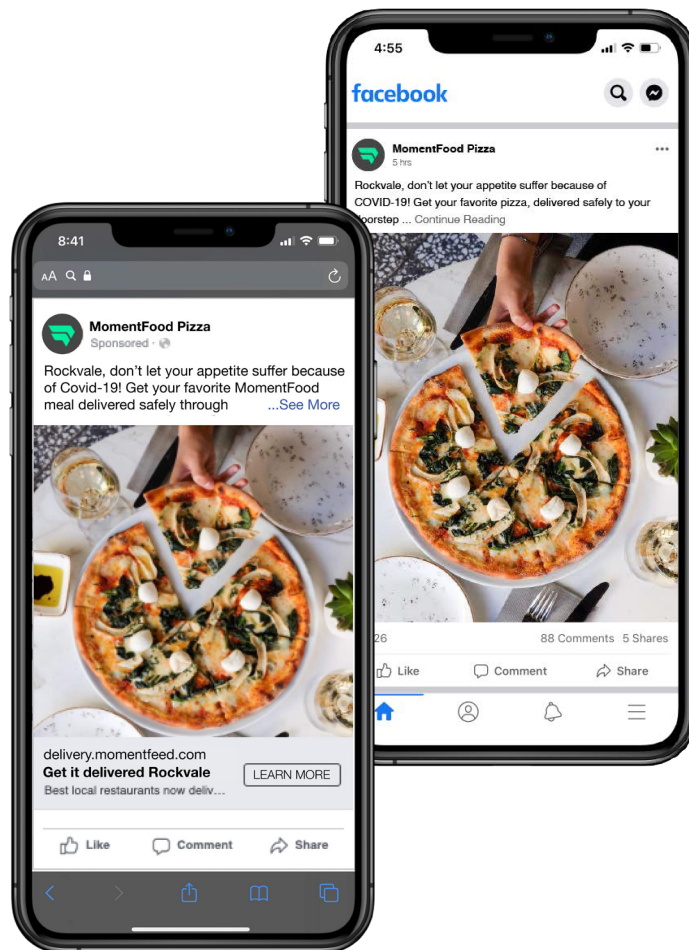


Turn Social into Sales with Facebook and MomentFeed

MomentFeed enables multi-location brands to increase their visibility on Facebook around every location, and influence consumers to visit and purchase. As a Facebook Marketing and Ad Technology Partner, and Instagram Community Management Partner, MomentFeed helps multi-location brands engage with consumers – either through organic search or paid – wherever they are. MomentFeed offers brands a simple way to manage Facebook and Instagram ads as well as location updates for hundreds or thousands of locations from one centralized platform.

As the leading social network and the most-used mobile network, Facebook has changed the way we engage with the world. It's now the center of discovery for many consumers, allowing them to find new trends, brands, and things around them. People now spend 1 in 5 of every mobile minute on Facebook – or one of its properties – giving brands with multiple locations a huge opportunity to target, capture, and continuously engage with local consumers right at their moment of need.



The Attraction of Local Facebook Pages

MomentFeed lets you harvest the value and reach of each of your individual Facebook location pages, without having to increase resources. Leverage powerful user-generated content and empower local stores to publish posts—all under the oversight of the corporate brand.

80% or more of ALL digital consumer interactions with your brand are on local pages.

The Power of Local Social Advertising

- The simplest, most effective way to run localized paid social campaigns.
- Target local customers, directly from their nearest stores.
- Empower franchisees to deliver approved ad content, in a simple, streamlined workflow.
- Track and measure local impact with location-based reporting.



Facebook

2.5 Billion

CONSUMERS
PER MONTH



Instagram

1 Billion

CONSUMERS
PER MONTH



Messenger

1.3 Billion

CONSUMERS
PER MONTH



Whatsapp

1.2 Billion

CONSUMERS
PER MONTH

**Facebook's
Total
Reach:**

2.9 Billion

CONSUMERS
PER MONTH

Features

Reach Customers in Their Moment of Need

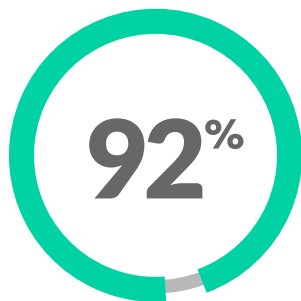
- 85% of consumer interactions with your brand are NOT happening on your website. We help customers find you whether they know your brand or not with relevant, in the moment advertising.
- Manage and measure ad campaigns across Facebook and Instagram. Optimize campaigns for the objective that matters most to your business.

With 1.66 billion daily active users, Facebook has the highest engagement and penetration across all social networks



98%
penetration
among adults
18-34

**92% penetration
among adults 35+**



Accurately Measure Customer Engagement

- View reports and uncover trends on campaigns and activities across any or all locations, at a regional, franchisee, or store level.
- Compare performance across your brand and local pages.

Ensure Consumers Can Always Find You

- Manage business information on every local page in real-time with the right phone, address, and business hours, improving the consumer experience.

TIP: Business information accuracy and consistency on Facebook improves visibility in search engines so more consumers can find you.

Engage the Community, Manage Comments & Recommendations

- Reach every location's unique community with dynamic, localized content.
- View, sort and reply to recommendations and post comments across locations in bulk, quickly resolving issues and thanking customers for their business—without adding headcount.
- Manage questions, comments and service issues for every store through Messenger.

Maintain Corporate Transparency and Oversight

- Empower franchisees to deliver corporate-approved content or campaigns from a shared content library to improve engagement while reducing risk.
- Fast-track the response process with advanced workflows and make regional managers first-line responders.

MomentFeed Puts Social to Work for Multi-Location Brands

MomentFeed is the leading Proximity Search Optimization platform trusted by many of the largest multi-location brands in the restaurant, retail, automotive, hospitality, and financial services industries. Proximity Search Optimization is gaining significant interest from CMOs of multi-location, national brands and franchises as a way to show up locally, at the precise moment a customer has a need. MomentFeed makes it possible for national brands to execute hyperlocal marketing campaigns at scale – driving local awareness, in-store traffic, and more calls for appointments and orders.