F	8,913 (+11%)	10,834 (+13%)	1.22x	2.8% (-0.2pp)	2.7% (-0.2pp)
Competitor G	5,264 (+14%)	7,367 (+8%)	1.40x	1.6% (-0.1pp)	1.8% (-0.2pp)

Share deltas compare live field to same-season comparable baseline.

Losing ground in a growing market

The comparable market grew 5.8% YoY. Sample Venue grew 4.9%, trailing the field — meaning competitors captured a larger share of new demand while Sample Venue fell behind.

ISSUE 1

Market share compression

Audience share moved from 9.2% to 8.0% (-1.2pp) while new entrants fragmented the field.

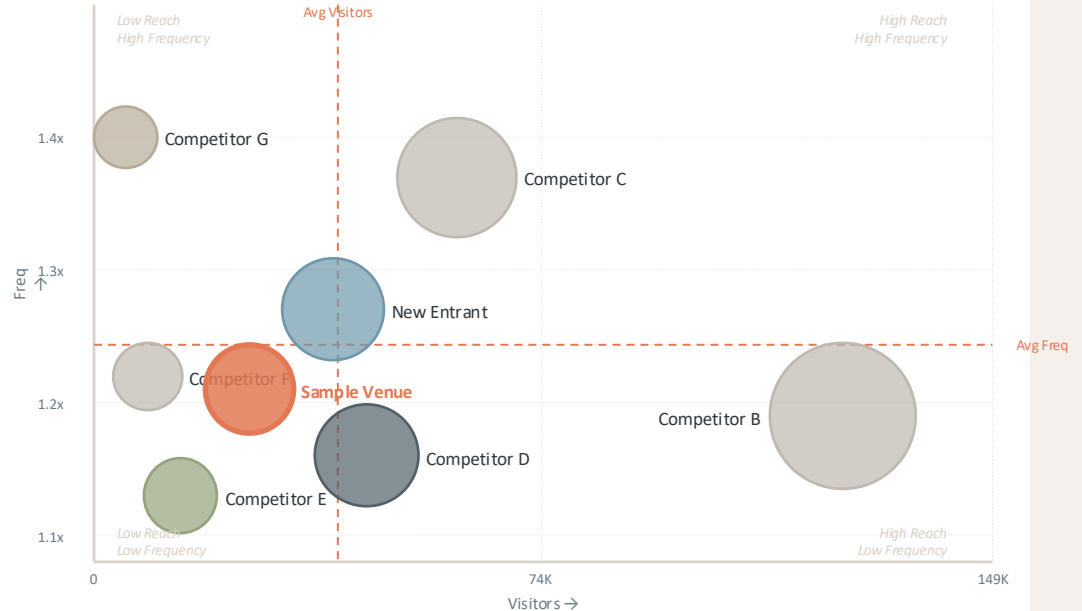
ISSUE 2

Frequency holding steady

Visit frequency is stable at 1.21x, suggesting the audience that returns remains engaged. The problem is reach, not retention.

Live-Market Bubble Diagnostic

Visitors (X) × Visit Frequency (Y) × Visits (bubble size)



There are 18,488 quarterly market visits in Oakdale — and concentrated media can move your share.

Our active clients have demonstrated 6pp of annual share growth through targeted activation. The same approach applies across 9 first-wave ZIPs.

10001 • Oakdale

Sample Venue currently captures 27.5% of 18,488 quarterly market visits here.

Based on proven portfolio performance, concentrated media is projected to generate ~1,108 incremental visits per year.

Your capture today

27.5%

Projected after media

33.5%

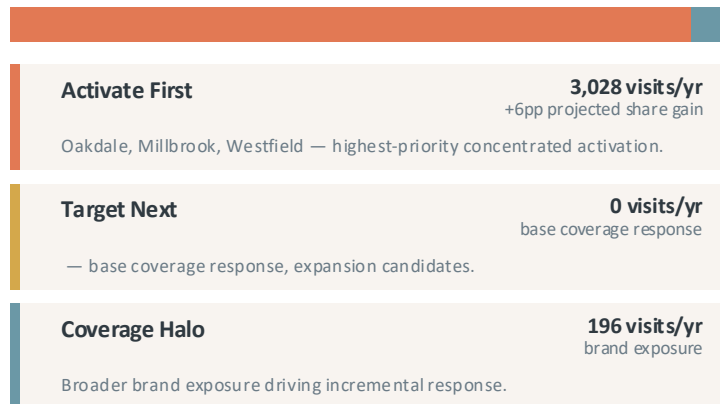
Projected share movement



This projection is based on demonstrated results from our active client portfolio— not a theoretical model.

This pattern repeats across your market

Concentrated media generates share movement in 9 primary ZIPs, with coverage response in 3 additional areas:



What activates first, what comes next, and why the queue is structured this way.



Phase 1 queue

Activate First

9 ZIPs • 50,469 VDI

10001	Oakdale	Win Back	Opp 85 • VDI 18,488 • 12m
10002	Millbrook	Conquest	Opp 76 • VDI 9,802 • 15m
10003	Westfield	Conquest	Opp 57 • VDI 4,277 • 22m
10004	Riverside	Conquest	Opp 52 • VDI 3,114 • 29m
10005	Riverside	Conquest	Opp 49 • VDI 2,877 • 21m

+ 4 more in Appendix A1

Target Next

0 ZIPs • Scalable next ring

Why we know this works

Demonstrated results from active Raydius clients:

Zero Gravity — Mounds View, MN

Share: 13% → 22% (+8.5pp / 15 mo) • 20x ROAS at \$1,557/mo

810 Billiards — Myrtle Beach, SC

Share: 43% → 48% (+5.0pp / 9 mo) • 11x ROAS at \$2,039/mo

City Fun Center — Poway, CA

Share: 7.5% → 8.1% (+0.6pp / 2 mo) • 21x ROAS at \$1,641/mo

Projected for Sample Venue

Projected first-year value

\$254K

Based on 7.4x ROAS

Support Geography extends the plan and is detailed in Appendix A2 / A3.

Your Trade Area & Activation Geography

Where the data comes from and where concentrated media activates.



Activation summary

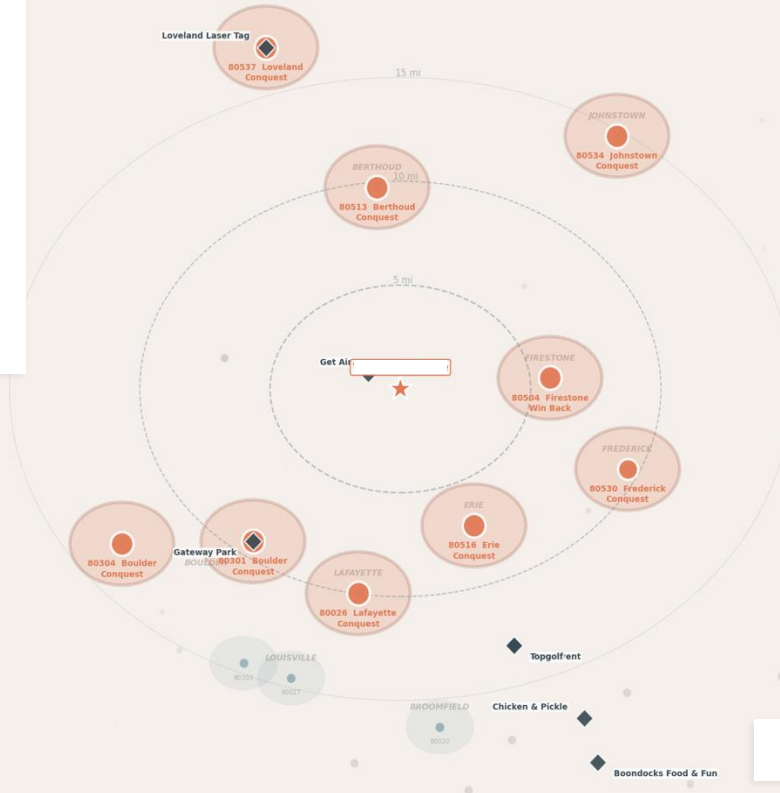
■ Activate First

- 10001 Oakdale — Win Back
- 10002 Millbrook — Conquest
- 10003 Westfield — Conquest
- 10004 Riverside — Conquest
- 10005 Riverside — Conquest
- 10006 Fairview — Conquest

■ Target Next

■ Coverage Halo

- 3 ZIPs — brand exposure



Proof in Practice

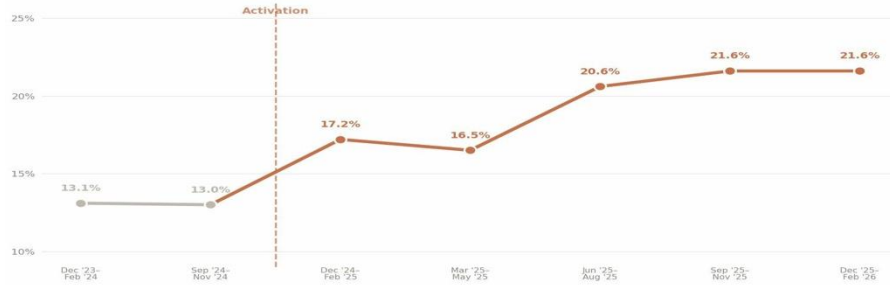
How Raydius produced measurable results for an FEC like yours.



Zero Gravity Adventure Park

Mounds View, MN • Activated December 2024 • \$1,557/mo media

Audience share trajectory



+8.5pp

Audience share gain
13.1% → 21.6%

+43%

Revenue growth
Full-year 2024 → 2025

20x

ROAS on media
\$1,557/mo spend

+43% calendar-year revenue growth driven by concentrated ZIP-level activation. Closed-loop POS attribution: 1,440 tracked online purchases + 5,138 tracked in-store visits.

WHAT YOUR REPORTING LOOKS LIKE

Every quarter, Raydius delivers a Visitor Generation Report measuring the same metrics shown in this blueprint — populated with your real data.

Visitor Generation Report — Q4 2025

Zero Gravity Adventure Park • Mounds View, MN

Overall Score

128.4

↑ from 104.2 at launch

Momentum

Improving

3 consecutive quarters

First-Wave Share Gain

+4.1pp in activated ZIPs

Baseline → current in 6 target ZIPs

Since-Activation Lift

+8.5pp overall (13.1% → 21.6%)

15-month cumulative share movement

Revenue Growth

+43% year-over-year

Full calendar year 2024 → 2025

Media Efficiency

20x ROAS at \$1,557/mo

Concentrated ZIP-level activation

This is the exact format your quarterly report will follow — same metrics, your data, delivered after Month 3.

Business Impact & Projected Opportunity

What concentrated media activation is projected to produce in the first 12 months.



Projected 12-Month Opportunity

\$254K

projected first-year value

Based on 7.4x conservative ROAS applied to your \$34.3k annual media investment, adjusted for your market conditions. Portfolio-proven ROAS: 11x–21x.

Revenue estimated from market signals (confidence C). Projections recalibrate with verified revenue.

Market Context

Behind Market Pace

The comparable-market pace view grounds the story and explains why media activation matters now.

Expected at market pace

33,437

Current actual

31,174

Current-90 pace gap

-2,263

At \$25.17 per visit, that equates to about \$57.0k of current-90 market-pace whitespace.

Market pace is diagnostic context. The projected opportunity is calibrated to proven media response.

Projected Response by Tier

Opportunity from concentrated media at 1.5pp/quarter response rate across 4 quarterly windows.

Activate First (9 ZIPs)

3,028 visits/yr

50,469 VDI • Oakdale, Millbrook, Westfield — full media response rate.

Target Next (0 ZIPs)

0 visits/yr

0 VDI • Base-media coverage response from managed geography.

Coverage Halo (3 ZIPs)

196 visits/yr

13,137 VDI • Brand exposure halo in surrounding areas.

Results typically accelerate through the first year. Initial trajectory visible at 90 days; projection reflects cumulative effect observed across active clients (11x–21x ROAS).

ACCOUNTABILITY

Raydius measures itself against what the market data says should be happening — and reports the difference every quarter.

What gets measured

- ▶ Overall audience capture vs the comparable market
- ▶ Trip capture and visit momentum quarter to quarter
- ▶ First-wave share gain in the activated ZIP plan
- ▶ Estimated incremental value vs market-pace expectation

Overall Score

98.4

Visible today

Momentum

Improving

Visible today

LAUNCH STATUS

First-Wave Share Gain

Becomes visible after activation baseline forms

Since-Activation Lift

Becomes measurable after 6+ months

Estimated Incremental Sales / Value

Becomes reliable with 12+ months and value calibration

Launch / Early Monitoring

Baseline forms. Score and momentum visible.

Early Proof

Share gain and since-activation lift turn on.

Mature Reporting

Full score, incremental value, 12-month proof.

The first 90 days

From contract to first proof window

Week 1–2

Market activation

Managed-geography base turns on. 9 first-wave overlay ZIPs go live. Baseline starts forming.

Week 3–4

First signals appear

Raydius monitoring begins tracking visitor flow, visit frequency, and share movement in the activated ZIPs.

Month 2–3

Early proof builds

First comparable window forms. Overall Score and Momentum become visible. Share movement in target ZIPs starts to emerge.

Month 3+

First reporting cycle

Full Visitor Generation Report delivered with official score, target-area performance, and the first real read on what's working.

THE OPPORTUNITY

\$254K

Projected first-year value

Based on 7.4x conservative ROAS

Portfolio proven: 11x–21x

THE INVESTMENT

\$2.9k/mo

Active Now media recommendation

+ \$2.5k/mo partnership fee

THE PROOF

Quarterly reporting with official score,

share movement, and incremental value tracking.

First full report arrives after Month 3.

Ready to Activate this Market?

Acquisition Opportunity Queue

Where Raydius targets concentrated media activation.



ZIP	City	Strategy	Queue Signals	Audience Share	Proj. Visits/yr	Lost Visits/yr	Drive	Why It Matters
10001	Oakdale	Win Back	Opp 85 • VDI 18,488 • 12m	27.5% Δ -3.7pp	1,108	-2,736	12m	Losing 2,736 visits/yr — recapture from 18,488 VDI at 12min
10002	Millbrook	Conquest	Opp 76 • VDI 9,802 • 15m	10.8% Δ 4.9pp	588	—	15m	9,802 VDI — large untapped audience at 15min
10003	Westfield	Conquest	Opp 57 • VDI 4,277 • 22m	11.1% Δ 7.6pp	256	—	22m	4,277 VDI — large untapped audience at 22min
10004	Riverside	Conquest	Opp 52 • VDI 3,114 • 29m	9.6% Δ 4.4pp	188	—	29m	3,114 VDI — large untapped audience at 29min
10005	Riverside	Conquest	Opp 49 • VDI 2,877 • 21m	23.7% Δ 3.7pp	172	—	21m	2,877 VDI — large untapped audience at 21min
10006	Fairview	Conquest	Opp 45 • VDI 2,847 • 22m	26.2% Δ 3.7pp	172	—	22m	2,847 VDI — large untapped audience at 22min
10007	Greenhill	Conquest	Opp 42 • VDI 1,854 • 21m	15.6% Δ 3pp	112	—	21m	112 visits projected from 1,854 VDI at 21min
10008	Meadows	Conquest	Opp 41 • VDI 4,131 • 38m	13.8% Δ 9.6pp	248	—	38m	4,131 VDI — large untapped audience at 38min
10009	Brookton	Conquest	Opp 40 • VDI 3,079 • 33m	14% Δ 4.3pp	184	—	33m	3,079 VDI — large untapped audience at 33min

All figures annualized. Proj. Visits = VDI × 1.5pp quarterly response × 4 windows × tier factor. Lost Visits = annualized YoY share erosion. Results typically accelerate — initial trajectory visible at 90 days.

Sample Venue • Dec 2025 — Feb 2026

Other Managed Geography Queue

Support, protect, and defend without repeating the acquisition story.



ZIP	City	Strategy	Audience Share	Visit Freq	Drive	Role in Plan
SUPPORT GEOGRAPHY — Areas that extend reach around the first-wave queue.						
10010	Elmwood	Halo	0.9%	—	—	Trade area ZIP extending managed coverage
10011	Lakewood	Halo	0.9%	—	—	Trade area ZIP extending managed coverage
10012	Riverside	Halo	0.9%	—	—	Trade area ZIP extending managed coverage
PROTECT — Areas where Raydius should hold share.						
10013	Anytown	Protect	41.6% / Δ 3.1pp	1.22x	3m	Leading share (41.6%) in a high-demand ZIP worth holding
10014	Anytown	Protect	51.7% / Δ 5.9pp	1.44x	15m	Leading share (51.7%) in a high-demand ZIP worth holding
10015	Creekside	Protect	54.1% / Δ 35.8pp	1.44x	35m	Leading share (54.1%) in a high-demand ZIP worth holding

Activation & Market Investment: Active Now

What the engine recommends activating now and how the market is covered.



The managed-geography base stays on, and the first active ZIPs receive dedicated overlay support first.

How activation works

Managed-Geography Base

Always-on market coverage

Full managed geography covered before overlays scale.

Active Now ZIP Overlays

Dedicated first-wave investment

Concentrated pressure in the highest-priority ZIPs now.

Target Next at Base Coverage

Ready to promote next

Base-covered until expanded overlay funding is added.

Current recommendation ladder

Minimum

\$1.75k / mo

Lowest viable structure.

Base \$0.74k

Overlay \$1.00k

2 ZIPs

Active Now

\$2.86k / mo

Engine-derived recommendation.

Base \$0.74k

Overlay \$2.12k

9 ZIPs

Accelerated

\$3.42k / mo

Deeper per-ZIP funding for faster signal.

Base \$0.74k

Overlay \$2.67k

9 ZIPs

Full Market

\$4.71k / mo

Full opportunity activation — the expansion path after proof.

Base \$0.74k

Overlay \$3.96k

9 ZIPs

Active Now ZIPs

9

Overlay / mo

\$2.1k

Base Coverage ZIPs

12

Target Next

0

Engine-based recommendation using the current Phase 1 plan.

ZIP Overlay Recommendation & Expansion Path

Which ZIPs get overlay funding now, and what unlocks if investment scales.



Active Now ZIP Overlay

ZIP / City	Strategy	Overlay	Pool %	Why now
10001 Oakdale	Win Back	\$500/mo	24%	VDI 18,488
10002 Millbrook	Conquest	\$500/mo	24%	VDI 9,802
10003 Westfield	Conquest	\$211/mo	10%	VDI 4,277
10004 Riverside	Conquest	\$150/mo	7%	VDI 3,114
10005 Riverside	Conquest	\$150/mo	7%	VDI 2,877
10006 Fairview	Conquest	\$150/mo	7%	VDI 2,847
10007 Greenhill	Conquest	\$150/mo	7%	VDI 1,854
10008 Meadows	Conquest	\$155/mo	7%	VDI 4,131

+ 1 more active ZIPs — see Appendix A1 for full queue.

What Activates Next

Rec. overlay at full activation

0 Target Next ZIPs — base-covered now, weighted overlay recommendation when activated:

Next Budget Step: Accelerated

\$3.4k/mo

Adding \$557/mo increases capture investment rate from 8% to 12% (Conquest) and 12% to 18% (Win Back) across all 9 active ZIPs. Deeper per-ZIP funding accelerates signal and shortens time to proof.

Full Market Activation

\$4.7k/mo

Dedicated overlay funding for all 9 acquisition ZIPs (9 Activate First + 0 Target Next) at standard capture rates. All-in: \$7.2k/mo.

Data Source	All visitor, visit, and trip-frequency metrics are derived from Placer.ai, which estimates foot traffic from a mobile-device panel extrapolated to the full population. Placer.ai is the industry standard for location analytics.
Visitors vs Visits	Visitors measure unique audience capture (people); Visits measure total trips (a proxy for revenue behavior). Audience Share= your percentage of unique visitors. Trip Share = your percentage of total visits. A single visitor making 3 trips = 1 visitor, 3 visits.
Comparable vs Live Market	The Comparable Market Set includes venues present in both the current and year-ago windows — used for all official scoring and YoY analysis. The Live Market Set adds new entrants for current-state diagnostics.
Trade Area	Built from trailing 12-month visitor-origin data. ZIPs accumulate to 70% of client visitors. Once established, the trade area is locked for 12 months to provide a stable measurement frame.
Target Stack & Managed Geography	Activate First = highest-confidence first-wave ZIPs. Target Next = second wave, overlay-ready when investment scales. Support Geography = halo and protect ZIPs.
Action Labels	Conquest = net-new audience opportunity. Win Back = recapture where share weakened YoY. Protect = hold strong share. Defend = reinforce share under competitive pressure.
Opportunity Score	Composite 0–100 index: demand (30%) + drive time (25%) + competitive density (15%) + YoY erosion (15%) + repeat potential (10%) + audience gap (5%). Above-benchmark ZIPs receive a penalty mitigated by YoY erosion.
Media-Response Model	Projected opportunity is calibrated to demonstrated performance from Raydius active clients (11x–21x ROAS). The hero projection applies a conservative 7.4x ROAS to annual media spend, adjusted $\pm 20\%$ by market-specific mechanics (VDI concentration, proximity, share position, VPV, competitive trajectory). The underlying share-response model uses 1.5pp quarterly response. Pre-calibration: base ROAS will shift to P10 of observed distribution once 10+ clients with 6+ months are in the VGR registry.
Value Language	Projected Annual Response = $VDI \times \text{response rate} \times \text{tier factor} \times 4 \text{ quarters}$. This represents the visit-share dimension of media impact. Active client results consistently exceed modeled projections. Market Pace Gap = separate diagnostic context, not the opportunity number.
Reporting Cadence	Raydius delivers a Visitor Generation Report each quarter with official score, share movement in target ZIPs, and incremental value tracking. The first full report arrives after Month 3.