

# Solution Overview

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Take Control of  
How Customers  
View You Online



Build Your  
Business's  
Brand



Drive More  
Traffic Online  
and Offline



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## Take Control of How Customers View You Online

Incorrect online business listings are costing you sales. And just like any business asset, whether it be your storefront real estate, inventory, or credit card information, you need to protect your business's online presence so that your customers can always find you. That's where we come in.

Our listings solution is the only one in the market that protects the way your critical business information is displayed online, through direct database integrations with 60+ leading maps, apps, search engines, and social networks. With our solution, you can take full control of your business information across the web, suppress any duplicative information, and make updates to key information in real-time.



**43 %**

of businesses in the US have at least one incorrect or missing address across major online directories.



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## Build Your Business's Brand

In today's online world, consumers want to spend their money with businesses they trust. That's why it's more important than ever that you not only take control of your online business information, but build brand awareness too. Make your business stand out from the rest with help from our enhanced listings capabilities. Tout your in-store promotions and seasonal coupons with our patented Featured Message. Generate and publish more content for your business like photos, videos, menus, and more, across sites like Facebook, Foursquare, and MenuPages. And share your unique story, with business descriptions and staff bios.

Listen in on what your customers are saying about you in one place with help from our review monitoring capability. And with our reporting features, create custom reports so that you can analyze the performance metrics that matter most to your business.



## Drive More Traffic Online and Offline

Numbers don't lie — your customers are ready and looking to buy. But if they can't find you online, you're not going to sell anything. You already work so hard to differentiate your business. With our solution, you'll worry less about how your customers are viewing your business online and instead, spend more time propelling the unique value your business brings to them. The more you can focus on doing what you do best, the more you can transform your local visitors into loyal customers.

Listings with rich content  
(photo gallery, videos,  
descriptions) receive

**45 %-61%**

more listing views

**4 in 5**

local mobile  
searches result  
in a purchase

**55%**

of conversions occur  
within 1 hour of initial  
mobile search