



# IMPROVE CUSTOMER ENGAGEMENT THROUGH LOCATION DATA MANAGEMENT

IgniteTech's Placeable solutions enable enterprise brands to drive online and offline revenue through location data management, local marketing and digital advertising.

## ONE PLATFORM TO MEET YOUR LOCAL MARKETING NEEDS

Leading multi-location brands trust IgniteTech to certify and maintain their location data. Why? Because IgniteTech's Placeable solutions improve map accuracy, build outstanding digital presence in each of their local markets and improve performance of local search and digital marketing better than anyone else.

IgniteTech's Placeable solutions give you a simple but powerful way to improve the quality and richness of your content, automatically publish changes to unique local landing pages and seamlessly syndicate your location data.

With our technology and expertise, your brand will see greater visibility online, improved conversions, increased in-store foot traffic and steady sales growth. IgniteTech's Placeable software manages millions of locations for some of the world's most successful companies, helping them become more authentic, locally competitive brands.

Placeable includes two SaaS MarTech products: **Placeable Workbench**, a location data management and distribution platform, and **Placeable Pages**, a customizable locator for local landing pages.

- Build, integrate and maintain robust Locator (or "Find a Business Near You") application combined with geo-targeted advertising with location-specific parameters to capture and convert qualified buyers near locations by offering a specific product or service
- Provide bleeding-edge SEO for microsites that directly facilitates online and offline business objectives
- Identification of best vocabulary to deploy ad-words campaigns to drive traffic directly or indirectly related to your business
- Pre-designed templates to quickly design and deploy microsites, ensuring consistent branding while facilitating numerous changes that need to be accommodated during the lifespan of the microsites

# MAXIMUM STRENGTH DATA INTEGRATION AND TRANSFORMATION

## PLACEABLE WORKBENCH

### *Location data management and distribution platform*

IgniteTech's Placeable Workbench is a digital marketing automation platform that makes it quick and easy to assemble, enhance and publish your location data. Normalizing, enriching and geo-coding has never been more simple. With Placeable Workbench, you'll always be able to assess your data quality, monitor progress against objectives and certify your location data.

The Workbench platform identifies actionable insights with concrete and prioritized recommendations to:

- Improve the quality and richness of your content.
- Automatically publish changes to unique local pages.
- Quickly launch geographically targeted campaigns.
- Seamlessly deliver location information to third party sites.

## PLACEABLE PAGES

### *Customizable locator and local landing pages*

Once Workbench certifies your location data, you can optimize your Placeable Pages business locator to rapidly deploy and update hundreds or thousands of individual mobile-friendly local pages enhance sitemaps and geo-indexed pages, and be certain that your brand will be found by your customers in local search.

IgniteTech's Placeable Pages allows you to enrich your local page content with:

- Unique calls-to-action
- Videos
- Messaging
- Photos
- Promotions
- Reviews

## YOUR INDUSTRY — OUR TOOLS AND EXPERTISE

Every industry poses unique local marketing challenges. We'll help you overcome them. Not only does IgniteTech provide the tools and expertise you need to excel in your industry, but we tailor our products and services to fit the needs of your brand.

- **Retail:** Stop worrying about store hours and location updates — we'll make sure your customers always know how to find you.
- **Restaurant:** Build a superior experience that drives hungry customers to place their order — in-store or online.
- **Financial Services:** Get help managing your location data — so customers can always find the bank branch or ATM they are looking for.

## PLACEABLE COPILOT

Placeable CoPilot is a GenAI-powered add-on designed to simplify and enrich the user experience on the Placeable platform. It enables natural language queries for quick access to key performance indicators, making the wealth of data within Placeable instantly accessible to a wider audience. CoPilot also utilizes sentiment analysis to track and evaluate customer reviews across platforms. By alerting stakeholders to customer sentiment in real-time, Placeable CoPilot helps manage reputation and foster better customer relationships.

## FOR MORE INFORMATION

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