



Take Control of Local Search Results

Trusted Business Listings with Neustar Localize

Do you know what customers find when they search online?

- Businesses lose out on \$10 billion in sales each year due to missing or incorrect information displayed in search results.
- Just one bad search experience can impact credibility and reputation of a brand.
- The quality of listing data can influence search ranking.

With so many online platforms, social media, directories, mapping, and voice search options, it can take up to 300 hours each year to review and update how a business appears across all of them. And getting rid of duplicate or bad listings seems almost impossible.

With all the time and money put into promoting a business, it's easy to forget to ensure that listing data is verified and optimized for top placement and improved search ranking.

Localize Listing Management makes it easy. As a trusted partner, Neustar maintains direct, authorized relationships across the local search ecosystem, so listings are accurate, consistent, and relevant across all the ways consumers search.

BENEFITS

Accurate:
up to date with correct details

Consistent:
same key data across all sites, maps, and apps

Integrated:
direct to Google My Business

Optimized:
enhanced with the info consumers want

Visible:
displayed where consumers search

KEY STATS

81%

of buyers research online before they make a purchase

80%

prefer search engines over friends to find products

76%

of those who search from mobile will visit the business in 24 hours

\$10.3B

per year is lost in sales due to bad local search data

1 in 3

will choose another brand if they can't find all the info they need

43%

of businesses have at least one incorrect or missing address on their listings

37%

of businesses have at least one incorrect or missing name on their listings

Provide Info that Customers Can Trust

Protect the online identity and reputation of your brand, and ensure that consumers get the right information about the business, no matter where they search.

- **Easy updates:** Review listing details and make unlimited changes. Listings are verified and distributed across the local search network, including real-time syncing to Google Search and Google Maps.
- **Quality data:** Listing data is cleansed and validated to ensure consistency and accuracy.

Leverage Marketing Investments

A lot of effort goes into designing great websites and promoting businesses. Ensure that marketing time and money is well spent by getting the right information out there to bring in customers.

- **All-in-one interface:** Easily verify and manage listing data. Leverage direct integration to Google My Business. Autocorrect errors and duplicates in order to help positively influence search results.
- **Published to the widest possible network:** Distribute to 90+ search platforms, directories, navigation services, mobile apps, and social sites, including Google, Apple Maps, Yahoo, Bing, TomTom, and YP.com.

Stand Out from the Crowd

Optimize listings to be the first choice by including key information that your customers are looking for.

- **Enhanced listings:** Include hours of operation, products and services offered, payment options, and images.

A Proven Solution

Neustar helps more than 400,000 small and medium businesses and 350 of the largest brands in the world establish trusted connections through local search.

To learn more, visit:

www.trustedlistings.neustar