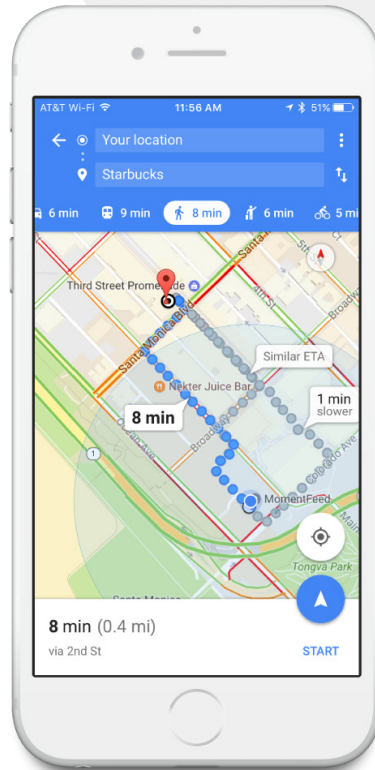


Start Strong with Accurate Location Data

The digital presence for each of your brand's locations is only as good as the information you start with.

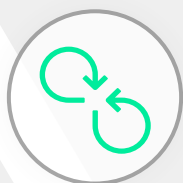
Consumers expect the information they find on their mobile devices, in their browsers, and in apps to be accurate and up to date. This enables them to find a location's business hours, see menus, call to make an appointment, or navigate there. **If the information they find is incorrect, there's an 86% chance that you'll lose a potential new customer.**

Many multi-location brands don't have a verified master location database to store and manage location information. This isn't just address and phone number – it's between 50 to 75 different fields, attributes and media optimized for each digital network. It's critical to have a solid foundation of **accurate location data** to increase your locations' visibility on mobile.



Clients see an average increase in search visibility of 86% within 9 months.

86%



Gather



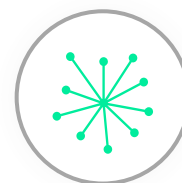
Cleanse Location Data



Pinsync™ Geocodes



Verify



Centralize

“You guys are definitely doing some high quality work for Starbucks, and now Sprint, which is making our lives easier for their Pokémon GO integrations. We're big fans of what you're doing!”

Mike Quigley, Chief Marketing Officer, Niantic, Inc.

Trust the Experts

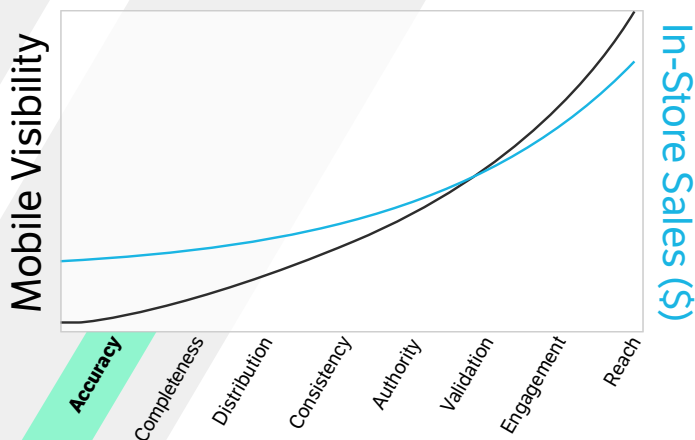
MomentFeed has cleansed and optimized location data for hundreds of thousands of business locations. We know what data works best on every network, the formats that make it most compelling to consumers, and the most authoritative representation for search engines.

Location Data Foundation Services ensure that every piece of information about each of your brand's locations is **accurate**, **complete** and **optimized** for publishing to digital networks and shared with other enterprise systems. Our team of experts works with you to collect the location data you have, unify and standardize formats, and store it in your new system of record and **master source of location data** – the Mobile Customer Experience Management Platform.

Location Data Cleansing & Verification Service

- ➔ **Gather** unique information about each business location: From every available source across the enterprise such as databases, websites, intranets, real estate systems, franchise management systems and the locations themselves.
- ➔ **Cleanse Basic Location Data:** Ensure all listings are consistent in look, feel, and formatted with brand guidelines
 - Validate NAP, business hours and details like capitalization, proper spelling, punctuation. Identify & fill-in missing data fields
 - USPS Address Format Standardization using “Melissa Data”
 - Ensure global name, address, phone & email is correct for 240 + countries

The 8 Factors that Influence Mobile Visibility



Accurate Data Maximizes Mobile Visibility and Drives Sales

- ➔ **PinSync™:** Momentfeed’s patent-pending PinSync™ technology validates and fixes latitude and longitude coordinates, geocoding map pins precisely to ensure consumers get accurate GPS navigation
 - Precision pin placement on the location’s front door and/or parking, even for stores inside malls, free-standing kiosks and ATMs without unique addresses
 - Manual triangulation to verify locations with on-ground support, photos and phone calls to the location and surrounding businesses
- ➔ **Verify:** Manually validate data through a formal quality assurance process to ensure accuracy.
 - Multi-stage automated and manual quality checks using data mines and double-blind tests for assured precision
- ➔ **Centralize:** Move into the MCX platform so it can be leveraged by other MomentFeed products or other enterprise systems through the Connect API Library.
 - Data is organized around your business structure, so reporting always makes sense.
 - Maintain this data centrally, empower store operators or field marketers to request updates for their businesses

Network Optimization Service

Every mobile and social network, mobile app and web directory ingests data differently. The MomentFeed professional services team has created a process and optimization system to tailor location data so it’s correctly formatted for each network in order to ensure the optimal consumer experience and maximize data consistency across networks.

- Find, match and claim “local” pages across core networks
- Detect, merge and eliminate duplicate pages to reduce noise and provide clear search engine signals
- Authenticate every page with administrative credentials to automate the management of the page through MomentFeed products

Location Data Foundation Services

Location Data Foundation Services are professional services offerings to help maximize mobile visibility and empower brands to make the most of the MCX Platform. Location Data Foundation Services can be adapted to the unique needs of every organization, and are proven to increase mobile visibility and drive in-store sales.

For more information, talk to a mobile marketing expert: