



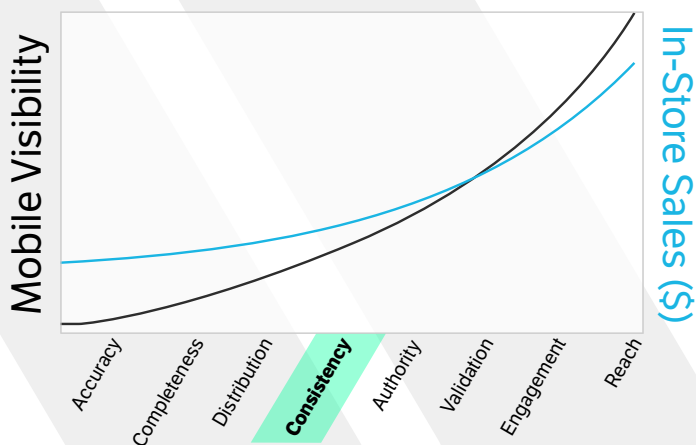
# Drive Mobile Visibility with Consistent Location Information

Consistent and accurate business data is critical in getting consumers to your door. Getting this right is the first step in providing a great mobile consumer experience. Accurate information ensures customers arrive at the right place, looking for the products or services you offer, during opening hours. When this information is consistent across multiple networks and directories, it increases search engine trust and improves each location's visibility on all mobile devices.

## Location Data is Constantly Changing

The only constant thing about digital location information is that it is constantly changing. Some changes are brand-initiated, like holiday hour updates and new store openings and closings. But many changes happen that the store manager or brand are not aware of. Networks and consumers alike are able to change official store information without your knowledge, leaving you unable to control your location's online presence.

## The 8 Factors that Influence Mobile Visibility

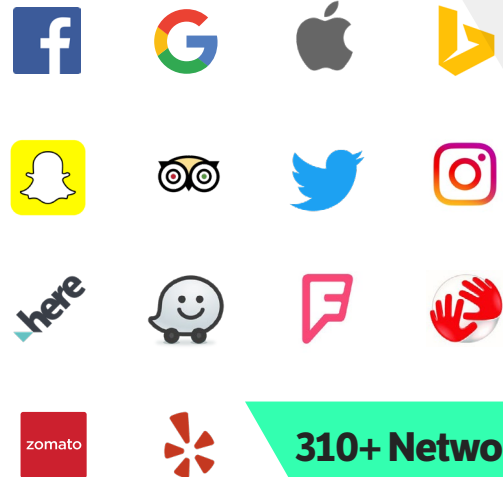


Consistent Data Maximizes Mobile Visibility and Drives Sales

## We're on Your Data, For You

If you have 200 stores, and each is listed on 310 websites, you would need to check 62,000 pages every month to see if anything changed. Sound unreasonable? We know it is, and that's just one of the things the Digital Presence Services team does for you. Our team of experts will audit the information for every one of your business locations on a regular basis to ensure that the data on every network is the same as the data stored in your location data system of record, the MCX platform.

MomentFeed's white glove, **Digital Presence Services** continuously identifies and audits for discrepancies, monitors network feedback, and immediately resolves issues for all your locations, as they happen, ensuring your location information is **consistent**.



## Put Your Best Foot Forward - Every Mobile Moment

Now you can free your team to focus on other business priorities, knowing that your digital presence is being monitored and tuned under the watchful eyes of our experts. Preferred relationships with network partners gives the DPS team direct access to escalate discrepancies and errors on your behalf. For some networks, like Apple, if you want your location data updated at all, you must partner with a certified Apple Maps partner like MomentFeed.

# Digital Presence Services Includes:

## Continuous Auditing & Error Monitoring

- Audit listings on websites, networks and directories and compare to the data stored in the location system of record, the MCX Platform
- Discrepancy detection and resolution
- Publishing verification – to ensure that location information that’s published is what actually appears on each site
- Push verified data to networks and syndication partners

## Rogue Page Detection & Duplicate Management

- Scan for duplicate pages and listings for network and consumer-generated duplicates
- Use special search-bots and algorithms to look for rogue pages, inaccurate consumer check-ins, or malicious competitor actions
- Merge duplicates and maintain verified pages – merging enables each verified store page to keep reviews, likes and followers and eliminates the non-official duplicate

## Remediation of Network Feedback

- Evaluate errors, flags and warnings from direct-connect partners
- Fix or escalate issues for a quick resolution
- Works directly with networks to permanently eliminate ongoing or recurring errors

**Did you know ... Duplicate suppression is not a real solution? It is simply masking duplicate pages, but you lose all the likes, fans, engagement from those pages.**

## Publishing Bulk Location Information Updates & Changes

- Brand-initiated bulk changes
- Seasonal or holiday business hour changes
- Any batch updates required across groups of locations

## Operational Management

- All additions, updates and changes required for store openings, closings and moves
- Add all the right information for new store openings, including all info required for new page creation, verification and authentication
- Ensure accurate messaging across all sites when stores are closed – permanently or temporarily
- For store moves, ensure all sites and pins are updated and networks don’t revert back to the original location



## Digital Presence Services

Digital Presence Services is an ongoing, managed service offering to help maximize mobile visibility for multi-location brands. Digital Presence Services continuously cleans and ensures location information accuracy to drive increased mobile visibility and success for MomentFeed’s world-class clients.

**For more information, talk to a mobile marketing expert:**

+1 (424) 322-5300 | [hello@momentfeed.com](mailto:hello@momentfeed.com) | [www.momentfeed.com](http://www.momentfeed.com)