

The Life of a Business Listing

.US™

How an online business identity is created, altered and distributed; and why you should be managing yours.



STEP ONE

543,000 BUSINESSES ARE STARTED IN THE U.S. EACH MONTH



Business is Established & a Listing is Created

By signing up for business services, a listing is created without your direct input, approval or verification.

UNMANAGED / ORGANIC

STEP TWO

MANAGED / DIRECT



Listing is Manipulated

When the listing is sent to online and print service providers, it may be altered in order to fit their specific objectives, formatting, and advertising goals.

Process can take up to 180 days



Listing is Managed

When a business owner chooses to manage their own identity, they are given back control over the data that is represented to potential customers.

STEP THREE

Listing is Processed

Along with 900 million bits of data and 60 million other business identities, a listing is then processed for optimization, validation, de-duplication, location assignment, confidence scoring, and more.

UNMANAGED LISTINGS



MANAGED LISTINGS

neustar® Localeze®

Confidence Score Assigned

Matching & Verification

Postal Validation

Optimized

Geo-coding
Rooftop Location

Duplicate Removal

BAD BITS

DUPLICATES

17 MILLION CLEANSED & OPTIMIZED BUSINESS LISTINGS

STEP FOUR

Listing is Published

Every identity that has been processed is published and made available to over 90 search platforms, directories, navigation services, mobile apps, and social sites.

Unmanaged Listings

- ⬇ Lower Confidence Scores
- ✂ May be Altered by 3rd Party
- 🔊 Weak Signal to Platforms

Managed Identities

- ✓ High Confidence Scores
- 🔒 Secured from Distortion
- 🔊 Strong & Verified Signal
- ✎ Ability to Make Updates
- ➕ Include More Attributes

STAY ACCURATE - BE FOUND



.US™

Resources include: statistics from www.kauffman.org and vectors from www.freepik.com