



Ströer Listing Professional

With our directory product, we transmit your company data to around 55 (minimum 50) online directories, business directories, portals, voice search services or navigation systems with the aim of ensuring consistent company data. This increases the findability and trust in the actual existence of your company among potential customers. We will provide you with access for the central administration and updating of your company data. At the same time, we protect your entries from changes by third parties as far as technically possible. This saves you a lot of time and money that you would otherwise have to spend on manual entries in each individual directory.

Ströer Listing Professional service description

1. Central customer area as a self-service tool

- ★ Set up your central customer area with transfer of contract data
- ★ Provision of the tool for central entry and management of directory data:
 - Master data (e.g. company name, address, telephone number, fax, e-mail, website, opening hours, pictures, company description)
 - Additional data (e.g. profiles in social networks, payment methods, YouTube video, special offers, information on products, services and brands, etc.) and industry-specific attributes according to availability
- ★ Special opening hours can be planned, e.g. for vacations or public holidays with automatic changeover on these predefined days
- ★ Notification option for outstanding data fields, reminders for upcoming public holidays or product updates
- ★ Possible contact by telephone or e-mail during normal business hours for questions about the product
- ★ On request: Set up additional users with write or read rights for customer service

Directory entries

- ★ Transmission of location data to all directories contained in the respective package, navigation systems, apps, maps and voice assistants within our partner network; viewable at <https://stroer-online-marketing.de/produkte/listing/smb-verzeichnisuebersicht/>
- ★ Creation of company profiles in the partner network at no additional cost
- ★ Protection of company profiles against modification by third parties (data lock) in most directories

Creation of posts (social posting)

- ★ Unlimited postings on the Google, Facebook, Instagram and LinkedIn platforms
- ★ Scheduling function of posts for automatic postings in the future
- ★ Support for postings with images
- ★ Provision of instructions for linking the platforms

Review management

- ★ Overview per location of reviews submitted in selected directories with filter options by directory, time period and number of stars
- ★ Dashboard overview with relevant KPIs on the rating average, distribution of stars and absolute number of reviews submitted
- ★ Presentation of the individual ratings submitted with rating text and star allocation
- ★ Possibility to directly respond to reviews from the customer area in selected directories
- ★ Notification function for newly received or updated reviews
- ★ If required: Handling of one review check per 12 months (see service description: deletion cannot be guaranteed)

Duplicate cleanup

- ★ Regular check for duplicates
- ★ Custom dashboards and suppression of identified duplicates (incorrect entries are suppressed and will redirect to the entry we have created. Paid entries cannot be suppressed.)

Expert calls for profile optimization and review management

- ★ Contact our experts for coaching on the following topics:
- ★ Detailed onboarding for functions in the customer center
- ★ Delayed comparison of profile completeness to identify potential optimisations in order to maximise the added value of the listing product
- ★ Coaching on the topic of review management and dealing with negative reviews
- ★ Initial tips for social media posts and technical support for sending via the customer centre (no content generation by RegioHelden GmbH)
- ★ Individual clarification of the time intervals and choice of topics together with the customer in the initial consultation*

*After three unsuccessful contact attempts on different days and times, the customer receives an e-mail asking them to get in touch with the account managers themselves as soon as they are interested in (further) calls or coaching sessions

RegioHelden GmbH is obliged to properly transmit the company data to the directories. The time of publication of the submitted company data, the duration of publication, the type of publication presentation and the scope of the published company data depend on the individual directory and its terms of use, quality standards and other guidelines of the directory with regard to the submitted content and cannot be influenced by RegioHelden GmbH. Due to the applicable terms of use/guidelines of a directory, it may refuse to publish submitted company data in whole or in part or change it in accordance with the guidelines of the directory. RegioHelden GmbH is entitled, but not obligated, to change submitted company data that is incomplete or incorrect (e.g. incorrect spelling of the city name, incorrect postal code) or does not correspond to the format required by the respective directory. RegioHelden GmbH is under no obligation to check this. If the respective directory partner fulfills the technical requirements for this, RegioHelden GmbH will also activate protection against modification by third parties (data lock). RegioHelden GmbH is not liable for the services of the directory partners, i.e. in particular not for the proper publication and maintenance by the directory partners or for compliance with data protection regulations by the directory partners.

Customer responsibilities:

Depending on the service ordered, the client is obliged to set up user accounts, social media profiles and his customer area with RegioHelden GmbH and to provide details of his company and its locations. With regard to the actions to be performed by the client and the data, photos and other materials to be provided, the client shall receive a registration link to the customer center by e-mail after conclusion of the contract. Once they have registered, they will find the relevant instructions for setting up the system in writing and by video, as

well as personal support and advice by phone or email if required. The client undertakes to provide all information truthfully and to check it carefully for errors.

Technical dependencies on third parties & update intervals

RegioHelden GmbH has no influence on the time of publication of the entries on the partner platforms. Due to the update intervals and verification processes of individual partners, a waiting period of up to 6 months must be expected. Publication also possible at a later date. For technical and other reasons, it is not possible to register and maintain all existing directories on the Internet. RegioHelden GmbH will, as far as technically possible, ensure that existing old entries are also updated. However, this cannot be guaranteed in individual cases.

Partner & directory portfolio

RegioHelden GmbH regularly reviews the portfolio of directories and platforms and decides whether to remove or add existing or new partners. The decision is based on the relevance and popularity of the partner platforms for the findability and visibility of the client on the Internet. RegioHelden GmbH is not obliged to communicate the exchange of partners to the client, unless the exchange results in an obvious reduction in performance.

The client is not entitled to have its company data transferred to a specific directory. If a selected directory leaves the directory portfolio during the term of the contract with the client, RegioHelden GmbH will, if necessary, transfer the company data to another directory from the directory portfolio so that the transfer to the agreed minimum number of directories is guaranteed at all times.