

5 Common Issues

When Managing Business Listings via an Aggregator

Local data aggregators like Acxiom, InfoGroup, and Localeze are a vital part of the local data ecosystem.

They provide publishers with a comprehensive dataset of local business listings.

However, since aggregators were designed to serve *publishers*, not *businesses*, they offer limited capabilities for directly controlling online listings for a business.

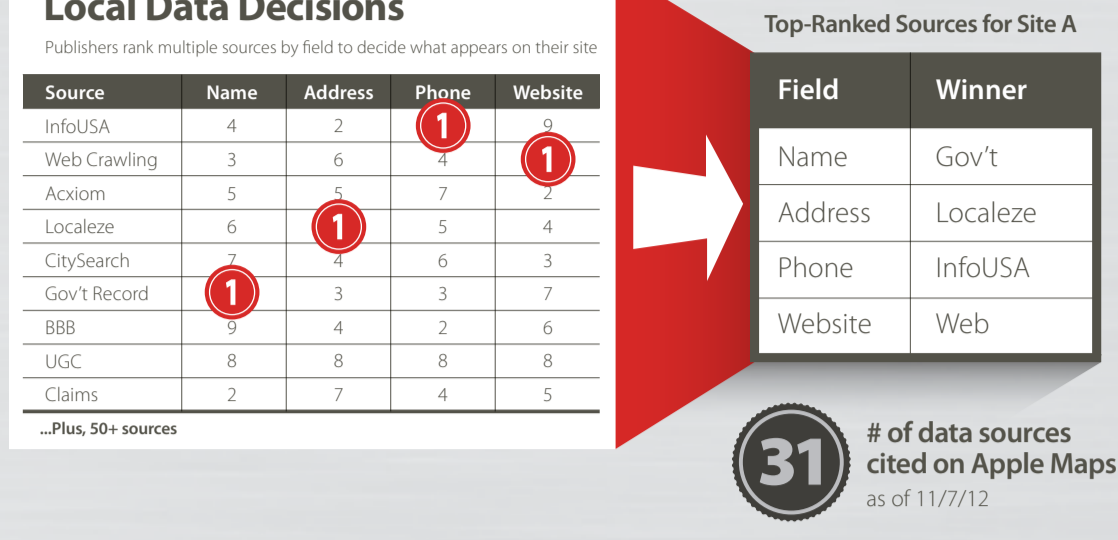
Here are five important issues marketers face when trying to manage local business listings with an aggregator.

1. Your listings might not update

Each publisher imports local data from dozens of sources. Sources are ranked by field.

For data to appear correctly, the right data must be present in the top ranked source for a given element.

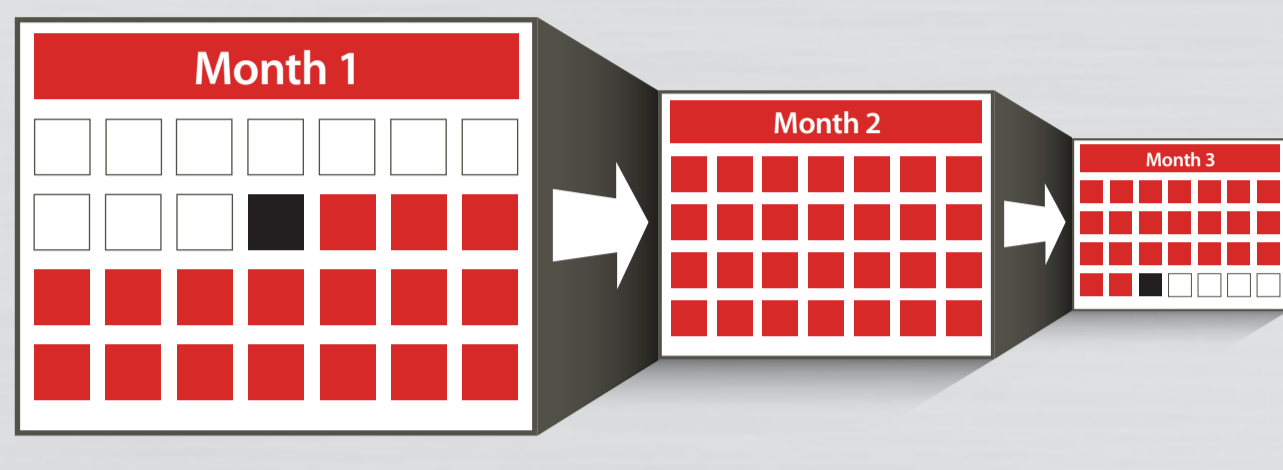
With dozens of unknown sources and dozens of fields, this is tricky since pubs don't reveal their rankings.



31 # of data sources cited on Apple Maps as of 11/7/12

X An aggregator submission does not guarantee an update will occur.

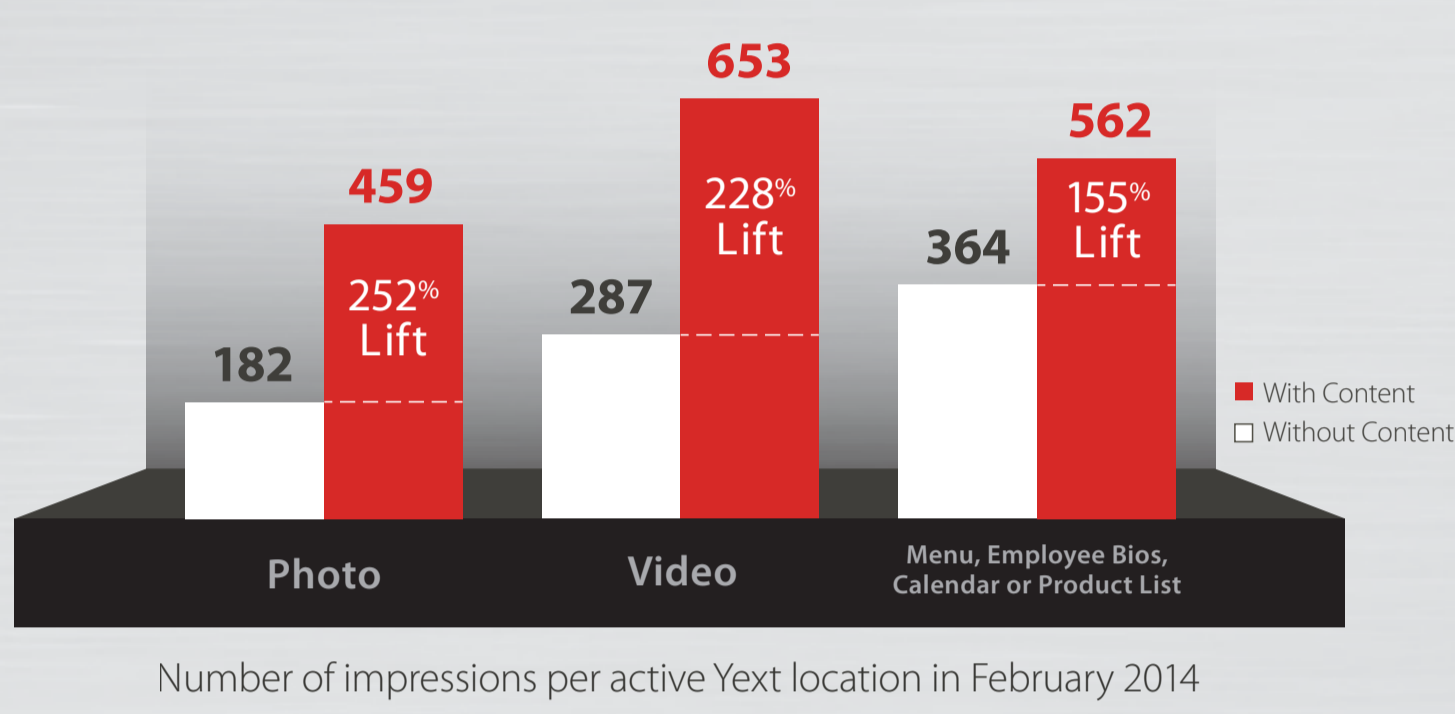
2. Listing updates can take months



X The average aggregator submission takes several months.

3. Aggregators don't enable rich content

Businesses without rich listings are missing out.

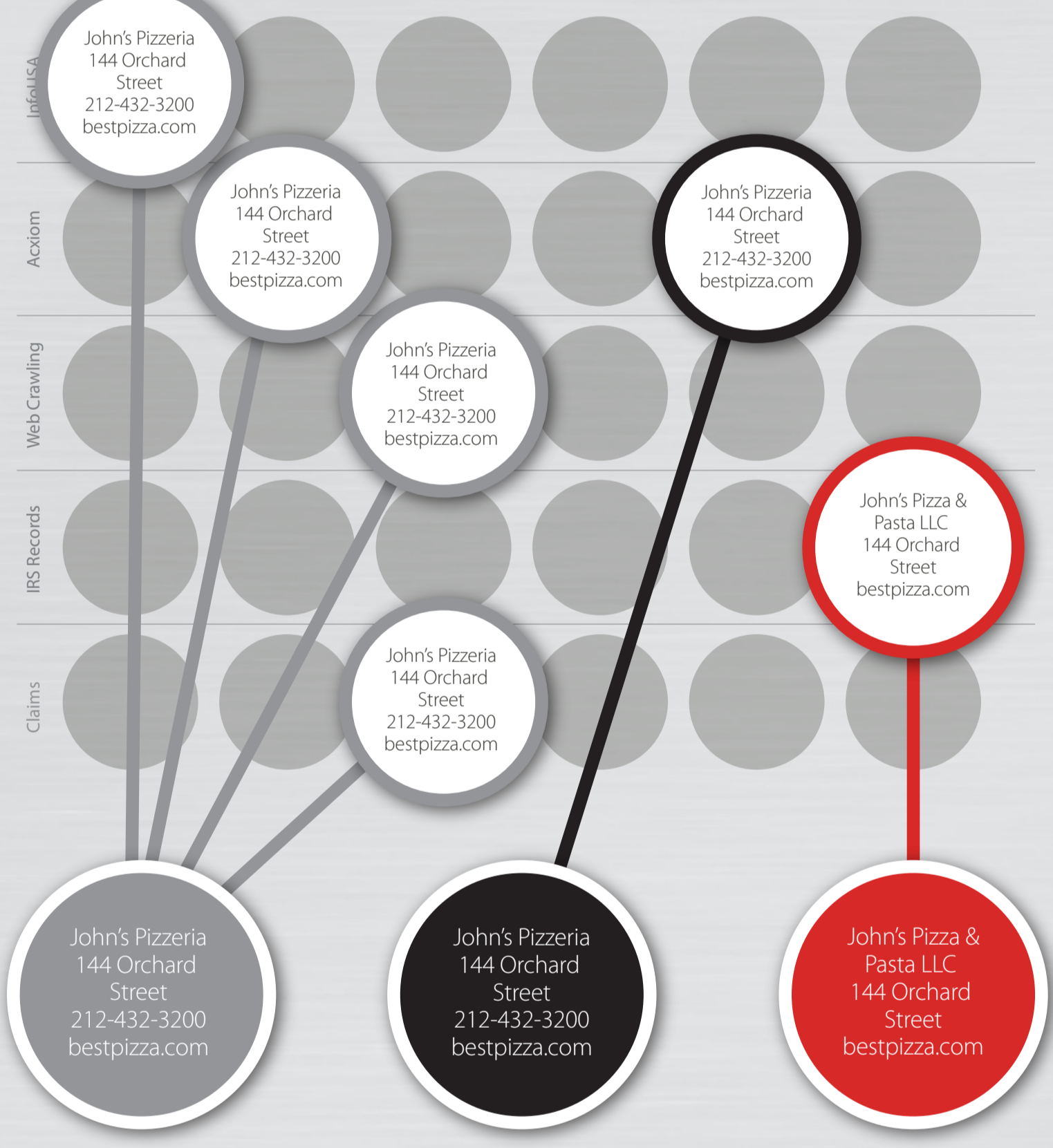


X Publishers only take in basic fields – name, address, phone, and a few others – from aggregators. Aggregators do not provide menus, videos and other rich content.

4. Aggregators can't fix all dupes

Duplicate listings exist at both the source *and* publisher level. Many are created due to an imperfect publisher merge, as shown below.

Publishers merge dozens of sources to find all instances of a business.

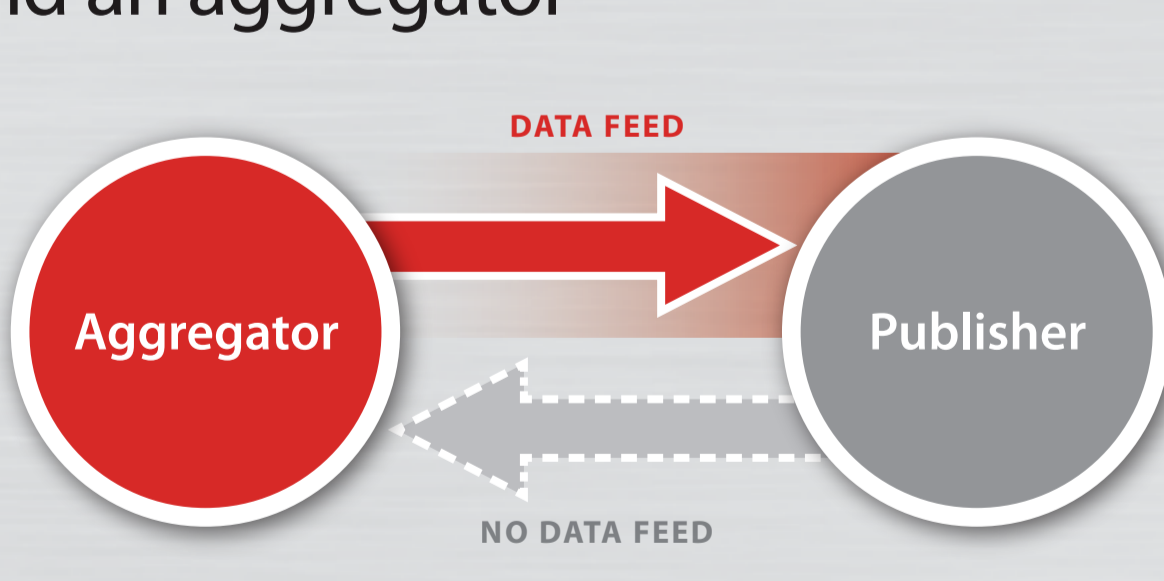


The "Aggregator Dupe" is created because of two instances of the same record at an aggregator.

The "Merge Dupe" is created because the publisher's merge algorithm does not associate the IRS record with the others.

X Aggregators can only fix dupes in their own data. They can't fix dupes that occur from the publisher merge.

5. No feedback loop between a publisher and an aggregator



X Aggregators do not know the status of a listing after they send it out.

X Aggregators can not track Impressions, searches, profile views, featured message clicks, tips, check-Ins, likes, etc.

X Aggregators can not monitor comments or reviews.

Despite all this, it doesn't hurt to submit your data to an aggregator.

It's free to do so, and can be done by simply visiting the following web sites:

neustar // Localeze

<http://www.neustarlocaleze.biz/directory/index.aspx>

acxiom

<https://mybusinesslistingmanager.myacxiom.com/>

expressupdate

<http://expressupdateusa.com/>

factual

<http://developer.factual.com/contribute-or-correct-data/>

Submission to the four major US aggregators is free.