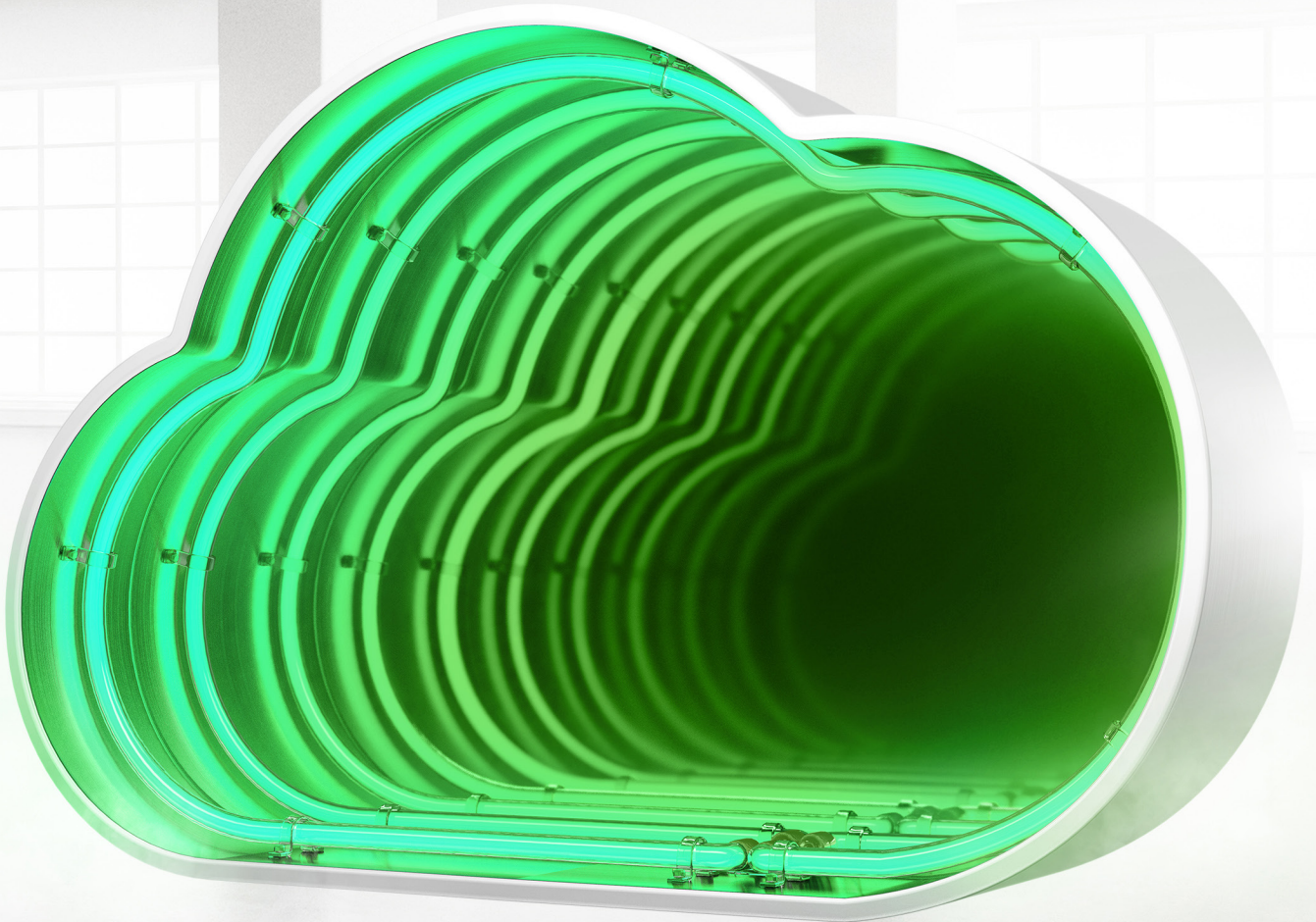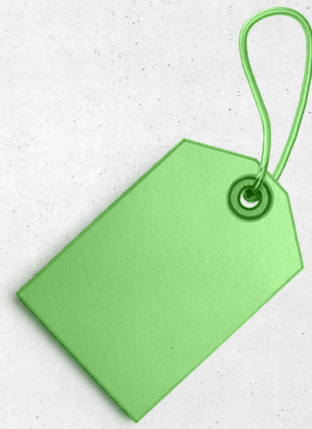# Listings

In today's competitive marketplace, when it comes to information, people expect nothing less than precision. When it derails a night out or delays an important purchase, misinformation can turn a loyal customer into a hater 4 life. But precision can be elusive when information about your brand appears in so many discrete destinations.

What if you could not only ensure that info is consistent and up-to-date, but also utilize every place your brand appears online — even places you don't own — to create new opportunities for marketing and customer engagement?

Analyze, identify, and control existing listings of your locations through our unique publisher network, so all of your content is locked, synced, and updatable across every digital channel.

Listings: The Network

Just what it says: A network of powerful listings. Over 50 leading publishers, integrated with the most established search engines, local service sites, and mapping apps. Experience the advantage of tapping into our powerful network of publisher-level connections. 220 million users, 50+ leading publishers, 1 place.

Listings Match: Automatically scan, locate, and control existing listings on every publisher network so your business is always buttoned up.

Dual-Sync: Proprietary two-way API integrations with publisher databases sync your latest content and notify you on the status of listings.

Real-Time Updates: Update content instantly across fields and publishers.

Duplicate Suppression: Deactivate duplicate listings from the network, so only the listings you want are public.

Reporting: See your results in real-time to turn clear insights into actionable results.

Listings Match

Real-Time Updates

Duplicate Suppression

Dual-Sync

Reporting
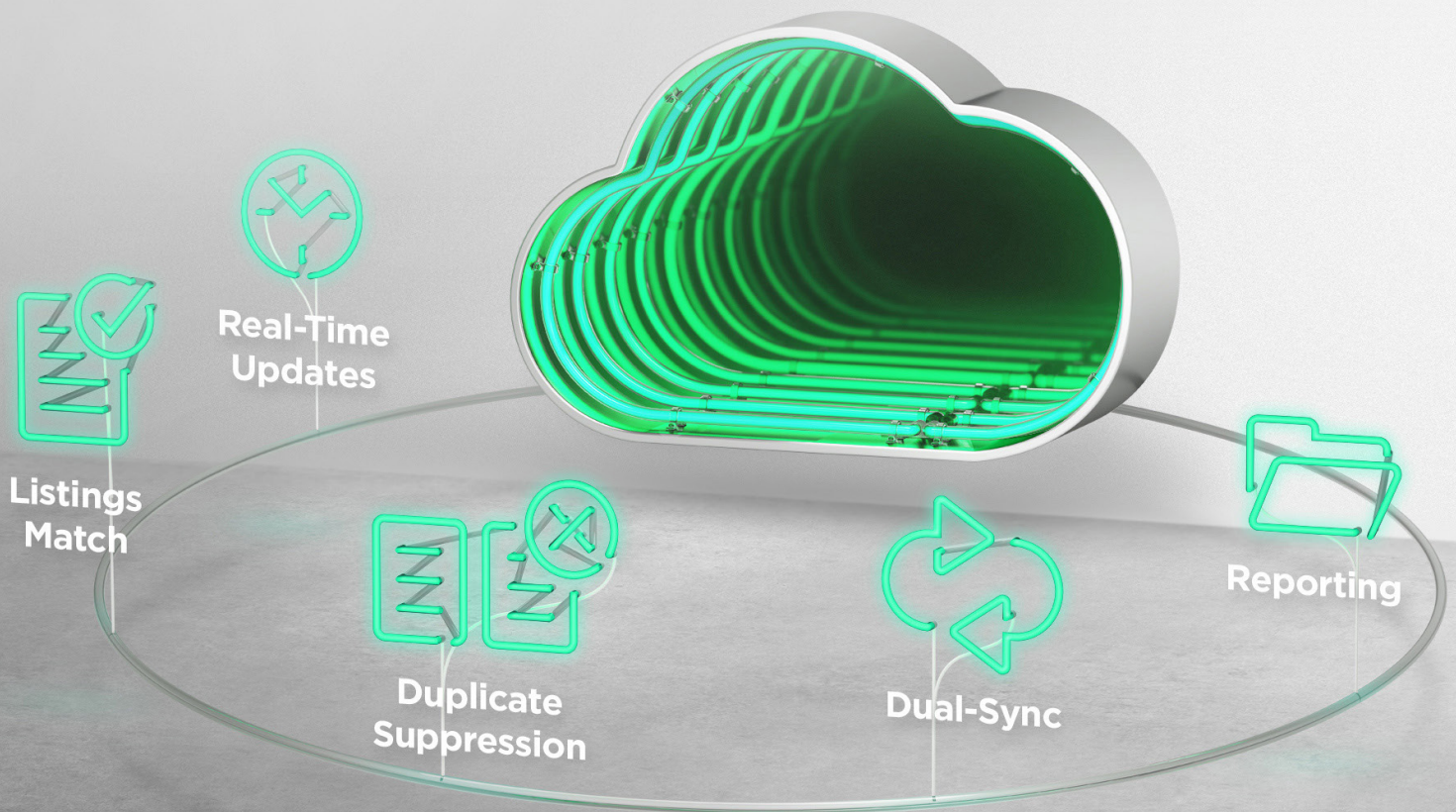
220M users
50+ sites

**Network
Reach**

Desktop: Mobile:

53% 60%

of local   of local
search   search

Source:
comScore

Listings: Duplicate Suppression

Duplicate records of your business information that appear in the search ecosystem cost your business time, money, and SEO benefit. Deactivate duplicate listings from the network, so only the listings you want are public.

Automatic Duplicate Detection: Upon your command, activate proprietary technology that automatically identifies the listings to suppress from the listings to optimize.

Publisher-Level Suppression: There are many ways duplicate listings get created, but only one way to solve them before they reach customers, and that's at the publishers themselves. We work directly with 45 publishers to ensure your duplicates are suppressed correctly and effectively.

Duplicate Redirects: Redirect traffic from your duplicate listings to a root listing, preserving your hard-earned SEO and listing traffic.

Unlimited Suppression: Suppress all the duplicate listings for all your locations. Because we believe complete should mean complete.

Suppression Status & Verification: Suppressing duplicates requires an on-going signal to the publisher. Our proprietary API connections let us constantly share this info and notifies you with the status of your duplicates.

Listings: Yelp

Yelp crowdsources valuable local business reviews, by customers, for customers—with over 117 million users totaling around 47 million reviews.

Core Geodata: Automatically sync 26 core geodata fields, like name and address, that define each unique location.

Review Alert: Monitoring the top five most relevant reviews to hear what your customers are saying.

Categories: Attention getting: Select up to three categories from our list of 2,500-mapped Yelp base. Search terms are linked to like category queries, so you're sure to be found.

Hours of Operation: Knowing when you're open for business is key. List store hours and update them with ease.

Photo Gallery: Vibrant 460 x 720 resolution photos give shape to your locations.

External Links: Link directly to a unique location url or deep link.

Business Descriptions: Nail SEO with a keyword rich, indexable business description.

Real-Time Updates: Fast as a New York minute.

Listings: Yahoo

With news, reviews, ratings, driving directions, and interactive maps, the multi-faceted Yahoo! assists over 150 million people in finding local businesses and services.

Core Geodata: Automatically sync 26 core geodata fields, like name and address, that define each unique location.

Video: Bring your locations and features to life at 24 frames per second.

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Clickable Featured Message: Hyperlinks transport your customers to specials, info, and more.
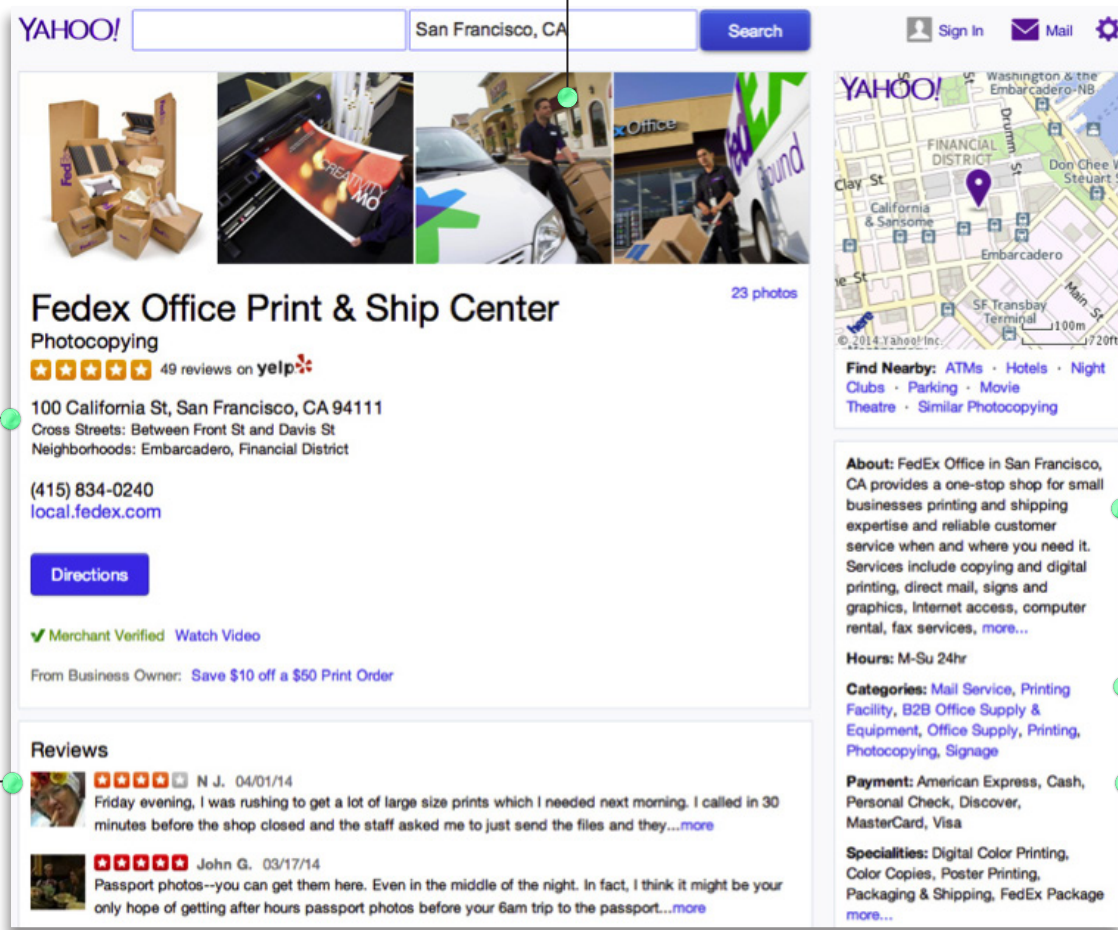
Hours of Operation: Knowing when you're open for business is key. List store hours and update them with ease.

Analytics: Track name clicks and profile views to optimize your listings and content.

Review Alert: Monitoring the top three most relevant reviews to hear what your customers are saying.

Fast Updates: Don't blink.

External Links: Link directly to a unique location url or deep link.

Payments Accepted: Choose payment methods from major credit cards to wire transfers to invoicing.

Categories: Attention getting: Select categories from our list of 2,500-mapped Yahoo! base. Search terms are linked to like category queries, so you're sure to be found.

Business Descriptions: Nail SEO with a keyword rich, indexable business description.

Listings: Bing

Get with Bing: Over 150 million unique users are searching for local businesses and services every month.
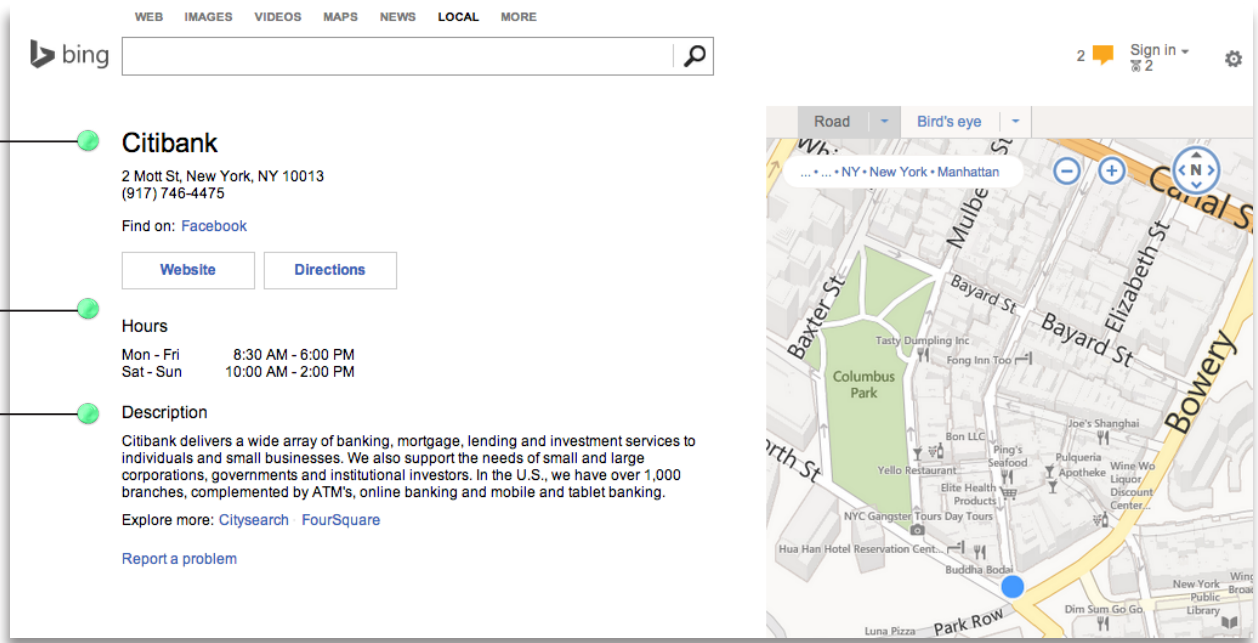
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Listings: MapQuest

27 million drivers trust MapQuest to get them where they're headed. Up your presence with MapQuest and tailor your content to stand out from the competition.

Core Geodata: Automatically sync 26 core geodata fields, like name and address, that define each unique location.

Clickable Featured Message: Hyperlinks transport your customers to specials, info, and more.

Photo: Vibrant 460 x 720 resolution photos give shape to your locations.

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Categories: Attention getting: Select categories from our list of 2,500-mapped MapQuest database. Search terms are linked to like category queries, so you're sure to be found.

Business Descriptions: Nail SEO with a keyword rich, indexable business description.

Calendars: Highlight special events and news.

Products & Services: Elucidate the essence of your business.

Menus: Easily edit fare offerings to whet appetites.

External Links: Link directly to a unique location url or deep link.

Quick Updates: Don't blink.

Bios: Add a face to your page.

Lat/Long Address: Pinpoint exact geographic coordinates on the map for your locations.

Routable Lat/Long: Pinpoint exactly where navigation systems should route your customers for driving directions.

Payments Accepted: Choose payment methods from major credit cards to wire transfers to invoicing.

Analytics: Track how your customers are engaging to optimize your listings and content

Listings: Superpages

Trusted Name In Local Search

Help Superpages users find your locations with detailed information and rich content so your business stands out.

Clickable Featured Message: Hyperlinks transport your customers to specials, info, and more.

Core Geodata: Automatically sync 26 core geodata fields, like name and address, that define each unique location.

Video: Bring your locations and features to life at 24 frames per second.

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Payments Accepted: Choose payment methods from major credit cards to wire transfers to invoicing.

Review Alert: Monitor reviews to hear what your customers are saying.

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Hours of Operation	Knowing when you're open for business is key. List store hours and update them with ease.
Clickable Featured Message	Hyperlinks transport your customers to specials, info, and more.
External Links	Cite your business website with a SEO-friendly link.
Real-Time Updates	Don't blink.
Review Alert	Monitor reviews to hear what your customers are saying.
Analytics	Track name clicks and profile views to optimize your listings and content.