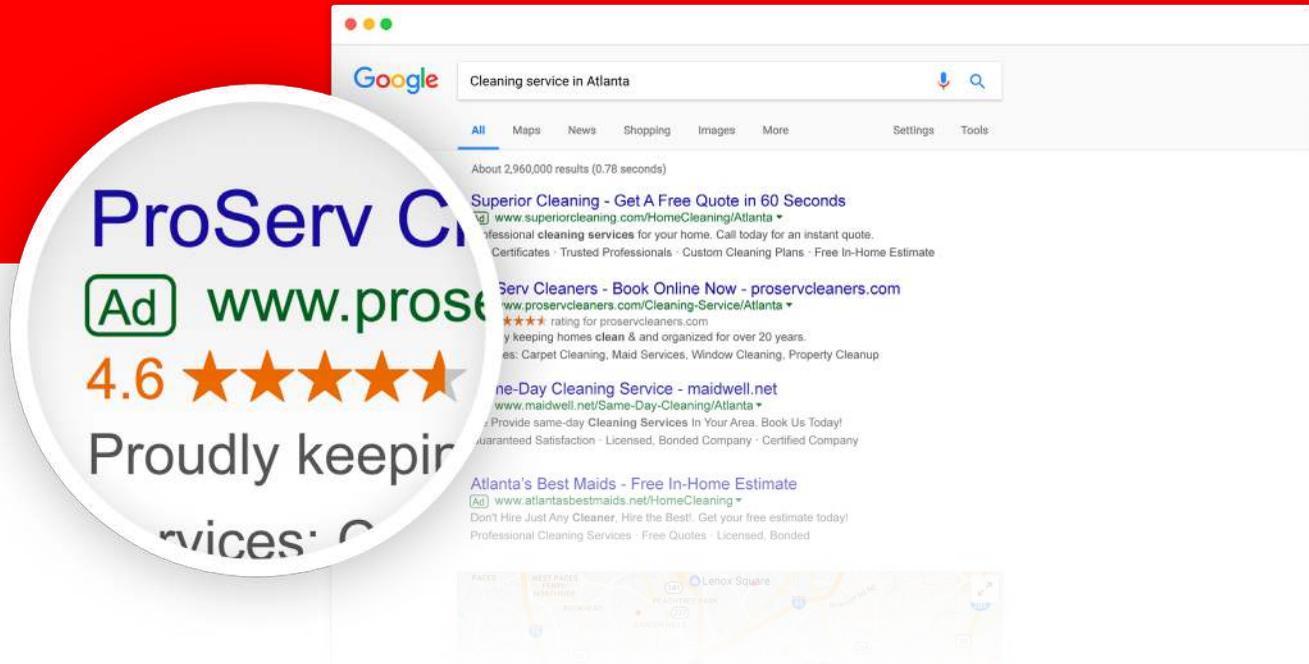


Grow trust. Grow traffic.



Boost your business with an automated seller rating.

Google has introduced a new world of value for customer reviews, allowing businesses to take Listen360's customer feedback data and translate it into trusted star ratings that display alongside their paid search campaigns on Google, Bing, and Yahoo!



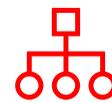
Drive more traffic to your site with 17% higher CTRs



Stand out from competitors in search results



Reduce cost per click by 14%



Make brand-level seller ratings visible for each location

The customer journey has shifted.

It starts with an online search.

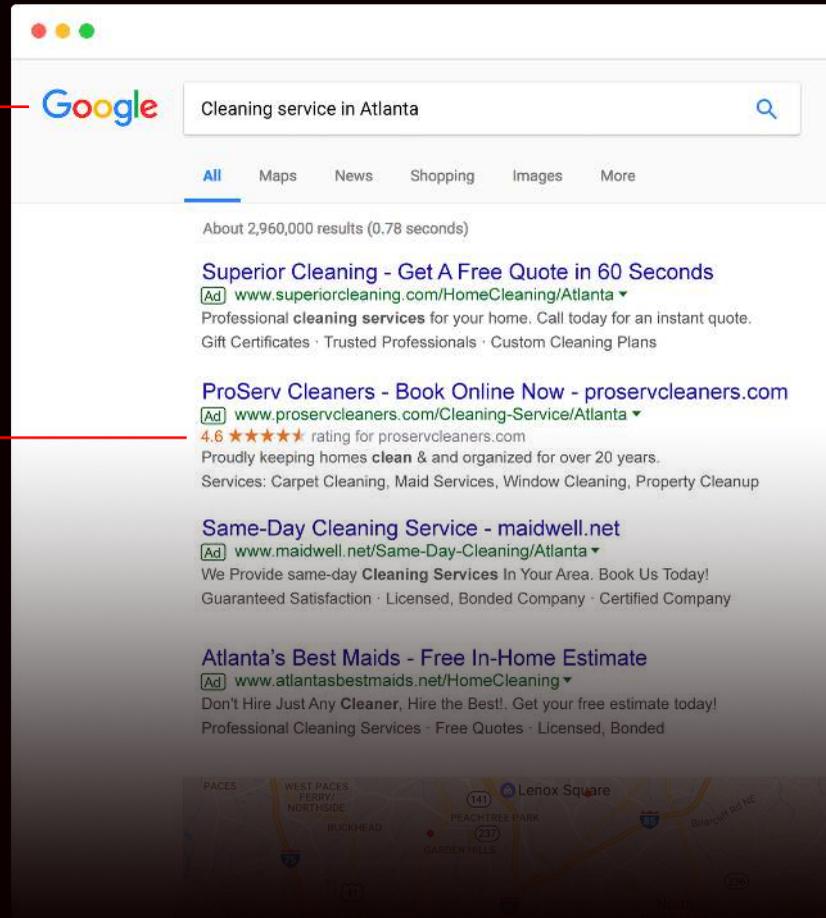
- 97% of consumers go online to research products and services locally.
- 90% use search engines for research.

When search results display, businesses with seller ratings are viewed as more credible.

When judging a business on its local reviews, 60% of consumers pay most attention to overall star rating.

Credibility is key when it comes to winning local customers.

Featuring seller ratings in your AdWord campaigns is proven to increase click-through rates by 17%.



How Listen360 AdStars Works

AdStars fully integrates with Listen360 feedback requests, helping you make the most of your existing consumer-generated content with no extra work. Listen360 collects customer feedback, and a sample of this feedback is provided to Google. A seller rating then displays for each location in search results.

Contact us to learn more about Listen360 AdStars for your business.

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