Placeable® Solutions

Improve Customer Engagement Through Location Data Management

Ignite'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 all of your Local Marketing Needs

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

With our technology and expertise, your brand will see greater visibility online, improved conversions, increased in-store foot traffic, and steady sales growth. Ignite'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 Workbench™
Location data management and distribution platform

Ignite'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

Be Found By Your Customers

Ignite'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.
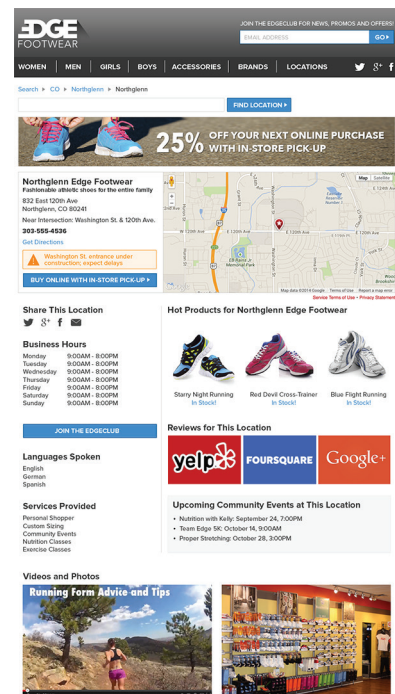
Placeable Pages™
Customizable locator and local landing pages

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

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

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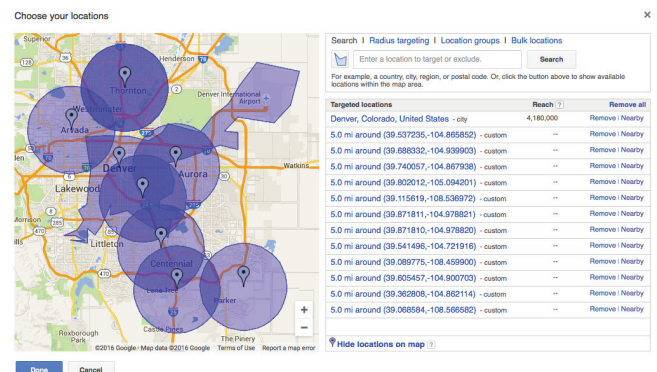- Videos
- Photos

Proximity Ads™
Enhanced geo-targeting advertising platform

Ignite's ProximityAds activates a brand's location data across digital advertising platforms to capture and convert qualified buyers near locations offering a specific product or service.

Ignite's ProximityAds platform is your one-stop solution for integrating geo-targeted advertising with location-specific parameters across multiple platforms, simultaneously — all from one, easy-to-use interface. ProximityAds is scalable, simple to operate, and powerful in its ability to boost campaign effectiveness. With ProximityAds, you don't just enhance one advertising platform, you enhance them all.

Ignite's ProximityAds enhances advertising platforms by:

- Allowing hyper-customization of campaign targeting parameters
- Enabling integration into multiple advertising platforms
- Feeding campaign criteria into multiple advertising platforms simultaneously

Transform Your Location Data Into Your Biggest Asset

Listings Management™

Expert data management and SEO services

Ignite's Listings Management provides you with a Local Solutions Specialist to manage your location data — everything from cleansing and updating to distribution and reporting. Additionally, our experts conduct competitor analysis to provide actionable insights and recommendations.

Take away the stress and time investment of listings management. Let our team work for you and maximize your brand's local performance

Ignite's Listings Management expert insight and service will:

- Clean and format location data, source additional local content, and visually verify latitude and longitude
- Resolve errors and conflicts within our Network Partners of search engines, social media sites, and data aggregators
- Provide data maintenance — resolving store closures and duplicates, wherever your data is distributed
- Make actionable recommendations from competitor analysis and reports tailored to your brand's needs

Your Industry, Our Tools And Expertise

Every industry poses unique local marketing challenges. We'll help you overcome them. Not only does Ignite 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

For More Information

Please contact us at success@ignitetech.com or visit ignitetech.com.

Expert Insight and Service

Streamline the location data management process with Ignite's Placeable solutions. Regardless of the size of your team, Ignite has the tools and services you need to manage your location data more efficiently and effectively.

Ignite
TECHNOLOGIES