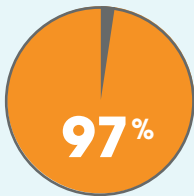




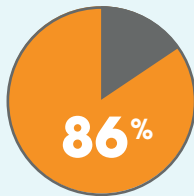
# Do you know what customers are saying about your business online?

Online reviews can have a big impact on your business. In fact, the majority of consumers rely on online reviews before making a purchase decision. Maintaining a positive online reputation on sites like Google, Yelp and Facebook is something your business can't afford to ignore.

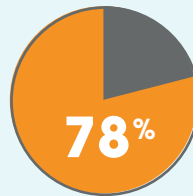
## Why Online Reviews Matter



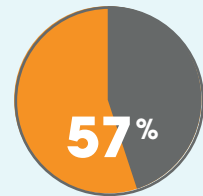
of consumers search for local businesses online



of consumers read reviews for local businesses



of consumers trust online reviews as much as personal recommendations



of consumers will only use a business if it has 4 or more stars

## Online Reviews Impact Your Bottom Line



According to a Harvard Study, a one-star **increase** in your Yelp rating can lead to a 9% increase in revenue.



Meanwhile, a one-star **decrease** in your overall Yelp rating could lead to a 5% loss in revenue.

## How We Help

We'll help you protect your brand, avoid negative reviews and maintain a positive online reputation.

- ✓ **Review Monitoring**  
Easily track all of your online reviews from the top review sites including Google, Yelp and Facebook.
- ✓ **Get More 5-Star Reviews**  
Increase your rating and get more 5-star reviews from happy customers.
- ✓ **Daily Reputation Reports**  
Gain powerful insight into key metrics, like average star rating, total reviews, reviews by star rating, and more.
- ✓ **Deflect Negative Reviews**  
Help stop negative reviews before they hit the major search sites by allowing customers to share their concerns directly and discreetly with you.
- ✓ **Automatic Email Notifications**  
Get notified of new reviews and how your business is performing with daily emails.
- ✓ **Respond to Reviews**  
Easily identify who, when, and where reviews were added so you can quickly respond.
- ✓ **Promote Positive Reviews**  
Promote your best reviews by sharing them on social media.
- ✓ **Review Response Coach**  
We'll show you the best way to respond to customer reviews GOOD or BAD.