

iHM Local Lock: Digital Services

Beyond Connecting with Target Consumers across iHeartRadio's Digital Network, iHM can also build strong marketing foundations for Local Businesses with Digital Services:



Digital Knowledge Management Get Control Of Your Business' Digital Knowledge

Local Lock is the only DKM platform with direct integration technology to lock business location data, protecting it from being overwritten and removing the need to constantly re-submit to hundreds of publishers all over the internet and across navigation and voice activated devices like Siri and Alexa.



Reputation Management Stay Informed And Improve Customer Relationships

Your customer's ratings and reviews impact how search engines and other customers make decisions about your brand everyday.



Review Generation Improve Prominence Ranking With Google

The Local Lock Review Generation Widget makes it easy to add 1st party reviews directly from your customers to your website, apps, and location pages, which puts stars in your organic search results and improves your overall ranking.



Why iHM Local Lock?

We built Local Lock to put **YOU** in control.

- ▶ iHM Local Lock technology is the **ONLY** Knowledge Management platform to LOCK business location data.
- ▶ Entire ecosystem is synchronized
- ▶ Enhanced Profile creation
- ▶ Protects your business's data from being overwritten
- ▶ Removes need to constantly re-submit data
- ▶ Data protected from competitors

Benefits of Local Lock

- ▶ Radio drives Branded Search by **29%**. Local Lock ensures your Sound Strategy is reinforced by delivering your business info everywhere consumers search for you.
- ▶ **EXCLUSIVE** direct integration with voice activated services like Siri, Amazon Alexa and Google Home
- ▶ Capture the **73% of high intent consumer traffic** that is happening OFF your website
- ▶ **Avg. 49% Increase** in Search Views with Local Lock
- ▶ **Avg. 153% Increased CTR** with added Reviews to your GMB Local Page/Card, driven by Local Lock Reputation Management

LOCAL LOCK: Digital Knowledge Management

GET CONTROL OF YOUR BUSINESS' DIGITAL KNOWLEDGE

Local Lock is the only platform to lock business location data, protecting it from being overwritten and removing the need to constantly re-submit to hundreds of publishers all over the internet.

WINNING WITH LOCAL LOCK

+49% More Search Views

over 12 Month period with Local Lock as your DKM Solution *

IHM LOCAL LOCK WILL PROVIDE

- ▶ **BRAND CONSISTENCY & CONTROL:** Control the facts about your brand... everywhere they appear
- ▶ **DISCOVERABILITY:** Drive better SEO results and capture traffic from the AI-powered services of today and tomorrow
- ▶ **OPERATIONAL EFFICIENCY:** Reduce time, manual effort, and data discrepancies across your teams and internal systems
- ▶ **CUSTOMER EXPERIENCE:** Ensure your customers see the right answers about your brand and act on their feedback to foster loyalty

WHY YOU NEED TO LOCK YOUR DATA

THE AVERAGE BUSINESS LISTING HAS:

- 37%** Incorrect Name
- 43%** Incorrect Address
- 18%** Incorrect Phone Number
- 19%** Missing website URL
- 15%** No listings to begin with

50%
OF ALL SEARCHES WILL BE
VOICE ACTIVATED BY 2020

45%-61%
MORE LISTING VIEWS RECEIVED
BY LISTINGS WITH RICH CONTENT
(PICS, VIDEOS, DESCRIPTIONS)

4 IN 5
LOCAL MOBILE SEARCHES
RESULT IN A PURCHASE

55%
OF CONVERSIONS OCCUR WITHIN 1
HOUR OF INITIAL MOBILE SEARCH



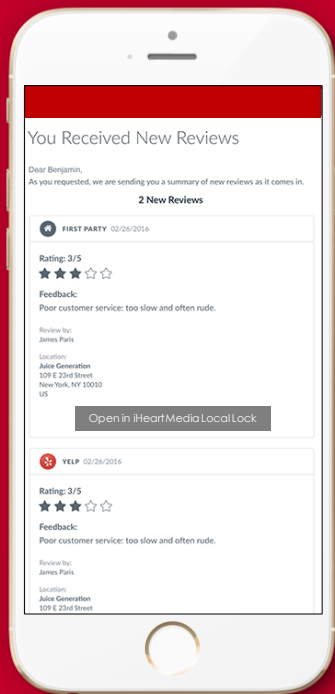
LOCAL LOCK:

Reputation Management

STAY INFORMED AND IMPROVE CUSTOMER RELATIONSHIPS

RATINGS MATTER: your customers are your most important source of feedback.

Their ratings and reviews impact how search engines and other customers make decisions about your brand everyday.



- ▶ **STAY INFORMED WITH REVIEW MONITORING**
Review Monitoring leverages direct integrations to pull all your reviews, from all sites, into a single dashboard so you can stay informed at scale.
- ▶ **NO-GUESSWORK NOTIFICATIONS**
Review Notifications alert you as soon as new review activity is detected.
- ▶ **ENGAGE WITH CUSTOMERS ON THEIR TERMS**
Review Response dashboard makes it easy to respond to reviews directly to show customers, and prospects, that you're listening.

LOCAL LOCK RM ASSISTANT

Local Lock RM Assistant is a conversational interface into the IHM Local Lock platform

1. View & Update information on the fly
2. See and respond to reviews
3. Receive Real-Time Notifications
4. Check reporting metrics

DID YOU KNOW?

67%

OF BUSINESSES EXPERIENCE A HALF STAR RATINGS INCREASE AFTER INCORPORATING REVIEW RESPONSE

91%

OF CONSUMERS READ ONLINE REVIEWS



LOCAL LOCK: Review Generation

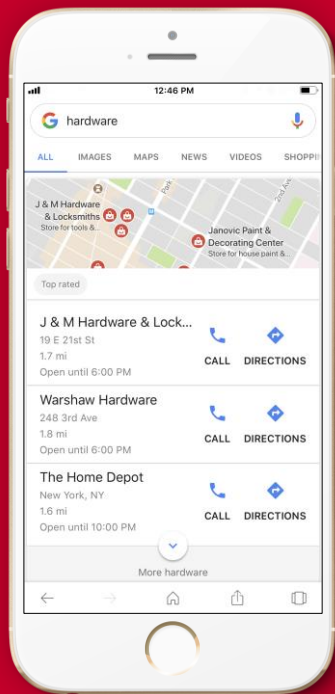
IMPROVE PROMINENCE RANKING WITH GOOGLE

Google looks at 3 things to determine your Local Rank on a search engine results page (serp):

Relevance, Distance & Prominence.

Prominence (aka your business's reputation) includes review count and rating.

Reviews generated directly on your own business website are crucial to this equation.



STEPS

1

REQUEST
REVIEWS

2

GATHER
AUTHENTIC
FEEDBACK

3

ADD THOSE
REVIEWS TO
YOUR WEBSITE

4

SEE STARS
IN THE SERP

REVIEW PUBLISHING

iHM Local Lock's Review Generation is a super simple, Schema.org-compliant widget that makes it easy to add the reviews you generate to your website, apps, and location pages, which puts stars in your organic search results and improves your overall ranking.

