



POKÉMON GO

Marketing Tracking Sheets

This document contains 3 ways to track your Pokémon Go marketing campaigns on paper. Print out the sheet that corresponds to the tracking style you want to use. The goal is to help small business owners understand how effective their own campaigns are performing. In time, it is our hope that documents like this can be replaced with integrated software tracking from Niantic / The Pokémon Company / Nintendo or other groups.

BASIC TERMINOLOGY:

- Pokéstops – These are pre-selected destinations where players can get extra items to play the game. Lures (described below) can only be placed at Pokéstops for now.
- Gyms – These are pre-selected destinations that act as arenas in the game where Pokémon are trained and do battle.
- Lure Modules (Lures) – These are in-game items that can be purchased and ‘dropped’ at a Pokéstop to attract Pokémon. They cost \$0.99 and last for 30 minutes each.
 - Cost Breakdown: In game purchases are made with “Pokécoins” these cost \$0.99 per 100. Each Lure Module costs 100 Pokécoins.
 - In a typical 8 hour day you could ‘drop’ 16 Lure Modules costing roughly \$16
 - Your store / shop must be a Pokéstop for this to be effective. If not contact us at <http://WinnerWinnerChickenDinner.co> and we’ll help you figure out other ways to attract Pokécustomers.



Tracking Only Lure Drop Times:

DATE: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

Time: _____

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