

# Listing Distribution

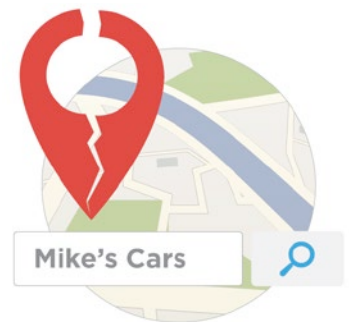
Ensure business listings are present and accurate across the web

## 73% of people lose trust in a brand when their listings are incorrect<sup>1</sup>

It's essential that your clients' business listings are right—if they're not, search engines could be driving their customers straight to competitors. Customers blame businesses when their info is wrong, and they punish them for it.

Listing Distribution submits business listings to all four major data providers: Factual, Acxiom, Infogroup and Neustar (Localeze). These data providers feed over 300 online listing directories that disseminate business info all over the web.

<sup>1</sup> <http://searchengineland.com/survey-consumers-blame-brands-bad-local-data-186224>



## Why Do I Need This?

Consider Rocket Driver's data analysis of 100,000 business locations: the average business has 68 online listings, and 41% of those listings have an inaccurate address. Furthermore, these businesses have an average of three different phone numbers across all of their listings.

Local businesses need your help, and they need it soon. As much as listings management is a challenge for small businesses, it is an opportunity for you to help them while increasing your own revenues.



How your listing appears on the data providers

Syncing Status: Listing Accuracy

✓ Accurate
⚠ Contains Errors
✗ Not Found
✓ Data Synced

	infogroup	acxiom	factual	neustar / Localeze
<b>Primary Listing Data</b>				
Business Name	✓ Omega Dental Clinic	✓ Omega Dental Clinic	✓ Omega Dental Clinic	✗ Not Found
Street Address	✓ 2911 Carleton St	✓ 2911 Carleton St	✓ 2911 Carleton St	⚠ 2 W 50th St
City	⚠ Albany	⚠ Oriskany	✓ Albany	⚠ Oriskany
State/Province	✓ US	✓ US	✗ Not Found	✓ US
Country	✓ US	✓ US	✓ US	✓ US
Zip/Postal Code	⚠ 12007	⚠ 12007	✓ 12007	✓ 12007
Phone Number	⚠ 518-555-1234	✗ Not Found	✗ Not Found	✗ Not Found
Website	✗ Not Found	✗ Not Found	✗ Not Found	✗ Not Found
<b>Additional Listing Data</b>				
Hours of Operation	✓	✓	✓	✓
View Settings	✓	✓	✓	✓
Privacy Settings	✓	✓	✓	✓

Accuracy monitoring is not available

## The Most Critical Component of Listing Management: Reporting

The data landscape is very complex, and understanding how data changes across the web can be challenging for SMBs. Therefore, it's critical to report on how everything is working.



# Rocket Driver Listing Distribution

## Some of the challenges include:

- Different standards from different providers regarding how to display NAP data.
- Data providers acc pt data in different time frames
- Search sites receiving data from these providers update their listings on different schedules, from daily to weekly to monthly to quarterly (or perhaps never)
- Listing data submissions may be rejected by providers for different reasons.

If your agency is providing local listing management services to SMB's, you have to be able to show whether or not the service is working to keep clients happy and earn renewals. That's the Rocket Driver advantage.

How your listing appears on the data providers

Syncing Status: ✔ Data Synced 🔄 In Progress ❌ Data Rejected Listing Accuracy

infogroup acxiom factual neustar / Localeze

Primary Listing Data	infogroup	acxiom	factual	neustar / Localeze
Business Name Omega Dental Clinic	✔	✔	✔	✔
Street Address 2971 Carleton St	✔	✔	✔	✔
City Miami	✔	✔	✔	✔
State/Prov/Region GA	✔	✔	✔	✔
Country US	✔	✔	✔	✔
Zip/Postal Code 30087	✔	✔	✔	✔
Phone Number 404-555-1234	✔	✔	✔	✔
Website http://www.omegadental.com	✔	✔	✔	✔
Additional Listing Data				
Hours of Operation View Settings	✔	✔	✔	✔
Payment Methods	✔	✔	✔	✔

## The most comprehensive solution

acxiom factual neustar // Localeze. infogroup

We partnered with all of the four major listing data providers—Factual, Acxiom, Infogroup and Neustar (Localeze) — in order to offer a complete listing syndication solution. These four providers power the web, doling out information to over 300 other sites like Urbanspoon, Yelp and many others.

To correct a company listing with each of these providers individually is time-consuming and expensive. With Rocket Driver's Listing Distribution, all it takes is a small annual fee.



TO LEARN MORE ABOUT LISTING DISTRIBUTION,  
CONTACT ROCKET DRIVER TODAY!



**Rocket Driver**  
We drive local economies



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