



# Ströer Listing Enterprise - Ultimate

With our directory product, we transmit your company data to around minimum 55 directories, business directories, portals, voice search services or navigation systems with the aim of ensuring consistent company data. This increases the visibility, findability and trust in the actual existence of your company among searching and potential customers. With the directory entries, you not only create relevance for your company in the results of search engines such as Google, but can also store additional information such as opening hours and images. At the same time, we protect your entries from changes by third parties as far as technically possible. We will provide you with access for the central administration of your company data. 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 Enterprise - Ultimate service description

### 1. Onboarding

- ★ Initial upload of your location data to your Enterprise Customer Center\*
- ★ Advice on the optimal management of your location data
- ★ Support for the creation and linking of Facebook Locations (Meta)\*
- ★ If an API interface is required: Support with initial implementation and expansion\*
- ★ If required: Instructions on topics such as synchronization data, links, social posting or review management

### Central Enterprise customer area

- ★ Creation of user accounts according to a defined authorization concept\*
- ★ Individual design and configuration of start pages, dashboards and notifications per user\*
- ★ Entry and management of your directory data:
  - Master data (e.g. company name, address, telephone number, fax, e-mail,

- website, opening hours, pictures, description text)
- 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 predefined days
- ★ Simplified search of your locations by storing system references (e.g. location ID)
- ★ Optimized location management via folders & labels for grouping locations\*
- ★ Updating data at location level, as an upload via a location table or via an API to be set up by the client (the API interface description and access to the test environment will be provided)\*
- ★ Release management system for data updates\* and responses to reviews

## 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 (including Google Business Profile and Facebook); available 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
- ★ Efficient data management through user-defined profile templates\*
- ★ Real-time updates of your data in a large part of our partner network
- ★ Function for creating posts (social posting) in selected directories according to technical requirements
- ★ Detailed view of your company profiles with integrated download function\*
- ★ Overview and management of data updates made by third parties in selected directories\*

## Review management

- ★ Presentation of the individual ratings submitted with rating text and star allocation
- ★ Extensive filter options, e.g. by location, time period or number of stars
- ★ Insight into individual key figures, such as the number of reviews submitted and the rating average
- ★ Forwarding and export function for submitted reviews\*
- ★ Regular update of the reviews
- ★ Customized email notifications about newly received or updated reviews\*

- ★ Possible for you to respond directly to reviews from the Enterprise Customer Center in selected directories
- ★ Possibility to store templates for review responses
- ★ Map display of the locations with number of reviews and color coding according to the review quality
- ★ Review generation via invitation by e-mail
- ★ Overview of generated review with number and average rating

## **Analytics**

- ★ Predefined dashboards and reports on listings and their user interaction
- ★ Custom dashboards and reports with key metrics, e.g. Google Business Profile statistics (provided that all obligations of the client have been fulfilled)\*
- ★ Customizable, extensive filter options as well as export and notification function
- ★ Custom dashboards and reports with key metrics on reviews in selected directories
- ★ Relevant key figures for competition comparison
- ★ Sentiment analysis of incoming reviews based on user-defined keywords

## **Account management**

- ★ Personal contact person for concerns about the product
- ★ Advice on using the Enterprise Customer Center and clarification of product-specific questions
- ★ No limit on the number of e-mail inquiries and calls
- ★ Advice on the Google Business Profile (guidelines, optimization, completion)\*

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\*These services are available at the customer's request after consultation with RegioHelden GmbH.

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. In exceptional cases, publication may take place 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 its 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.