

## 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.



**87%**  
of consumers use  
proximity search to  
find local businesses\*

\*Local Search Association (2017)

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

35%	<b>LOCATION OS</b> Data Accuracy & Completeness
22%	<b>REPUTATION MANAGER</b> User Reviews
21%	<b>LOCAL PAGES</b> Local Signals on Website
14%	<b>VISIBILITY MANAGER</b> Citation Volume & Quality
8%	<b>SOCIAL AMPLIFIER</b> Local-Social Activity

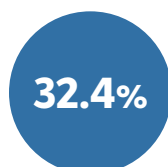
## Proximity Searches are Unbranded

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.

## 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

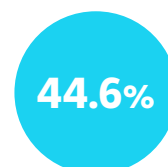
Brands that take a **HOLISTIC APPROACH** to PSO see a measurable increase in performance.



Increase in  
Search Views



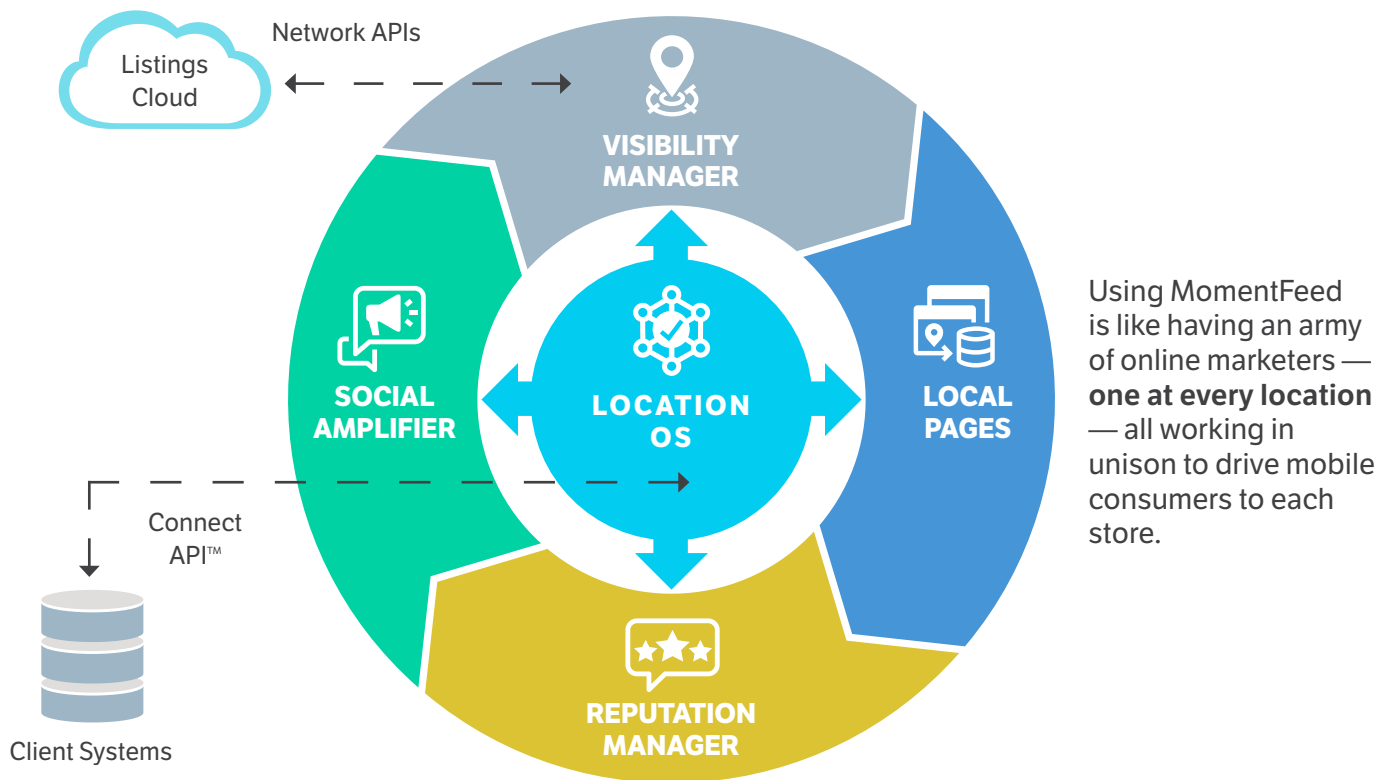
Increase in  
Reviews



Increase in  
Total Clicks

# MomentFeed Integrated Platform

<b>Location OS</b>	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.
<b>Reputation Manager</b>	Review management tool for monitoring, responding to, and reporting on your brand's customer reviews and feedback.
<b>Local Pages</b>	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.
<b>Visibility Manager</b>	Syndication of location data and interface for management of information to MomentFeed's networks of partner and data aggregators (250+ total networks).
<b>Social Amplifier</b>	Content publishing, monitoring, and reporting tool for social media and paid media efforts across networks such as Facebook, Instagram, Twitter, and Foursquare.



## Industries

At MomentFeed, we relentlessly focus on the unique needs of multi-location, direct-to-consumer brands. Our clients are in the following industries: Restaurant, Retail, Automotive, Hospitality, Banking, Insurance, Telecom, Gas and Convenience, Drug, and Grocery stores. We understand how PSO has changed the consumer behaviors of customers and we're here to help you leverage this shift into increased revenue.