MARTECH INTELLIGENCE REPORT:

Enterprise Local Marketing Automation Platforms:
A Marketer's Guide

THIRD EDITION

A Marketing Land Research Report

Marketing Land

Mobile Search Drives Offline Sales

Your physical locations are now your most important online asset. We'll help you leverage them to increase your influence at each stage in the customer journey.

You only have seconds to make a great mobile impression

Location information accuracy is just the start. Driving more offline sales also requires local social media engagement, local landing pages, and rating and review management.

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- ☷ Official partnerships with the most important networks
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- ⊘ Verified location data accuracy
- ★ Dedication to client success

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Scope and methodology

This report examines the current market for enterprise local marketing automation (LMA) platforms and the considerations involved in implementing LMA software. This report answers the following questions:

- Why do enterprise brands need LMA software?
- What are the elements of a successful local marketing campaign?
- Which elements of local marketing can be automated?
- What capabilities do enterprise LMA platforms provide?
- Who are the leading players in enterprise LMA software?
- How much does LMA software cost?
- What questions should we ask ourselves and vendors before we adopt this software?

For the purposes of this report, LMA is defined as the use of software and services to automate one or more of the following digital marketing functions at the local level: online listings management and distribution; search engine optimization (SEO); landing page design and development; paid media campaign management and execution; and online brand ratings and review management. A critical component of LMA is the ability to support centralized corporate marketing and its local network with brand consistency and control that is combined with geographically targeted messaging.

A number of vendors have started referring to listing management as "location data management." We have retained the old name for clarity and consistency with previous reports, but expect this name to become more common. The term "presence management" is increasingly being used to describe the way multi-location companies can manage their listings. Data aggregators are now sometimes referred to as "data amplifiers."

If you are considering licensing an LMA software tool, this report will help you decide whether or not you need to. The report has been updated since its August 2015 publication to include updated industry statistics, evolving market drivers, and new product updates. The focus of this report is digital marketing media; traditional local marketing channels are not covered. The report includes recommended steps for choosing an LMA software tool, and contains profiles of 17 enterprise LMA tool vendors.

This report focuses on LMA platforms for multi-location brands or enterprises that sell or distribute their products and services through a large network of agents, dealers, retail locations or franchisees. The vendors profiled are representative of the choices available for local marketing automation; they are not a comprehensive list of LMA tool or platform vendors. This report is not a recommendation of any LMA tool or company, and is not meant to be an endorsement of any particular product, service, or vendor.

This report was prepared by conducting in-depth interviews with leading vendors and industry experts. Interviews took place in May 2016. These, in addition to third-party research, form the basis for this report.

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Local marketing overview

Local advertising revenues in the U.S. are set to reach $146 billion in 2016, up 4% from $140 billion in 2015, according to research firm BIA/Kelsey's *U.S. Local Advertising Forecast 2016* (see Table 1). While traditional local channels remain very important, online and digital marketing channels continue to grab market share. Traditional advertising spend is expected to remain largely flat through 2020, while online and digital revenues will account for most of the growth.

Today's consumers research products on the go, zig-zagging across devices from search results to customer reviews and social media in an increasingly non-linear customer journey

Table 1: U.S. Local media forecast, 2015-2020 (in US$ Billions)
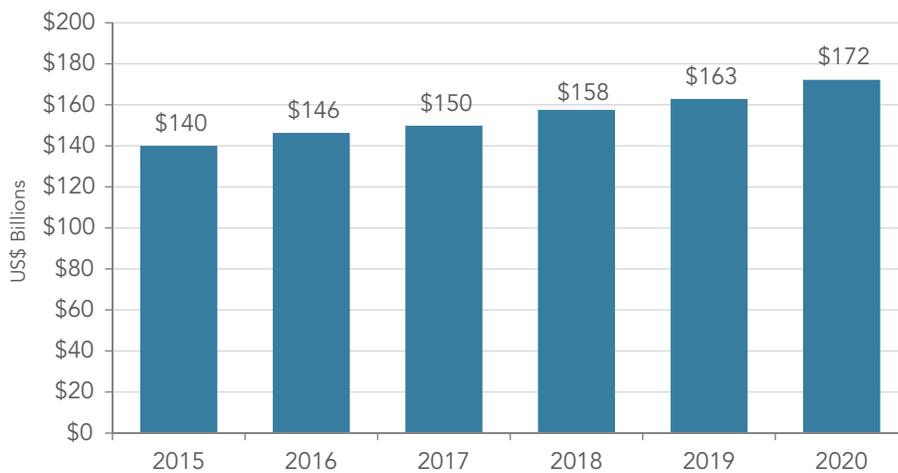
Note: Numbers are rounded.
Source: BIA/Kelsey

Social media have become a more integral part of local marketing campaigns over the last year. Social local media ad spend is expected to reach $3.3 billion in 2016 – a 38% increase over $2.4 billion in 2015, according to BIA/Kelsey.

Online search drives offline sales

More than half of worldwide searches are now on mobile devices. Today's consumers research products on the go, zig-zagging across devices from search results to customer reviews and social media in an increasingly non-linear customer journey. More and more, people use their phones to search for businesses close to where they are – and then visit the store the same day. Despite steady growth in ecommerce, U.S. Census Bureau data for Q1 2016 shows that 93% of sales still take place in physical retail stores.

Search providers and social media are adapting accordingly in an effort to close the gap between online search and offline sales, Google now provides a "near me" option as one of its first autocompletes when users make a search. Facebook Professional Services, launched quietly in December 2015, enables mobile consumers to find businesses in their area complete with ratings and reviews.

In May 2016, Google released results of its "store visits tracking" initiative, which measured conversions from online ads to in-store visits. Google tracked more than 1 billion store visits since the December 2014 introduction of the program, and said it would be expanding the program to a broad range of advertisers. As an example of how one retailer fared with the program, Google said that Target found one in three clicks on its mobile search resulted in a store visit.

42% of mobile ad spending to be location-targeted by 2019

Continued growth in smartphone usage – driven especially by Millennials – means mobile ad spending is growing faster than expected, outpacing other local advertising verticals. According to BIA/Kelsey, total local mobile spending will rise from $22.7 billion in 2015 to $29.4 billion in 2016. The share of mobile ad spending that is location-targeted is also increasing, growing from $8.5 billion in 2015 to $11.3 billion in 2016 – or from 37% to 39% year on year – and is expected to account for 42% of all local mobile advertising by 2019.

Table 2: Location-Targeted vs. Non-Location Targeted Ad Spend in Mobile, 2015-2016
(in US$ Billions)

Source: BIA/Kelsey

Continued growth in smartphone usage – driven especially by Millennials – means mobile ad spending is growing faster than expected, outpacing other local advertising verticals.
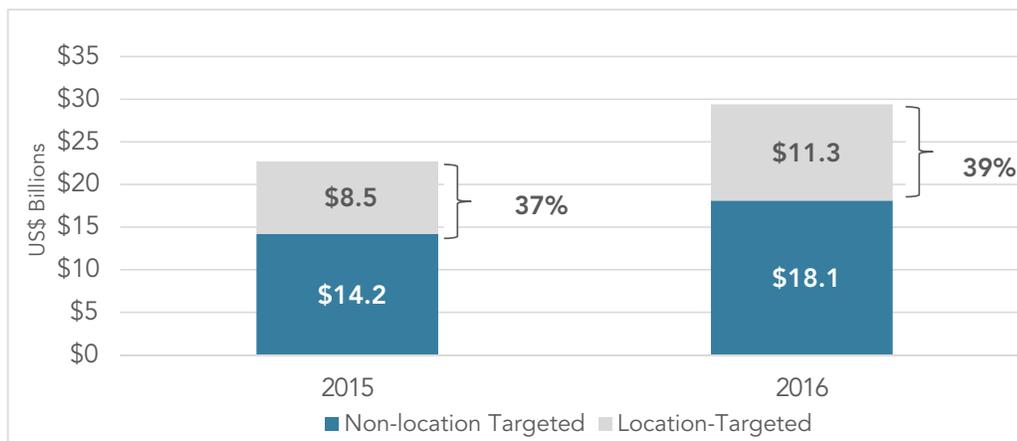
The name of the game for brands is bridging the gap between online or mobile search and in-store visits and sales. Marketers are increasingly aware that when customers are out looking for a store, listings must be accurate and up to date, and published to all possible devices a customer might use – including wearables. If information is missing, inconsistent, or out of date, that customer will end up going elsewhere. Brands need to be discoverable in these "near me" moments. Accurate ROI reporting is also becoming increasingly important as marketers look to tie reporting more closely back to business KPIs. The LMA platform providers listed in this report provide a wide array of tools to help brands navigate and automate these and other key processes.

Accuracy and control of location data is critical for advertisers

Smartphones have opened new opportunities for local ads. Mobile extensions such as store locators, local offers, and click-to-call are increasingly being used to drive traffic into stores and boost conversions. As location-targeted mobile marketing evolves, there will be fewer static banners, and more offline-oriented calls to action (call, message, find, schedule or transact with local businesses), according to BIA/Kelsey.

Location data accuracy has become more critical than ever before, both for advertisers and for consumers searching on their mobile devices. In December 2015, Google announced the Google My Business API would be available to enterprises, giving brands much greater control over their own location data. The API permits real-time changes for things such as weather-related closings or special holiday hours. In May 2016, the API was updated, with a focus on functionality for "people who manage locations at scale."

Automating the national/local brand relationship

As location-oriented mobile search becomes more important, national brands are allocating a growing portion of their advertising budgets to local marketing efforts. Challenges exist, however, between brands and their local affiliates on matters related to branding, resources, and co-op advertising budgets. Local marketers and dealers focused on sales are looking for centralized brand campaigns that are automated and easy to execute. National brands with multiple locations also need to ensure there is brand consistency across local affiliate websites and marketing campaigns. A number of vendors are trying to address these needs with centralized content management systems that act as repositories for brand-approved marketing collateral that can be shared with local agents and dealers. Several vendors also offer co-op payment systems that streamline reimbursement processes.

Emerging technologies

Beacon technology – often heralded as the future of local marketing – has yet to take off, despite becoming more widely available. This may be in part because customers need to opt in more than once to benefit from them, and many customers have yet to be convinced of their value.

Online and mobile video represent a very small part of local video advertising revenues – $0.9 billion and $0.7 billion respectively of a total market of $32.9 billion – but both have seen significant growth. Mobile video in particular is expected to see a compound annual growth rate of 29.1% over the next five years, according to BIA/Kelsey.

Critical elements for local marketing success

What goes into a successful local marketing campaign? Best practices that have emerged focus on these five campaign elements:

1. Listing management.
2. Local SEO.
3. Local landing pages.
4. Reputation management.
5. Paid search and social media.

Industry experts agree that accurate, up-to-date business location data is the lynchpin for all local marketing initiatives. Enterprises must first assess the health of every local data point, including business name, address, phone (a.k.a. "NAP"), and business hours. From there, more effective local landing pages, search optimization, monitoring of online reviews and ratings, and engaging in paid search and social advertising should follow.

As location-oriented mobile search becomes more important, national brands are allocating a growing portion of their advertising budgets to local marketing efforts.

Table 3: Five steps to effective local marketing

Listing management	Local SEO	Landing pages	Reputation management	Paid search and social
• Claim listings • Clean data • Localize to include address, phone, hours, photos • Distribute through aggregators and publishers	• Localize title tags to include city and state names • Optimize meta descriptions to include product categories • Localize on-page business content • Track and update citations	• Create landing page for each location • Link to review sites such as Google My Business, Yahoo! Local, and Angie's List • Optimize for mobile with responsive design • Include trackable local phone numbers	• Crawl/monitor review sites and social networks • Increase volume of positive reviews • Encourage customers to write reviews • Incentivize local employees to ask for reviews in store	• Customize messaging by geography • Use to boost underperforming markets • Capture growing native social ad opportunities

Source: Third Door Media

The following section discusses each of these campaign elements in more detail. When planned and executed as a five-step process (see Table 3), these elements can deliver an effective local marketing strategy for national brands with multiple locations.

1. Listing management
The foundation of successful local marketing is clean data and accurate listings – including NAP, maps, photos, and business hours.

Every mention of your business on the web is known as a 'citation' and may include all or part of your NAP. Making sure this information is consistent is crucial to being found locally; even minor discrepancies in a company name ('ABC Corp.' vs. 'ABC Inc.') can have a negative impact on your results.

National brands lose a huge amount of local business every year due to inaccurate online listings and the poor SERP rankings that result. Perhaps nothing can turn away a potential customer more than a disconnected phone number or a closed store.

It is critical to 'claim' your local listings (see sidebar at right). Unclaimed listings occur when online directories index and publish business pages for your business without your knowledge through scraping the web or purchasing outdated business data. Once these listings are published, Google may create a business page from this data, which often means the correct category for your business has not been selected, your keywords have not been targeted, and other information may be inaccurate as it was obtained from unreliable sources.

Claiming your listings also gives the site publisher a direct, verified relationship with your organization. It establishes your brand as the listing's owner and gives you control over all content and updates. Several LMA vendors will claim listings on their clients' behalf as part of their listing management services.

WHERE TO CLAIM YOUR BUSINESS LISTINGS

- APPLE MAPS CONNECT
- BING PLACES FOR BUSINESS
- FACEBOOK FOR BUSINESS
- FACTUAL
- FOURSQUARE FOR BUSINESS
- GOOGLE MY BUSINESS
- INFOGROUP
- INSIDERPAGES
- NEUSTAR LOCALEZE
- SUPERPAGES
- YELP FOR BUSINESS
- YP

Source: VerticalResponse Blog, Third Door Media

Local listings should include as much information as is available – product descriptions and categories, services provided, hours of operation, coupons, photos, and payments accepted. This type of accurate, updated, and consistent local data will drive high search engine rankings and ensure that online searchers can find your locations.

Listing management is an ongoing process and listing data should be checked frequently. Listings should be distributed to the leading search engines, online directories, and social media networks. These include Yelp, YP, Google, Facebook, Angie's List, Manta, and relevant vertical directories. Many multi-location marketers also distribute listings through data aggregators such as Acxiom, Neustar Localeze, Factual, and Infogroup.

5 WAYS TO LOCALIZE LANDING PAGES:
1. CREATE PAGE FOR EVERY LOCATION.
2. ADD LINKS.
3. MAKE COMPREHENSIVE.
4. USE VISUALS.
5. BE MOBILE-FRIENDLY.

2. Local SEO

Local SEO and listing management are closely linked: accurate, complete, and consistent listings improve search engine rankings. As search algorithms continue to drive more relevant results based on user locations, it has become more critical to optimize local landing pages with neighborhood information. Over the last year, Apple, Facebook, and Google have introduced new features to enable more accurate and timely listings management. Bulk uploads were enabled for Apple Maps and Google released version 3.0 of the Google My Business (GMB) API, which enables firms to manage listings in real time. Brands are now able to tag their GMB listings with the features of each location, enabling users to search for and find a business based on the attributes they care about.

Local pages need to be found on their own, as well as through your national brand site. This means localizing how your site is coded; how you treat name, address, and phone number; and how you structure your URL through the following:

- Localize title tags to include city and state names;
- Optimize meta descriptions beyond brand name to include product categories;
- Implement localized schema markup for local business names, addresses, and phone numbers;
- Localize URL structures to include street names and product categories; and
- Localize on-page business content to include hours, driving directions, and local descriptions.

All location data should be optimized to maximize your SEO efforts. This includes location data changes, new store openings, store closings or moves to new locations, business hours changes, holiday hours, etc. It is essential that this data is current and fed to internet yellow pages (IYPs) since search engines cross-verify their data with IYP data. When the data matches, it becomes trusted, verified data and results in better rankings.

3. Local landing pages

Each brand location should have its own landing page. Consumers are looking for you locally and a website can be the hub for all local marketing and SEO efforts. It captures consumer demand, streamlines marketing efforts, and provides metrics for future campaign optimization, which is extremely important when you are relying on thousands of local websites.

Local landing pages should be simple yet comprehensive, featuring the business name, address, phone number, products carried, store hours, and even a photo of the business owner or storefront. These pages should be responsively designed with title tags and descriptive schema markup to send information to the search engines. Incorporating

trackable local phone numbers can help you capture the growing audience of mobile phone users that want to contact local businesses and enable you to measure campaign performance. Links to review sites such as Google My Business, Yelp, and Angie's List should also be included.

Store locators also should be easy to browse and responsively designed for mobile users. Apply product feeds to local landing pages to provide users with access to "in-stock" products or real-time inventory.

4. Reputation management (online reviews and ratings)

User-generated reviews and ratings continue to have significant influence on potential buyers, with 92% of consumers saying that they read online reviews (BrightLocal, *Local Consumer Review Survey 2015*).

Major search and review sites assign significant weight to online reviews, and the online 'word-of-mouth' credibility they offer local businesses is vital. Customer reviews are some of the most compelling marketing content available to businesses and have the greatest potential to influence new customers.

The best way to increase the number of positive reviews being written about your locations is to ask customers to write them. Make it easy to do so by including a widget or button that offers one-click access to review writing. Encouraging reviews is helpful but controversial. Both Yelp and Google frown upon incentivizing reviews. Google, for example, allows businesses to encourage reviews by reminding customers to leave feedback on Google. However, Google's Local Review Policy prohibits businesses from offering money or products for writing reviews, as well as setting up review stations or kiosks within a store. Yelp encourages local businesses to put a review badge and link on their websites, but warns that 'solicited reviews' are less likely to be recommended by the site's automated software.

As more and more businesses strive for positive, user-generated reviews, it's important to make sure that these are authentic. Consumers have grown more skeptical about reviews, due to publicity around businesses that have stooped to using fake reviews.

Negative reviews are inevitable and should be managed. Follow up with negative reviewers to address their issues and turn their experiences with your organization into positive ones.

5. Local paid search/social

Paid media – namely search, display, and social – are core components of a sound digital marketing strategy. Native social advertising opportunities that can be geographically targeted are increasing across networks such as Facebook and Twitter.

There are several benefits to localizing your brand's paid search or social efforts – and it is getting easier to do. To help brands connect with mobile consumers and drive offline conversions, Google introduced local search ads for businesses in the form of 'Promoted Pins' across Google.com and Google Maps in May 2016. Customizing messages for users in a particular geographic market can communicate the right per-store promotional information and even lead to innovative marketing tactics like offline 'flash sales' communicated digitally. Local search and social can be used to capitalize on regions where business is strongest, or become a lever that can supplement marketing in underperforming regions to increase awareness and improve sales.

Customer reviews are some of the most compelling marketing content available to businesses and have the greatest potential to influence new customers.

Enterprise LMA tool capabilities

The LMA tool market is highly fragmented, although some consolidation is beginning to occur as vendors use acquisitions and rebranding to expand their capabilities. SIM Partners acquired Sycara Local in November 2015 for its location data and listings management capabilities. Private equity firm American Capital Equity purchased Brandmuscle in December 2015. Where2GetIt rebranded to Brandify, named after a platform the firm acquired in 2014. And UBL, a syndicator of updated business listings, was scheduled to merge with Advice Interactive earlier this year, before the deal fell through.

These LMA platforms are centralizing functions such as updating and managing listings, developing responsively designed local landing pages, providing local data analytics around SEO, and monitoring online reviews and ratings to offer more of a "one-stop shopping" approach to enterprise marketers. There also are many point solutions available that focus on one element of local marketing, such as automating listing distribution.

The following "must-have" capabilities form the foundation for effective local marketing:

- Listing management (includes claiming and cleaning listings);
- Listing distribution (either direct to publisher or through aggregators);
- Local SEO;
- Local landing pages; and
- Mobile optimization of local content.

LMA solutions positioned as full-service platforms may also offer more extensive feature sets that may still be considered "nice-to-have" but that integrate multiple functions into a single screen. These capabilities may include, but are not limited to:

- Reputation management (through online reviews and ratings monitoring and analysis);
- Local paid search or social advertising campaigns;
- Social media posting and management;
- In-store beacon technology or promotion capabilities; and
- Local data analytics.

The following section discusses some of these capabilities and the key considerations involved in choosing an enterprise LMA platform (see Table 4).

Listing management (including maps)

Managing the vast amount of local listing data can be unwieldy for enterprises with thousands of locations. Many LMA platforms feature content management systems (CMS) to create centralized repositories of local data. These systems often include built-in permission hierarchies to provide varying levels of data access.

LMA platform vendors can also help clients with the complicated process of claiming listings across search engines and online directories. You can use LMA tools to do direct-to-site listing submissions using the tool's API or distribute listings through leading data aggregators including Infogroup, Acxiom, Factual, Foursquare, and Neustar Localeze.

Maps and location listings are found within IYPs, search engines and standalone apps such as Mapquest or Waze. Automating and centralizing this information has become more critical as smartphone adoption has increased and mapping apps have become ubiquitous.

The LMA tool market is highly fragmented, although some consolidation is beginning to occur as vendors use acquisitions and rebranding to expand their capabilities.

Several LMA platforms include sites such as Facebook Places in their listing distribution by automatically feeding listings into the Facebook format. Social networks – particularly Facebook – are aggressively pushing into the local search market. Social signals also impact search algorithms since search engines now weight "people links" higher than other links that can be "managed" or paid.

Local SEO

Local listings and landing pages need to rank well to be found in SERPs. Accurate, consistent content is the most effective way to improve search engine rankings. Many of the leading LMA platforms offer tools that provide SEO check-ups or audits and rank checkers, then centralize and update listing data, and optimize landing page content for search engines (i.e., meta descriptions, title tags, schema.org tags). Ranking data can be analyzed at the local level by city, zip, and multiple city groups.

Several LMA platform vendors also provide tools that track and report on web-based citations. A citation is any web-based mention of your location that may or may not be linked to a landing page or website. Citations may contain complete or incomplete listing information, but are a critical factor in local search engine rankings. For example, citations from well-indexed listing portals such as Superpages can increase the validity of your location's listing information for Google or Bing. By tracking and updating citations with accurate and complete data, SERP results can improve.

Local landing pages

LMA platforms provide a wide range of localized landing page design and development services for both experienced and novice digital marketers. These include template-driven pages, lead capture forms, and mapping tools, as well as content wizards that enable brands to publish local content, events, and offers. All local landing pages should be optimized for mobile users, and deliver a rich, engaging experience that can be viewed on one page with clear calls to action and links to rank-boosting sites such as YouTube and Google Maps.

Paid media (social and search) campaign management

According to Google, one third of mobile searches have a local intent, making paid media a critical component of local marketing. Yet localizing paid media is a challenge for multi-location brands. It requires managing hundreds of thousands of keywords and bids for hundreds or thousands of brick-and-mortar locations. LMA platforms automate the process through tools such as keyword libraries, ad templates, analytics, and access to local ad networks such as CityGrid.

Mobile optimization

LMA platforms differ in their mobile capabilities. Some enable clients to create responsively designed landing pages for both desktop and mobile experiences. Other platforms focus on responsively designed listings for distribution to mobile apps and mobile HTML, in addition to the desktop. Many vendors are partnering with call analytics providers to enable marketers to include trackable phone numbers and 'click-to-call' options in their mobile efforts.

In-store beacon technology is evolving rapidly, giving mobile consumers access to more choice and relevant offers based on their proximity to specific products inside a store location –although uptake has been slower than expected. LMA platform vendors are also partnering with promotion companies to allow consumers to download coupons into their phones or mobile wallets for payment. These 'near me' marketing opportunities allow marketers to capitalize on the consumer's location and product needs, and attempt to bridge the gap between online and offline purchases.

Several LMA platforms include sites such as Facebook Places in their listing distribution by automatically feeding listings into the Facebook format.

Table 4: Selected LMA platform capabilities

Vendor	Listing management[1]	Local SEO	Local landing pages	Reputation management[2]	Paid search or social campaign management
Balihoo	✘	✘	✔	✘	✔
Brandify	✔	✔	✔	✔	✔
Brandmuscle	✔	✔	✔	✔	✔
Chatmeter	✔	✔	✘	✔	✘
Mediative	✔	✔	✔	✘	✔
MomentFeed	✔	✔	✔	✔	✔
Moz Local	✔	✔	✔	✔	✘
Netsertive	✔	✘	✔	✔	✔
Placeable	✔	✔	✔	✔	✔
Pica9	✘	✔	✔	✘	✔
Rio SEO	✔	✔	✔	✔	✔
SIM Partners' Velocity	✔	✔	✔	✔	✔
SproutLoud	✔	✔	✔	✔	✔
SweetIQ	✔	✔	✔	✔	✔
Vendasta	✔	✔	✔	✔	✔
Yext	✔	✔	✔	✔	✔
YP	✔	✔	✔	✔	✔

[1]*Can include either (or both) direct-to-publisher submissions and data aggregators.*
[2]*Refers to online review and ratings management (monitoring, tracking, and reporting).*
Source: Third Door Media

Reputation management (online reviews and ratings)

LMA platforms automate the local reputation management process by crawling review sites to collect, analyze, and report on reviews by either source, location or sentiment. Several LMA platform vendors also provide tools that make it easier for customers to post online reviews. For example, the platform integrates with a client's point-of-sale (POS) and CRM systems so that when an email address is collected the system generates a brief customer survey and asks for a review with a link to the local store page.

Local data analytics

As local marketing budgets increase, enterprises are seeking more proof of the ROI of their efforts. Visitor/customer engagement at the local level has become a critical KPI for brand marketers. LMA platform vendors (including Brandify, Moz Local, SIM Partners' Velocity, and Vendasta) are responding with more reporting on SEO ranking trends for local landing pages, the volume of online reviews for specific locations, as well as increases (or decreases) in average star ratings by location. Several vendors are also reporting on the impact these trends are having on store traffic, sales or online conversions.

LMA platforms automate the local reputation management process by crawling review sites to collect, analyze, and report on reviews by either source, location or sentiment.

Choosing an enterprise LMA platform

The benefits of using enterprise LMA platforms

Managing online citations, claimed and unclaimed listings, landing pages, reviews and ratings, and data feeds for hundreds or thousands of locations has become time consuming and costly for enterprise brands. Automating local marketing processes through LMA platforms can provide numerous benefits, including the following:

- **Improved search engine rankings.** Accurate business listings and optimized landing pages can boost search engine rankings. Google's crawlers are increasing their reliance on site authority and validation – which come from accurate and consistent business information across a range of directories and backlinks. Automating listing distribution and landing page development and optimization expedite these processes and can help move your individual store or dealer locations to the top of SERPs.

- **Increased productivity.** Manual tasks such as SEO and schema markup, online directory listing management and distribution, search engine map management, and development and maintenance of mobile-optimized local landing pages are time consuming and tedious. Automating these processes frees up both your corporate marketers and your local managers to focus on their primary roles: marketing your brand and selling your products and services.

- **More cost-efficient marketing.** Case studies from national retailers show that automating local marketing functions can help to lower CPCs due to better SEO.

- **Better message coordination and consistency.** LMA platforms foster coordination between national and local marketers through CMSs that centralize brand marketing messages, campaigns, and product information; as well as location data including addresses, product selections, and business hours. The result is the ability to disseminate and deliver brand-approved consistent, accurate marketing information across locations.

- **Expanded local marketing expertise.** Digital marketing expertise varies widely across local networks of dealers, franchisees, and retailers. Many LMA vendors offer strategic services and internal adoption strategies to help clients engage local businesses and make local marketing a more successful endeavor. Automating creative processes such as landing page development also ensures brand message consistency and quality.

An important consideration in choosing to automate local marketing processes is cost. The vast majority of LMA platforms license their technology on a software-as-a-service (SaaS) basis that is priced by the number of locations (or clients in the case of an agency) using the platform each month. These fees vary widely, from $6/month per location to $6,000/month per location. Professional or strategic services, if needed, will add to the total, as will implementation fees that cover system configuration and integration with legacy systems. Many vendors offer month-to-month pricing or volume discounts to large enterprises.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the LMA decision-making process. The following section outlines four steps to help your organization begin that process and choose the LMA platform that is the right fit for your business needs and goals.

Step One: Do you need an enterprise LMA platform?

Deciding whether or not your company needs an enterprise-level LMA platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support, and financial resources. Use the following questions as a guideline to determine the answers.

1. **Have we identified our local strategy and goals?** Automating local marketing can benefit the organization in many ways – but you need to know what you want to achieve and how you're going to achieve it. Do you want to increase in-store traffic or leverage local search to trigger online sales? Do you want to drive traffic to local landing pages and trigger calls to action? Or, is cleaning and optimizing listing data enough of a goal if you are just beginning to manage the process?

2. **Have we established KPIs and put a system in place for tracking, measuring, and reporting results?** Once you've established clear goals you will need to measure your progress achieving them with a series of KPIs that range from high-level campaign ROI to local-level metrics such as increases in landing page or in-store traffic and conversions. Improvements in SERP rankings are also important indicators that more accurate and centralized business listing data is paying off.

3. **Do we have C-level buy-in?** Enterprise LMA software is a five- or six-figure investment annually. Skeptical CMOs need to understand what the return on that investment will be. Outlining your strategy, goals, and KPIs is critical to winning their long-term support.

4. **Do we have the right human resources in place?** One of the most common issues for enterprise multi-location marketers is the varying skill levels and lack of time and financial resources that local managers have for marketing initiatives. What budget will cover LMA expenses? How will you engage local managers and encourage platform adoption? Do you have corporate marketers to guide them through the process? Or will you need to invest in the platform vendor's professional services to develop that expertise?

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the LMA decision-making process.

5. **Can we invest in staff training?** If you decide that training is essential for local managers and even corporate marketing staff, have you put aside the resources to pay for it? A successful enterprise LMA platform implementation will find ways to inject the LMA knowledge into existing training programs and identify internal evangelists to broadly distribute the messages. Training needs to be comprehensive, consistent, and continuous.

6. **Who will own or manage enterprise LMA?** Enterprise LMA presents a dilemma for many enterprises because of the existing conflicts in corporate and local decision-making. Corporate marketers may have a hard time getting local managers to provide and update listing information or follow brand guidelines in creative messaging and design. It's important that local and corporate managers work together to maximize the value of LMA technology.

Step Two: Identify and contact appropriate vendors

Once you have determined that enterprise LMA software makes sense for your brand, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the LMA capabilities you currently have, those that you would like to have, and those that you can't live without. This last category is critical, and will help you avoid making a costly mistake. For example, if generating more positive online reviews is a critical concern, this is one capability you will focus on during vendor interviews and demos. If you find that one vendor doesn't offer this "must-have" capability, it's obviously not a fit.

- Take your list of capabilities and then do some research. The "Resources" section at the back of this report includes a list of blogs, reports, and industry research that will help. (Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.)

- Narrow your list down to those vendors that meet your criteria. Submit your list of the LMA capabilities you've identified, and set a timeframe for them to reply.

- Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your brand and its LMA needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your LMA efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides come to a shared understanding of the purpose, requirements, scope, and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

Step Three: Scheduling the demo

Set up demos with your short list of vendors within a relatively short timeframe after receiving the RFP responses, to help make relevant comparisons. Make sure that all potential internal users are on the demo call, and pay attention to the following:

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides come to a shared understanding of the purpose, requirements, scope, and structure of the intended purchase.

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?

Other questions to ask each vendor include:

1. **How do you syndicate listings?** LMA platforms vary in their listing distribution strategies. Some help their clients claim listings and do direct-to-publisher submissions via APIs. Other vendors use large data aggregators to distribute listings, which can result in a significant (i.e., two to three months) time lag in updating data.

2. **What kind of global coverage does the platform provide?** International search engines and social networks are becoming increasingly important to many enterprise brands. If you manage international locations and have a large foreign customer base, find out if the platform standardizes foreign addresses and syndicates listings to foreign online directories.

3. **Does the platform automatically optimize content for mobile devices?** Some – but not all – vendors offer built-in mobile optimization for local landing pages and/or listings. Other evolving mobile capabilities include beacon technologies that enable marketers to make relevant offers based on where a consumer is within the store or dealer. If capturing the exploding mobile shopping audience is important to your brand, find out what the vendor's mobile capabilities are.

4. **How easy is integration with our existing CRM or marketing automation platforms/ tools?** Integrating software systems has become critical for brand marketers who are inundated with digital data. Customers are increasingly moving across platforms and siloed systems are too expensive and inefficient to connect the dots. Find out if the vendor can connect to your system APIs – or if you would need a more expensive custom integration.

5. **Is there a workflow and permissions hierarchy that allows me to coordinate the work of my corporate marketers with all of our locations?** LMA management will vary from enterprise to enterprise. Many national brands want to maintain marketing control on behalf of local distributors, franchises, or retail locations. Some platforms will automatically deploy brand-approved content through a CMS. Other systems allow local and corporate marketers to create and post content. You'll need to understand your organization's needs and assess whether or not the vendor's workflow capabilities are a good match.

6. **How robust and flexible are your reporting options?** Different users have different reporting needs. Find out if reports can be customized and automatically delivered to different users and types of users. For example, high level KPIs for the CMO versus drill-down details for web development or IT. And, whether any and all data can be exported in CSV format.

7. **Do you white label the platform and/or reports for agencies?** Agencies represent almost half of the LMA platform market. If you are an agency executive, or a brand that plans to let your agency manage the platform, you may want to white label all reports.

8. **What kind of ongoing support and client engagement will your account team provide?** How will you gauge our use or non-use of the tool's features? One of the most common reasons a company transitions out of an enterprise tool is because they don't use it enough. A vendor should be prepared to address this issue and specifically how

Some – but not all – vendors offer built-in mobile optimization for local landing pages and/or listings.

the tool creatively engages users and gets them back into the environment.

9. **What new features are you considering?** What's the long-term roadmap and launch dates? The LMA landscape is rapidly maturing and "nice-to-have" features are becoming "must-have" features quickly. It's important to understand the vendor's level of innovation and the ability to add and track emerging technologies. Knowing a vendor's new feature release date schedule and its ability to stick to committed timelines is also very important.

Step Four: Check references, negotiate a contract

Before deciding on a particular vendor, take the time to speak with one or two customer references, preferably someone in a business similar to yours. The LMA platform vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is someone who is a primary user of the solution. Consider also asking these basic questions:

- Why did you move to an enterprise LMA platform?
- Why did you select this platform over others?
- Has this platform lived up to your expectations?
- How long did the system take to implement?
- Who was involved in the implementation?
- Are you also using additional tools for listing distribution, reputation management, or SEO?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How easy was the set-up process and how long? Did the vendor help?
- How responsive is customer service?
- Has there been any down time?
- What is the most useful, actionable (favorite) report the platform generates?
- What do you wish they did differently?
- Why would you recommend this tool?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom integrations, if so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the tool? If you need to train a new hire mid-year, what will that cost? What is the "out" clause? Obtaining the answers up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

A word on pricing: Many LMA vendors charge an initial setup fee plus monthly charges per location. For large national brands with thousands of locations and service requirements, it's not uncommon for annual costs to run into the hundreds of thousands dollars or more. Most vendors are reluctant to publish pricing because the installations often involve a customized combination of software and professional services. In addition, increased competition within this marketplace has put pressure on the per-location pricing, causing some prices to have dropped since last year. The following section of vendor profiles includes pricing as it was available; some vendors refused to provide any pricing information.

Before deciding on a particular vendor, take the time to speak with one or two customer references, preferably someone in a business similar to yours.

Conclusion

Marketing at the local level has become a business imperative for multi-location enterprises, which have recognized that their local stores, agents or dealers own the brand relationship with the consumer. As a result, local advertising expenditures are projected to reach $168.9 billion by 2020, representing a compound annual growth rate of 3.6%, according to BIA/Kelsey's *U.S. Local Advertising Forecast 2016.*

Yet managing online citations, claimed and unclaimed listings, landing pages, online reviews and ratings, and data feeds for hundreds or thousands of locations is time consuming and costly. There are numerous online directories, search engines, and review sites that are now necessary for online visibility.

Automating local marketing processes through LMA platforms can provide numerous benefits. However, LMA platforms come in a variety of shapes and sizes, from point solutions that automate listing distribution to platforms that centralize listing management, SEO, local landing page development, responsive design, and online reputation management. Choosing the right partner means conducting a rigorous internal evaluation to determine your enterprise's business priorities, needs, and goals. *Do you have the right staffing in place to manage an LMA system? What type of relationship does the enterprise have with your local marketers? Is your C-suite on board with the investment? And, have you put KPIs in place to measure the return on that investment?* With the answers to these and other questions, your organization can move forward and reap the many benefits of local marketing automation. ■

Vendor Profiles

Balihoo
404 South 8th Street,
Suite 300 Boise, ID 83702
(T) 866-446-9914
www.balihoo.com

Target customer

- National brands and their agencies in the insurance, financial services, hospitality, retail, and manufacturing industries with 50 or more local stores, partners or agents across the U.S.

Key customers

Ace Hardware
Aflac
Geico
Kohler
Wendy's

Key executives

Paul Price, Chief Executive Officer
Peter Anewalt, SVP, Professional Services
Anne-Marie Packwood, VP, Finance
Caleb Donegan, VP, Product

Company overview

- Founded in October 2004.
- $24.5 million total funding from Blackfin Technology, OpenView Venture Partners, Highway 12 Ventures, and Lacuna Gap Capital.

Product overview

- Platform focused on automating paid search and display ad campaigns at the local level for national brands with multiple locations.
- *Balihoo Paid Search* uses brand location data to automate the paid search set-up, execution, and maintenance process.
    - Each ad leverages geographic, message, and day-part relevance based on daily data updates.
- *Balihoo Display* generates customized versions of professionally-developed ads for each business location, and targets consumers in the geographic locations served by those businesses.
    - Ads automatically triggered and maintained via custom data rules based on brand need.
- SaaS-based monthly subscription fee based on the number of locations or as a percentage of media spend.
- Typical enterprise brand spends $50,000-$300,000 annually (media fees additional).
- Self-serve and managed service options available.

Product Details

Balihoo
404 South 8th Street,
Suite 300 Boise, ID 83702
(T) 866-446-9914
www.balihoo.com

Listing management	• Not available.
Local SEO	• Not available.
Local landing pages	• Connects local websites and landing pages to paid search ads.
Reputation management	• Not available.
Paid search/ social media	• Uses brand location data to automate the paid search set-up, execution, and maintenance process. • Provides national brands with customized, geo-specific versions of ads. • Produces location specific keyword lists for each location.

Vendor Profiles

BRANDIFY

Brandify
5101 E. La Palma Ave,
Suite 107
Anaheim, CA 92807
(T) 714-660-4870
www.brandify.com

Target customer

- Multi-location enterprise brands and their agencies.

Key customers

Applebee's
Ben & Jerry's
Black & Decker
L'Oreal Paris
Michael's

Key executives

Manish Patel, CEO and Founder
Vin Kumar, COO
Jon Scarbrough, VP, Technology
Margaret Sekscinski, VP, Client Services

Company overview

- Founded in 1997 as Where2GetIt.
- Acquired Brandify, a local analytics company, in 2013 and rebranded the company in 2015.
- Additional sales and development offices in Chicago and Anaheim, CA.

Product overview

- A local marketing platform providing the following tools and capabilities:
    - Presence management. Claims and manages brand-owned listings, distributes optimized listings to network of 150-plus data publishers. Customizable store locator and landing pages optimized across social, web, and mobile channels.
    - Location CMS. Location data can be uploaded to a centralized CMS for brand consistency, data accuracy, and control over local business access and editing.
    - Social integration. Provides Facebook publishing, scheduling, moderation, and analytics capabilities at the local level. Reputation management across top local/social channels.
    - Local advertising. Search, social, and display advertising management.
    - *Insights.* Analytics tools provide custom location reporting to measure, analyze, and benchmark local business listing accuracy and visitor engagement, as well as SEO rankings, and customer sentiment through keyword tracking within online reviews and ratings.
    - Undisclosed SaaS-based pricing.
- Annual contract required.

Product Details 21 **Marketing Land**

BRANDIFY

Brandify
5101 E. La Palma Ave,
Suite 107
Anaheim, CA 92807
(T) 714-660-4870
www.brandify.com

Listing management	• Claims and manages brand-owned listings, distributes optimized listings to network of 150-plus data publishers.
Local SEO	• All pages include customized site titles and URLs, optimize keywords, and utilize SEO best practices. • Google Organic SEO enables brand to analyze top 20 Google results to find matches for results for local and corporate website, Foursquare, Facebook, and Yellow Pages listings.
Local landing pages	• Responsive design combined with automatic mobile detection for optimized local experiences. • Business locator provides accurate geocoding, driving directions, multilingual support, and data cleansing.
Reputation management	• Monitors and enables responding to online reviews across major social and review sites.
Paid search/ social media	• Search, social, and display advertising management. • Geofencing for localized paid search advertising. • Facebook ad targeting by demographics, interest, job title, occupation.

Vendor Profiles

brandmuscle
own local

Brandmuscle
233 S. Wacker Drive,
Suite 4400 Chicago, IL 60606
(T) 866-464-4342
www.brandmuscle.com

Target customer

- National and global brands that sell through agents, dealers, franchisees, distributors, etc. at the local level

Key customers

Allstate	Diageo
DIRECTV	Hyatt
Sprint	Volkswagen

Key executives

Philip Alexander, CEO
Clarke Smith, Chief Strategy Officer
Paul Elliott, Chief Digital Officer
Dan Hickox, CTO

Company overview

- Founded in 2000.
- 650-plus employees.
- Merged with Centiv (a print-on-demand POP provider), and TradeOne Marketing (a channel management program developer) under The Riverside Company in 2012.
- Acquired by American Capital Equity III, LP in December 2015.
- Additional offices in Cleveland, Austin, and Newark, NJ.

Product overview

- *BrandBuilder*® platform enables brand-compliant localization and execution of marketing and advertising in dozens of languages and formats.
  - Provides local affiliates with flexibility to securely access marketing assets. *Ad Builder* tool enables customizing or co-branding traditional advertising, direct mail, in-store POP, digital and social media marketing.
  - Fulfillment options include integration with third-party print partners, promotional product vendors and fixture suppliers, as well as a single shopping cart and checkout process.
  - Provides a suite of tools and professional services for managing online marketing programs including microsites and landing pages optimized for local search rankings; local paid search program set-up and management; directory listing management; display advertising; mobile and social advertising; and online review management.
  - Offers mobile-responsive email and electronic brochure templates to allow corporate marketers to control local branding, legal disclaimers, content and frequency of email sends.
  - Provides an integrated suite of services, web-based tools, and financial controls for managing channel marketing and incentive programs including Co-op, market development funds (MDF), sales incentives, sales/promotion/incentive funds (SPIF), and rebates.
- Undisclosed SaaS-based pricing includes a one-time set-up fee plus monthly fees for maintenance, service and support.

brandmuscle®
own local

Brandmuscle
233 S. Wacker Drive,
Suite 4400 Chicago, IL 60606
(T) 866-464-4342
www.brandmuscle.com

Listing management	• Claims local listings. • Local data standardization and corrections. • Localization to include address, phone, hours, photos. • Promotes business listings across 100- plus search engines, internet yellow pages, directories, GPS/mapping, social and mobile sites/appplications and more.
Local SEO	• Responsive websites, microsites and landing pages optimized for local search rankings.
Local landing pages	• Point-and-click customization of brand-approved templates to create and publish websites, microsites, and landing pages. • Embedded lead capture forms. • Call tracking numbers (optional).
Reputation management	• Local marketers can manage online content, reviews, and customer interactions.
Paid search/ social media	• Local paid search program set-up and management. • Supports posting, monitoring, and reporting across Facebook, Yelp, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Foursquare, and Google+.

Vendor Profiles

Chatmeter
401 B Street, Suite 450
San Diego, CA 92101
(T) 619-795-6262
www.chatmeter.com

Target customer

- Multi-location brands and agencies in the automotive, hospitality, healthcare services (i.e., medical, elder, child, and pet care), and real estate/multi-family industries.

Key customers

Aaron's Furniture
AutoTrader.com
Bruegger's Bagels
Kohl's
Sears
Texas De Brazil

Key executives

Collin Holmes, CEO and Founder

Company overview

- Launched in 2009.
- Repositioned from SMB focus to enterprise, multi-location brand focus in 2014.
  - Raised Series A funding in early 2016 to grow sales and marketing capabilities.

Product overview

- Local Brand Management (LBM) platform that provides online review management, social media monitoring, and local SEO analytics at the geo-local level.
- Updated UI launched in early 2015 with enterprise functionality, including customizable roles and responsibilities hierarchy (i.e., regional vs. local).
- Analytics include competitive benchmarking; data roll-ups across region, brand, and franchisee; and listing feed accuracy.
- Undisclosed SaaS-based pricing.
- No annual contract required.
- White-label reputation management service available for agencies.

Product Details

Marketing Land

chatmeter®
National Brands, Local Intelligence

Chatmeter
401 B Street, Suite 450
San Diego, CA 92101
(T) 619-795-6262
www.chatmeter.com

Listing management	• Identifies and corrects duplicate listings and listing inaccuracies. • Offers full listing management services to claim and cleanup listings. • DIY capability enables clients to make corrections to inaccurate listings themselves.
Local SEO	• Optimizes online listings. • Built-in rank tracker tool reports on resulting SEO improvements.
Local landing pages	• Not available.
Reputation management	• Brands can pull tagged photos and videos from the social web including location-generated content from sites like Facebook, Instagram or Yelp. • Newly launched review generation tool encourages customers to post online reviews. • Daily email alerts provide review updates.
Paid search/ social media	• Not available.

MEDIATIVE

Mediative
7300-1751 Richardson
Montreal, Quebec
Canada H3K 1G6
(T) 800-544-8614
www.mediative.com

Target customer

- Multi-location brands, publishers, and media buyers.

Key customers

Avis/Budget
Best Buy
Disney
LEGO
Staples
Walmart

Key executives

Darby Sieben, President
Jon de la Mothe, VP, Technology, Head of Media Operations
Chris Pinkerton, VP, Enterprise Development, Media and Research

Company overview

- A division of Canada's Yellow Pages Group.
- Formed in October 2010 as a result of the integration of three Yellow Pages Group acquisitions: Enquiro, Ad Splash Media, and UPTREND Media.
- Ad solutions repositioned in June 2015 into the following three segments: monetization; performance and data. A fourth segment, Mediative Lab, provides digital research and technology services.
- Additional offices in Toronto, Kelowna (British Columbia), and Vancouver.

Product overview

- Mediative's location-based marketing solutions provide listing management and hyper-local advertising services to Yellow Pages Group and national advertisers.
- Uses a service-based approach that pairs technology with local marketing consulting, recommendations, and execution.
- Claims and manages local listings, web pages, citations and links. Optimizes for Google My Business and provides monthly SEO reports and analysis.
- Claims and cleans local listings across social media networks.
    - One-click social publishing to post content, offers, and pictures across sites/audiences.
- Hyperlocal mobile advertising services use real-time geo-targeting based on consumer location, time, weather, and other contextual factors.
    - Ads targeted within a 100-meter radius around specific locations.
    - Remarketing based on behavioral geo-targeting (i.e., past consumer website behavior).
- Undisclosed SaaS-based pricing based on product and number of locations.

Product Details

MEDIATIVE

Mediative
7300-1751 Richardson
Montreal, Quebec
Canada H3K 1G6
(T) 800-544-8614
www.mediative.com

Listing management	• Claims and manages local listings, web pages, citations and links. • Claims and cleans local listings across social media networks.
Local SEO	• SEO content creation, optimization, and keyword research and analysis services available.
Local landing pages	• Turnkey landing page creation, testing, analysis, and reporting.
Reputation management	• Not available.
Paid search/ social media	• Local paid search program set-up and management. • SEM services include campaign audits and competitive analysis, ad copy testing, keyword research, and performance reporting.

Vendor Profiles

MomentFeed
2644 30th Street, Suite 101
Santa Monica, CA 90405
(T) 424-322-5300
www.momentfeed.com

Target customer

- Multi-location brands and agencies with clients in the restaurant, healthcare, retail, hospitality, financial services, and CPG industries.

Key customers

Applebee's
Arvest Bank
Cricket Wireless
Pizza Hut
Regal Cinemas
Starbucks

Key executives

Robert Blatt, Chairman and CEO
Carey Bettencourt, Chief Client Officer
Eoghan Geoghegan, VP, Business Development
Derek Browers, VP, Product

Company overview

- Founded in April 2010.
- $12 million in total funding, currently operating at a profitable level.
  - Investors include Signia Venture Partners and Draper Associates.

Product overview

- Platform targeting national brands looking to engage local audiences with relevant, localized marketing at scale to drive customer acquisition at the store level.
- Four core platform "pillars" focus on search and discovery, social media publishing, localized paid media (optimized for mobile), and customer experience (reputation/ presence management).
  - *Search and discovery.* Optimizes and synchronizes digital location data and content across all channels to increase visibility and improve organic search rankings and results. Includes listing updates and claiming, store locators and landing pages, and page de-duplication.
  - *Social media.* Enables publishing to Facebook, Instagram, Yelp, Foursquare, Google+, and Twitter at scale. Dynamic fields allow brands to create a single message and disseminate it across hundreds or thousands of locations at scale across multiple channels to reach consumers with content that is authentic and relevant to them.
  - *Paid media.* Enables one-click creation of hundreds or thousands of localized mobile ads, as well as dynamic targeting based on location.
  - *Customer experience.* Aggregates ratings and reviews from Yelp, Facebook, Foursquare and Google. Users can sort by star ratings and locations and respond individually or to groups.
- Undisclosed SaaS-based pricing, based on number of locations and solutions selected.
- Annual contract required.

Product Details

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momentfeed

MomentFeed
2644 30th Street, Suite 101
Santa Monica, CA 90405
(T) 424-322-5300
www.momentfeed.com

Listing management	• Provides listing updates and claiming, as well as page de-duplication.
Local SEO	• Optimizes and synchronizes digital location data and content across all channels to increase visibility and improve organic search rankings and results.
Local landing pages	• Optimizes and synchronizes store locators and landing pages across all channels.
Reputation management	• Aggregates ratings and reviews from Yelp, Facebook, Foursquare, and Google. • Users can sort by star ratings and locations and respond individually or to groups.
Paid search/ social media	• One-click creation of hundreds or thousands of localized mobile ads, as well as dynamic targeting based on location.

Vendor Profiles

MOZ
LOCAL

Moz Local (Formerly Get Listed)
1100 2nd Avenue,
Suite 500
Seattle, WA 98101
(T) 206-632-3171
https://moz.com/local

Target customer

- National brands and agencies that manage more than 100 physical locations in the U.S., Canada, and the U.K.

Key customers

AllState
Bank of America
Check 'n Go
Crate and Barrel
Einstein Medical
Sears/Kmart

Key executives

Sarah Bird, CEO
Dudley Carr, General Manager, Moz Local
Mark Corley, VP, Moz Local
George Freitag, Local Search Strategy, Moz Local Evangelist

Company overview

- Founded as SEOmoz in 2004.
- Acquired GetListed in December 2012.
- Rebranded and expanded GetListed as Moz Local in March 2014.
- Launched in the U.K. in July 2015.
- 2016 product launches include *Search Insights* (February) and *My Business Console* (April).

Product overview

- A location data management platform focused on helping national brands drive more online and offline traffic by establishing accurate location information across the directories, sites, and apps that factor most into local search results.
- Listing distribution services include:
  - Adding business listing data via direct import from Google My Business, bulk uploaded via CSV or by using the *Check Listing* tool.
  - Listing data includes critical location attributes such as NAP, website and categories, as well as rich content including store hours, business description, tagline, local URLs, photos and custom labels.
  - Duplicate listing identification on online directories; automatically closes or facilitates management of duplicates with one-click removal.
  - Proprietary integrations to all major data aggregators and direct distribution partners to track the accuracy of each listing from initial submission to accurate publishing across the internet.
  - Reporting on key listing metrics such as listing health, listing reach, and accuracy across all data partners at the individual, custom-grouping or aggregate level.
- *Search Insights* provides advanced reporting and analytics on traffic, rankings and reputation as a result of listing distribution.
  - Performance insights using Google Analytics and search engine conversion data at an individual, custom-grouping, and aggregate level.
  - Visibility insights track keyword performance, local ranking data, organic position,

Product Details

MOZ

L O C A L

Moz Local (Formerly Get Listed)
1100 2nd Avenue,
Suite 500
Seattle, WA 98101
(T) 206-632-3171
https://moz.com/local

reach, and competitor metrics.
- ○ Reputation insights that monitor reviews and rating performance.
- *Pages Platform* enables brands and agencies to create unique local pages for stores, cities, states, categories, and products using geographic relevance to increase visibility at the moment of conversion.
- Free *Check Listing* tool identifies the accuracy, completeness, and improvement potential of business listings.
- Free *My Business Console* tool allows brand and agency listing managers to add and remove managers for Google My Business accounts.
- SaaS-based pricing for listing distribution starts at $84/location annually.
  - ○ Optional *Search Insights* analytics and reporting add-ons as well as custom *Pages Platform.*
- Volume discounts for agencies and brands with more than 100 locations.
- No setup or management fees.
- Annual contract is required and includes unlimited updates.

Listing management	• Creates, updates, and manages business listing information across all major data aggregators and directories. Identifies duplicate listings and automatically closes them. • Monitors and manages the accuracy and performance of business listings. • Free *Check Listing* tool identifies the accuracy, completeness, and improvement potential of business listings.
Local SEO	• *Search Insights* provides advanced reporting and analytics on traffic, rankings and reputation as a result of listing distribution. • Performance insights using Google Analytics and search engine conversion data at an individual, custom-grouping, and aggregate level. • Visibility insights track keyword performance, local ranking data, organic position, reach, and competitor metrics.
Local landing pages	• *Pages Platform* enables brands and agencies to create unique local pages for stores, cities, states, categories, and products using geographic relevance to increase visibility at the moment of conversion.
Reputation management	• Reputation insights monitor reviews and rating performance. • Links brands directly to review sources for management
Paid search/ social media	• Not available.

Target customer

- SMBs, national brands, and multi-location businesses in "considered purchase" industries including automotive, major appliances, home furnishings, healthcare, and technology.

Key customers

Electrolux
FCA/Chrysler
KIA
Mazda
Serta
Sony

Key executives

Brendan Morrissey, CEO and Co-founder
Paul Bock, CTO
Bill Nagel, Chief Marketing Strategist and Co-founder
Dave Logan, SVP, Products

Company overview

- Founded in 2009.
- Raised $38 million in three funding rounds from Harbert Venture Partners, Greycroft Partners, RRE Ventures, and River Cities Capital Funds.

Product overview

- Cloud-based, digital marketing intelligence platform that enables cooperative marketing and resource sharing between brands and their local business partners.
- Provides business listing management, brand-to-local landing pages, brand-compliant search and display ads, marketing content asset management, mobile optimization, call tracking, social media advertising, digital video, and campaign analytics.
  - *MarketWise*™ provides national brands with technology to centralize content and activate brand-compliant digital marketing campaigns through local partners.
  - *StreetWise*™ offers local marketers pre-approved, co-branded content, automated co-op funding, and professional marketing support to execute digital marketing campaigns and promotions at the local level.
- Leverages over 100 million data points and optimization instructions daily.
- Co-op fund management tools facilitate budget allocation, spending, and reimbursement between national product brands and their local partners.
- Analytics and reporting tools to measure local campaign effectiveness.
- Pricing ranges from $300-$6,000/location monthly.

Netsertive
Take the Lead.

Netsertive
2400 Perimeter Park Drive,
Suite 100
Research Triangle Region
Morrisville, NC 27560
(T) 800-940-4351
www.netsertive.com

netsertive

Take the Lead.

Netsertive
2400 Perimeter Park Drive,
Suite 100
Research Triangle Region
Morrisville, NC 27560
(T) 800-940-4351
www.netsertive.com

Listing management	• Monitors local business listings, through widget-based dashboard enabling users to update outdated or inaccurate information.
Local SEO	• Not available.
Local landing pages	• Centrally- controlled content dynamically posted on local business websites
Reputation management	• *Network Radar* (limited release) monitors listings, ratings/reviews, and social media to provide brand network scorecards and benchmarks.
Paid search/ social media	• Social media can be activated as an ad channel by local marketers. • Brand-compliant video assets can be optimized for online video advertising and localized for use by local partners.

Vendor Profiles

CAMPAIGNDRIVE™
BY PICA9

Pica9
10 East 38th Street, 11th Floor
New York, NY 10016
(T) 914-908-4540
http://pica9.com

Target customer

- Multi-location brands that operate through a network of franchisees, dealers, retail stores or distributed salespeople in industries ranging from automotive to hospitality, financial services, manufacturing, consumer goods, staffing, and healthcare/fitness.

Key customers

Altria/Philip Morris
Corner Bakery Cafe
Golfsmith International
Marriott Hotels
Polaris Industries
Royal Bank of Canada

Key executives

Kevin Groome, CEO and Founder
Dominic Le Claire, VP, Sales
Rachel Berman, VP, Customer Success
David Elkins, VP, Research & Development and Co-Founder

Company overview

- Founded in 1998 as part of WNG Advertising; incorporated as Pica9, Inc. in 2001.
- 39 employees.
- Transitioned from custom development to Software as a Service (SaaS) in late 2014 with the introduction of the CampaignDrive™ local marketing automation platform.

Product Overview

- CampaignDrive™ enables the customization of brand-compliant marketing and advertising materials in a variety of formats. The platform is continually updated with new enhancements (including dynamic content links and landing page uploads in 2016) and provides the following capabilities:
  - Digital asset management (DAM). Enables brands to organize digital brand assets centrally to make them available to local field managers from a single source.
  - Content management. Manages content and design templates, brand colors and fonts, to deliver images and marketing copy to field marketers.
  - Local templating. Deploys brand-compliant templates to local marketers for print, digital, and email marketing. All templates, whether print or digital, can be installed and configured by customers directly.
  - Reporting. Analytics provide real-time data on local campaigns, identifying top templates, assets, and users, as well as ROI reports for templates and other creative. (Local landing page analytics data provided by Piwik.)
  - Workflow options. Administrative tools enable central brand managers to customize settings for user permissions, budgets, and marketing approvals.
  - Integrations. CampaignDrive integrates with any DAM or print fulfillment vendor via standard API. Also integrates with email and CRM platforms such as Oracle Eloqua, Salesforce/Exact Target, and MailChimp.
- Pricing starts at $2,500 monthly and is based on the number of users, locations, and admins.
  - No system setup fee required.

Product Details

CAMPAIGNDRIVE
BY PICA9

Pica9
10 East 38th Street, 11th Floor
New York, NY 10016
(T) 914-908-4540
http://pica9.com

- JumpStart onboarding is available to new customers for an additional $4,900.
- Free weekly training webinars for all administrators. On-demand access to library of training materials.
- Experienced Success Manager assigned to every CampaignDrive customer. End-user customer support via email and phone included, with chat support also available.
- Additional services, such as end-user trainings and on-demand template production, are available upon request.
- Professional services are billed on a time and materials basis and vary depending on services rendered.

Listing management	• Not available.
Local SEO	• Digital templates in CampaignDrive provide centralized SEO templates that local marketers can customize with meta tags, page content, keywords, URLs and timing of page publication. • Digital templates can be optimized for mobile display.
Local landing pages	• Local landing pages can be customized by local marketers using the digital templates features. • Templates can be installed by customers with a simple upload process. • Landing page analytics provided by Piwik. Available per-page, per-location, and across the entire brand.
Reputation management	• Not available.
Paid search/ social media	• Local marketers can build custom remarketing and ad materials using digital templates. • Animated display ads are also supported for customization by local marketers. • CampaignDrive optimizes digital templates for requirements of Google, Facebook, and other display networks.

Vendor Profiles

Placeable
2601 Blake Street,
Suite 301 Denver, CO 80205
(T) 855-433-7133
www.placeable.com

Target customer

- Large national brands with hundreds or thousands of physical locations.

Key customers

Chase Bank
GNC
Nationwide Insurance
U-Haul International
Wendy's
Western Union

Key executives

Ari Kaufman, CEO
Ty Kasperbauer, COO
Scott Nelson, GM
Jonathan Ewert, President

Company overview

- Launched as LocationInsight in 1996 as a division of InfoNow.
    - Spun off from InfoNow in August 2012 through a private equity-backed management buyout.
- Rebranded as Placeable in August 2013.

Product overview

- SaaS-based platform that combines local landing pages with a content management system (CMS) to publish and distribute cleansed location information to Google and other search engines, map providers, social sites, directories, and data aggregators.
- *Workbench* product is a location data management tool that allows enterprise marketers to import, normalize, cleanse, and modify location data, as well as enhance it with unique content.
    - Automatically publishes changes to local pages.
    - API integrations with Google My Business, Foursquare, and Facebook.
    - Factual and Apple Maps data partner.
    - Analytics for tracking data quality, as well as reach and accuracy across third-party platforms.
- *Pages* product is a publishing tool for creating store locators and optimized, local landing pages for both the web and mobile devices.
    - Integrations with third-party vendors for ad tech, review management, and online ordering.
    - Analytics for tracking visits, engagement, and conversions
- Undisclosed Saas-based pricing based on number of locations and products selected.

Product Details

Placeable™

Placeable
2601 Blake Street,
Suite 301 Denver, CO 80205
(T) 855-433-7133
www.placeable.com

Listing management	• Imports, normalizes, cleanses, and modifies location data. • Includes a read/write API, USPS address validator, automated geocode correction, bulk data editor, and a field-level data collection tool.
Local SEO	• Local landing pages automatically optimized for search engine indexing. • Responsive or adaptive design available for mobile optimization.
Local landing pages	• Dynamically generates individual local pages for every country, state, city, and physical location. • Ability to publish enriched local page content with unique calls-to-action, messaging, promotion, videos, and photos.
Reputation management	• Provides ratings and review counts to track social activity for each business location.
Paid search/ social media	• Enables geographically targeted campaigns at a hyper-local level. • Tracks and highlights inaccurate NAP on social media networks.

Vendor Profiles

rio seo™
Driving Search to Sales™

Rio SEO
9255 Towne Centre Drive,
Suite 750
San Diego, CA 92121
(T) 858-529-5005
www.rioseo.com

Target customer

- In-house search and digital marketers at mid-market and enterprise-level companies.
- Brands with ecommerce websites and brick-and-mortar locations nationwide.
- Search marketers at digital agencies.

Key customers

Bank of America	Kohl's
Petco	Sports Authority

Key executives

Dema Zlotin, CEO
James Wu, COO
Cynthia Sener, VP, Product and Operations

Company overview

- Formerly a division of Covario, Rio SEO became an independent SaaS company in September 2014 when Dentsu Aegis Network acquired Covario.
- Subsequently raised additional funding from FTV Capital, Dubilier & Co, Voyager Capital, and Stratim Capital to pursue further development and sales of its technology platform.
- 50-plus employees.

Product overview

- An open, local platform designed to optimize and streamline local data.
- Brand data feeds are accepted via API, FTP or bulk import, and fed directly into the following distinct offerings that can be licensed separately, or as a suite:
  - *Local Listings.* Optimizes and distributes local business data to local internet directories, local maps, and specialty social networks.
  - *Local Reporting.* Reports on the success of local search programs across web analytics, local rankings, citation accuracy, local reviews, customer behavior, and ratings over time.
  - *Local Pages.* Enables creation of local landing pages with optimized location finders for desktop and mobile, schema SEO markup, social integration, and dynamic headers and footers.
  - *Local Manager.* Provides marketing tools that engage franchise owners and local managers. Features include local content authoring, multiple user levels, local access to key data, history tracking, and integration with local reporting.
  - *Local Social.* Consolidates social management through centralized social publishing, social monitoring and alerts, and sentiment roll-up reporting.
- Undisclosed SaaS-based pricing.
- Dedicated Account Directors provide direct contact around changes, updates, and reporting.
- Platform offerings are available individually or as bundles on a monthly or annual basis.
- Included support ranges from dedicated staff, custom webinars, e-learning curriculum and on-site visits to self-serve e-learning videos and manuals.

Product Details

Rio SEO
9255 Towne Centre Drive,
Suite 750
San Diego, CA 92121
(T) 858-529-5005
www.rioseo.com

Listing management	• Optimizes and distributes local listings to internet directories, local maps, and specialty social networks. • Tracks and reports on citation accuracy.
Local SEO	• Local landing pages feature optimized location finders for desktop and mobile, schema SEO markup, social integration, and dynamic headers and footers. • Reports on the success of local search programs across search engine rankings.
Local landing pages	• Enables creation of local landing pages with optimized location finders for desktop and mobile, schema SEO markup, social integration, and dynamic headers and footers.
Reputation management	• Tracks and measures customer ratings over time.
Paid search/ social media	• Consolidates social management through centralized social publishing, social monitoring and alerts, and sentiment roll-up reporting.

Vendor Profiles

SIM Partners' Velocity
30 N. LaSalle, Suite 3400
Chicago, IL 60602
(T) 800-260-3380
www.simpartners.com

Target customer

- Multi-location enterprise brands and their agencies in the financial services, retail, healthcare, automotive, restaurant, and hospitality industries.

Key customers

Advocate Health Care
American Family Insurance
ATI Physical Therapy
Harry & David
Shoe Carnival
U.S. Bank

Key executives

Jon Schepke, CEO
Neil Mahoney, COO
Tari Haro, CMO
Adam Dorfman, SVP, Product & Technology

Company overview

- Founded in February 2006.
- Received $8 million in venture funding from River Cities Capital Funds and Jump Capital in June 2014.
- Acquired Sycara Local in November 2015.
- Launched *Velocity Health* solution in May 2016, combining location data management with contextual content to drive patient acquisition at scale.

Product overview

- SIM Partners' Velocity turns "near me" moments of intent into "next" moments of conversion for multi-location enterprise brands.
- Offers location data management, reputation management, and digital publishing capabilities through the following products and features:
    - *Velocity Location Data Management.* Manages, distributes, and monitors location and professional data through more than 300 data partners.
    - *Velocity Publishing.* Scales relevant content across search, social, and mobile.
        - Moderation and custom workflows (i.e., moderation, discovery, and archiving) to ensure brand standards and guidelines across locations.
        - Mobile wallet offers can be published across location pages to drive in-store conversions. Notifications based on latitude/longitude and in-store beacons can be sent post-offer download.
        - Call tracking to drive mobile conversion and program measurement.
        - Review functionality enables users to find, monitor, and publish location reviews on major review sites.
    - *Velocity Locators* are customized local search tools that connect consumers to stores or professionals. Includes customizable filtering options and seamless integrations.
    - *Velocity Insights* includes reporting dashboards based on custom KPIs to track performance, audience, keyword ranking, and location page insights to support optimization.

Product Details

SIM Partners' Velocity

SIM Partners' Velocity
30 N. LaSalle, Suite 3400
Chicago, IL 60602
(T) 800-260-3380
www.simpartners.com

- Open architecture enables third-party API and partner integrations.
- SaaS-based pricing based on location count; pricing is configurable based on enterprise client needs.
  - Typical prices range from $6.75-$37.50/location per month (depending on the level of access and location count); pricing is configurable based on enterprise client needs.

Listing management	• Manages, distributes, and monitors location and professional data through more than 300 data partners. • Proprietary Location Data Health scoring algorithm monitors brand visibility and accuracy across directory and search sites.
Local SEO	• Location, professional, and group pages are optimized for search engine ranking, utilize responsive design, and are built to drive conversions. • Reporting dashboards based on custom KPIs track keyword ranking to support optimization.
Local landing pages	• Scales relevant content across search, social, and mobile. • Location, professional, and group pages utilize responsive design. • Mobile wallet offers on pages.
Reputation management	• Review functionality enables users to find, monitor, and publish location reviews on major review sites.
Paid search/ social media	• Hyper-local media campaigns leverage localized content and pages. • Holistic optimization drives lower blended cost-per-lead (CPL).

Vendor Profiles

sprout loud

SproutLoud
15431 SW 14th Street
Sunrise, FL 33326
(T) 954-332-7873
www.sproutloud.com

Target customer

- Enterprise brands looking to manage national-to-local marketing and advertising through channel partners in the healthcare, travel, manufacturing, energy, financial and insurance services, hi-tech, and franchise industries.

Key customers

Anthem-Blue Cross/Blue Shield
Aveda
Benjamin Moore
Cruise Planners/American Express
Dish Networks
Kimberly Clark

Key executives

Jared Shusterman, CEO and Founder
Gary Ritkes, Managing Partner and President
Anjan Upadhya, Managing Partner, Technology
Dave Kinsella, Managing Partner, CFO/COO

Company overview

- Founded in August 2005.
- Additional offices in Medellin, Colombia; and Los Angeles.

Product overview

- SaaS-based platform that automates the execution of multi-tiered digital and traditional local marketing campaigns.
- Co-op and market development funds (MDF) management simplifies campaign funding to increase channel partner participation. Centralizes the distribution, funding, and execution of local campaigns.
- One-click access to 40 marketing partners, including FedEx, Google for Maps, USPS (direct mail and fulfillment), Acxiom (list procurement), Berry Network/YP (dynamic local display), Local Market Launch (business listing management), Telmetrics (call analytics), ExactTarget (email marketing), and MatchCraft (paid search bid management).
  - Digital services include website and landing page creation, local SEO, listing management, reputation management, paid search, self-service and automated social media publishing, dynamic local display, email, mobile websites, customized video ad distribution, and personalized URLs.
- One-time setup fees, undisclosed monthly software and account support fees.
  - Traditional and digital ad tactics priced as additional based on usage.
  - SproutLoud manages all IT integration including account creation, funds management, and list and data management.

Product Details

SproutLoud
15431 SW 14th Street
Sunrise, FL 33326
(T) 954-332-7873
www.sproutloud.com

Listing management	• Creates standardized local business citations with NAP and URL. • Deploys listings across 400 listing sites and data aggregators.
Local SEO	• Responsively designed websites, microsites, and landing pages to optimize search engine rankings.
Local landing pages	• Provides brand- and legal-compliant, responsively designed website templates that can be localized with business info, photos, and videos.
Reputation management	• Monitors relevant review sites and sends real-time email alerts when customers leave new reviews. • Generates emails asking customers to write reviews.
Paid search/ social media	• Automated PPC ad campaigns using geographic and keyword-specific targeting.

Vendor Profiles

sweet IQ

SweetIQ
615 Rene Levesque West,
10th Floor
Montreal, Quebec
Canada   H2B 1P9
(T) 888-573-5228
www.sweetiq.com

Target customer

- Retail, restaurant, and service brands or agencies managing at least 50 locations.

Key customers

A & W
Canadian Tire
Resolution Media
Sears

Key executives

Mohannad El-Barachi, CEO and Co-founder
Michael Mire, Chief Revenue Officer and Co-founder
Brad Wing, VP, Partnerships and Product

Company overview

- Founded in 2010.
- Approximately 70 employees.
- Raised $4.2 million in Series A funding in November 2015.

Product overview

- Multi-tool platform focused on measuring online listing performance as well as in-store traffic and sales generated from local marketing efforts.
- Key features include:
  - Local keyword tracking.
  - Listing management on major directories and social sites.
  - Review management (in-platform access and response to reviews).
  - Store locator microsites solution.
  - Online-to-offline conversion tracking.
- Proprietary crawling infrastructure crawls 1.9 billion listings monthly to supplement API feeds.
- Bulk listing management module includes a content management system (CMS) for centralizing listings data.
- White-label solutions available for agencies managing client accounts.
- Store locator solution creates a microsite on the client's website.
- SaaS-based monthly licensing fees based on number of locations.
  - Four product tiers: listing management, data management, analytics, and review solution.
- Average enterprise pricing begins at $5/location per month.
- Volume discounts available and migration consideration provided.
- Add-on professional services available to manage the platform, deliver customized reports, and manage online-to-offline promotional campaigns.

sweet IQ

SweetIQ
615 Rene Levesque West,
10th Floor
Montreal, Quebec
Canada   H2B 1P9
(T) 888-573-5228
www.sweetiq.com

Listing management	• Listings managed across search engines, directories, mobile apps, and social networks. • Bulk listing management module includes a content management system (CMS) for centralizing listings data. • Direct distribution through publishing agreements with online directory publishers.
Local SEO	• Local keyword tracking available.
Local landing pages	• Store locator solution creates a microsite on the client's website.
Reputation management	• Reviews and ratings attached to store location listings managed by platform. • Filtered by sentiment or review source with alerts to flag reviews needing responses. • In-platform review response tools.
Paid search/ social media	• Scheduled for Q4 2016.

Vendor Profiles

◤ VENDASTA

Vendasta
Suite 405, Avenue Building
220 Third Avenue South
Saskatoon, SK
Canada S7K 1M1
(T) 855-955-6650
www.vendasta.com

Target customer

- Digital agencies, media companies, and marketing firms that sell digital solutions to local businesses.

Key customers

Cox Media Group
DealerRater
Hearst
Gannett
McClatchy Company
Scripps

Key executives

Brendan King, CEO
Mike Brennan, CFO
Jeff Tomlin, CMO
George Leith, VP, Sales

Company overview

- Founded in January 2008.
- More than $10 million in two rounds of venture funding from BDC Venture Capital, Vanedge Capital, and Victoria Park Capital.
- Additional offices in Toronto, Vancouver, and Austin.

Product overview

- Platform focused on marketing automation, lead generation, and sales pipeline management. Also provides a marketplace of rebrandable digital marketing solutions.
- Sales management and marketing automation tools and capabilities include:
    - Marketing automation with built-in, customized campaigns. Campaigns use personalized data about local businesses (i.e., website information, social channels, reviews, competitive benchmarking) to create content.
    - Pipeline management for sales teams provides 'Hotlist' leads for sales prioritization and follow up.
    - A white-label *Business Center* where local businesses can login and manage their marketing tools as a DIY solution.
    - *Sales and Success Center* where salespeople and success agents can communicate on key accounts and offer applicable resources to local businesses.
    - *Digital Agency* service provides managed services for claiming and managing listings, and reputation management across review and social channels.
- Wholesale Marketplace offers the following white-label solutions for agencies to sell:
    - *Reputation Management* helps local businesses monitor all aspects of their online reputation such as reviews, listings, mentions, and social media.
    - *Listings Builder* helps local businesses correct their online listings and create new ones on up to 300 sites.
    - *Social Marketing* helps local businesses grow their fan base, find real-time leads, and share relevant content across social channels.
    - *Brand Analytics* enable businesses with two or more locations to tap into their

Product Details

MarketingLand

◤VENDASTA

Vendasta
Suite 405, Avenue Building
220 Third Avenue South
Saskatoon, SK
Canada S7K 1M1
(T) 855-955-6650
www.vendasta.com

review scores and pinpoint their best and worst performers.
  • A brand report shows brand managers how a brand is performing, as well as provides functionality to drill down into specific regions and locations.
• SaaS-based platform pricing begins at $249/month and rises to $999/month for enterprises.
• All products are available for white labeling. Vendasta offers a support center of white-label resources and collateral that partners can use for selling products and services.

Listing management	• *Listings Builder* solution helps local businesses correct online listings and create new ones on up to 300 sites. • *Digital Agency* service provides managed services for claiming and managing listings, and reputation management across review and social channels.
Local SEO	• *Listings Builder*, *Reputation Management*, *Brand Analytics*, *Social Marketing*, and other products include local SEO for review generation to listings management to social audience building.
Local landing pages	• Both local-optimized landing pages and fully responsive websites are available via Vendasta's marketplace of solutions. • Agencies can offer clients search-optimized listing pages as free incentives for other solutions.
Reputation management	• *Reputation Management* solution helps local businesses monitor all aspects of their online reputation such as reviews, listings, mentions, and social media. • *Brand Analytics* solution enable businesses with two or more locations to tap into their review scores and pinpoint their best and worst performers.
Paid search/ social media	• *Social Marketing* solution helps local businesses grow their fan base, find real-time leads, and share relevant content across social channels.

Vendor Profiles

yext

Yext
One Madison Ave,
Fifth Floor
New York, NY 10010
(T) 888-444-2988
www.yext.com

Target customer

- Global businesses with a physical location.

Key customers

BMO Harris
Denny's
FTD
KeyBank
Pep Boys
Sears Hometown and Outlet Stores

Key executives

Howard Lerman, CEO and Co-founder
Brian Distelburger, President and Co-founder
Tom Dixon, COO
Steve Cakebread, CFO

Company overview

- Launched as PowerListings in January 2011.
- More than $115 million in total venture funding from investors Insight Venture Partners, Marker, IVP, and Michael Walrath.
- Works with more than 650,000 businesses globally.
- Additional offices in D.C., Chicago, London, and Dallas.

Product overview

- Location data management platform consisting of three core products:
  - *PowerListings*. Provides listings management across online maps, apps, directories, GPS devices, social networks, and search engines.
  - *Pages*. Enables users to create and manage pages for each location's website and mobile apps at scale. Pages are built according to SEO and app SEO best practices and for global content delivery.
  - *Xone*. A mobile-first, beacon-based product launched in September 2015 that features a proprietary network of leading apps that listen for Xone Bluetooth® beacons to display in-store information, including Wi-Fi passwords, coupons, and contact information on customers' smartphones and re-engage them after they have left the store.
- SaaS-based pricing based on account and location-level features.
  - Per-location pricing starts at $500 annually depending on features used.
- Add-on professional services available for system integrations.

Product Details

Marketing Land

yext

Yext
One Madison Ave,
Fifth Floor
New York, NY 10010
(T) 888-444-2988
www.yext.com

Listing management	• Provides listing management across 100-plus global partners, including Google, Apple, Bing, Facebook, Foursquare, Yahoo, and Yelp.
Local SEO	• Pages from Yext are built according to SEO and app SEO best practices and for global content delivery.
Local landing pages	• Enables users to create and manage pages for every brand website and mobile apps at scale.
Reputation management	• Not available.
Paid search/ social media	• Not available.

Vendor Profiles

yp

YP
2247 Northlake Parkway
Tucker, GA 30084
(T) 800-577-7126
http://adsolutions.yp.com/
local-solutions

Target customer

- National brands, ad agencies, and SMBs looking to drive local results via mobile, search, and display marketing across a variety of industries.

Key customers

AT&T
FedEx
Ford
State Farm
Target
The Home Depot

Key executives

David Krantz, CEO
Allison Checchi, CMO
Wendell Hicken, CTO
David Lebow, Chief Revenue Officer

Company overview

- Spun off from AT&T Interactive and AT&T Ad Solutions in May 2012.
- Separated print directory and digital advertising businesses into two companies in June 2015.
  - Print Media LLC packages, publishes, and distributes print directories.
  - YP continues to sell and service customers of print and digital advertising solutions.

Product overview

- SaaS-based platform offering digital marketing solutions for national brands, the agencies that represent them, and small and medium-sized businesses.
- Solutions for national brands focus on mobile, search, and display ad campaigns.
  - Listings management across network of 45-plus search engines, directories, and mapping services.
  - Enhanced mobile targeting (using audience cartography), cross-device retargeting, and search-to-call.
  - *ypSearch Marketplace*^{SM} and *YP.com Subscription* products for keyword-based search ad campaigns across desktop and mobile to YP's proprietary audience.
  - *YP.com Display* (desktop and mobile SERPs), *Private Marketplace* (advance display opportunities), and *Audience Extension* (first-party search data for audience targeting) provide a range of digital display ad options.
  - SMB solutions focus on listing management; website development (*ypWebsite*^{SM}, *ypVideo*^{SM} *Profile*, *ypVideo*^{SM} *360*; and local search (*ypLocalAds*^{SM}, *ypSearch*^{SM}), display (*ypDisplay*^{SM}), and direct (*ypDirect*^{SM} *Pro*) advertising and marketing.
- Customized SaaS-based pricing for national brands.
  - Pricing ranges from $25,000 for test budgets to $1 million-plus campaigns.

Product Details

51

YP
2247 Northlake Parkway
Tucker, GA 30084
(T) 800-577-7126
http://adsolutions.yp.com/
local-solutions

Listing management	• Maintains and manages business location information and media content across 45-plus search engines, directories, and mapping services.
Local SEO	• All advertising and marketing content is optimized for search engine indexing.
Local landing pages	• Not available.
Reputation management	• Not available.
Paid search/ social media	• *ypSearch Marketplace* enables keyword-based ad campaigns across both desktop and mobile to YP's proprietary audience. • *YP.com Subscription* offers wide range of search ads that include contact info as well as email and web page links.

Resources

Websites

www.digitalmarketingdepot.com
www.marketingland.com
www.searchengineland.com
www.screenwerk.com

Articles

"What the New Google My Business API Means for Multi-Location Brands," written by Derek Browers, published by Momentfeed. www.momentfeed.com

"Beacon Marketing: Why Hasn't It Taken Off?" written by Todd Grennan, published by Relate, a digital marketing magazine from appboy. https://blog.appboy.com/beacon-marketing-what-happened/

Research reports

U.S. Local Advertising Forecast 2016, published by BIA/Kelsey. www.Biakelsey.com

Local Consumer Review Survey 2015, published by BrightLocal.
https://www.brightlocal.com/learn/local-consumer-review-survey/

Quarterly Retail E-Commerce Sales, 1st Quarter 2016, published May 2016 by U.S Census Bureau News.
https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf