

INTEGRATED PLATFORM

MomentFeed is the only platform that optimizes every controllable signal that search engines use to rank local business on proximity searches.



Maximize Your Proximity Search Optimization With an Integrated Platform Approach

When it comes to influencing all the controllable signals for Proximity Search Optimization™ (PSO), brands look to MomentFeed. Today's consumer lives in an on-demand world where they make purchase decisions based on proximity, immediacy, and convenience. Our comprehensive approach takes into consideration these criteria, enabling brands to win on mobile and voice.



of consumers use proximity search to find local businesses*

*Local Search Association (2017)

Proximity Searches are Unbranded

Many companies are focused on their brand identity and awareness, but since 80% of proximity searches are unbranded, a different marketing strategy is required. In other words, consumers are searching for “coffee near me,” “burger near me,” “gas station near me,” and now more than ever, they're dropping the term “near me” as Google already infers that consumers' intent is rooted in proximity.

PROXIMITY SEARCH RANK is determined by five controllable factors — and our integrated platform approach includes solutions that address each of these factors:



LOCATION OS
Data Accuracy & Completeness



REPUTATION MANAGER
User Reviews



LOCAL PAGES
Local Signals on Website



VISIBILITY MANAGER
Citation Volume & Quality

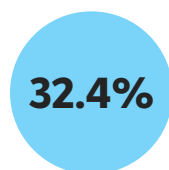


SOCIAL AMPLIFIER
Local-Social Activity

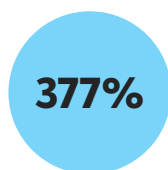
Benefits of an Integrated Platform Approach:

- Single source of truth for location that is accurate and consistent across all five PSO factors
- Greater control of PSO marketing activities under one roof
- Develop a cohesive strategy across the five PSO signals, including comprehensive integrated reporting
- Centralized support and expertise from one partner

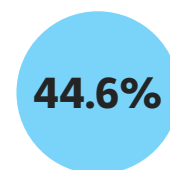
Brands that take a **HOLISTIC APPROACH** to PSO see a measurable increase in performance.



Increase in **Search Views**



Increase in **Reviews**



Increase in **Total Clicks**

The Integrated Platform

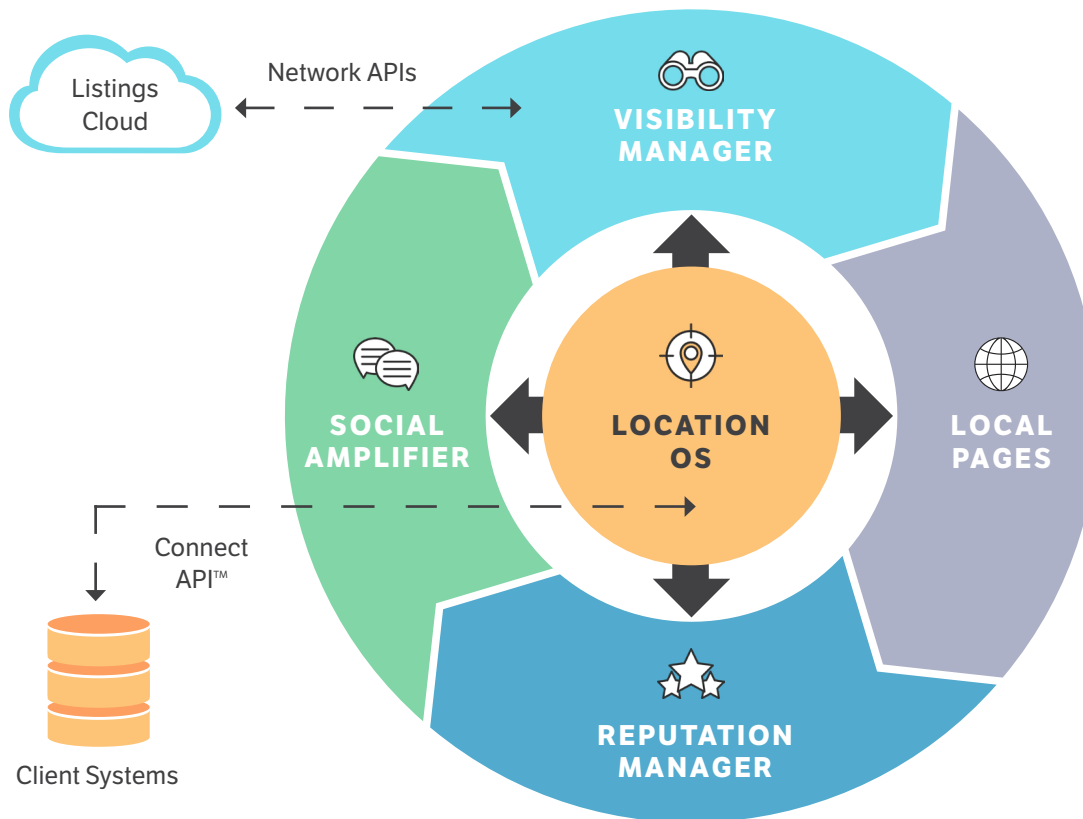
Location OS Source of truth for all your location information, including data cleansing and validation for accuracy, storage of information, and portability to other modules within the MomentFeed Platform suite of products.

Reputation Manager Review management tool for monitoring, responding to, and reporting on your brand's customer reviews and feedback.

Local Pages Standard library layouts and suite of developer tools (i.e. widget and APIs) to power local pages on your website that consist of location information, a store locator, directory, social plugs, menus, and more.

Visibility Manager Syndication of location data and interface for management of information to MomentFeed's networks of partner and data aggregators (250+ total networks).

Social Amplifier Content publishing, monitoring, and reporting tool for social media and paid media efforts across networks such as Facebook, Instagram, Twitter, and Foursquare.



*Using MomentFeed is like having an army of online marketers — **one at every location** — all working in unison to drive mobile consumers to each store.*

MomentFeed Works 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.