mirage | LOCAL MARKET EXTENSION

Fall 2026

NORTH-EAST DEALERS · LAUNCH OCTOBER 1

More people calling and walking into your store this fall.

Mirage runs the advertising near your store. You take the calls and sell the floor.

WHY MIRAGE

The power of our brand and ecosystem

Tens of thousands a day
visit miragefloors.com and our dealer locator looking for flooring.

Sent to your store
Directions, your phone number and a link to your website.

Only Mirage can retarget them
We bring shoppers who visited our site to you during the campaign.

What Mirage does for you

- **Ads carry your store name and address** — not just the Mirage brand. Shown on social, search and display to people near your store.
- **Your own Mirage dealer page** with your address, hours, phone and current promotions.
- **A tracked phone line** — every call from the campaign is recorded and answered by you.
- **Consumer campaign form fills sent straight to you.** Registration opens before the promotion — every registration is a lead with name and contact details.
- **The fall promotion is done for you.** Creative, rebate offer, sample fulfillment requests and early-registration form fills are all handled — nothing to build.
- **Nothing to manage.** No logins, no ad accounts, no agency. One short report a month: ads shown, calls, directions, form fills and sample request leads.



THIS FALL'S OFFER

Hardwood Flooring Sale

Oct 1 – Nov 14, 2026

Shown near your store, with your name and address on every ad.

How it works: shoppers register and claim the rebate online; Mirage manages it all.

Spring 2026 results · North-East dealers

2.3 million	360+	670+
times a Mirage ad was shown near a North-East store	phone calls to North-East stores from Mirage pages and ads	"get directions" requests to a North-East store

13 participating North-East stores, March–June 2026. Individual store results vary.

What we need from you

1. **Confirm your store.** Your address, phone number and website URL.
2. **Feature Mirage on your website.** Shoppers we send are looking for the brand and the fall offer.
3. **Say yes by September 22.** We need two weeks to set up your page and phone tracking.



A North-East store's active area.

Ready to be part of the Fall 2026 program?

Reply to Kevin, or call — it takes one conversation to get set up.

Kevin
North-East Territory Lead, Mirage