

# The Cost of Bad Location Data

## Local Information for Many Businesses Is Wrong...

Incorrect local business information in search, maps, and apps

% OCCURRENCE IN EACH INDUSTRY

MISSING/INCORRECT PHONE #

18% occurrence overall



30% Insurance

22% Real estate

16% Banking

MISSING WEB URL

19% occurrence overall



41% Banking

22% Auto

19% Hospitality

MISSING/INCORRECT ADDRESS

43% occurrence overall



64% Insurance

62% Hospitality

56% Real estate

MISSING LISTING

14% occurrence overall



30% Insurance

21% Real estate

16% Auto

## The Hidden Cost of Hidden Listings

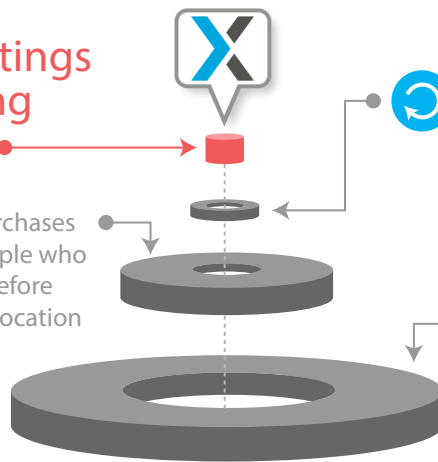
14% of listings are missing (\$10.3B)

51% of purchases are by people who research before buying at location (\$369B)

Customers use 5 sources when shopping locally, so businesses have a 20% chance of conversion (\$73.75B).

\$723B annual discretionary spend purchase offline

\$10.3B in lost sales for merchants with missing listings



Sources: Yext, Dec 2012; Google Oct 2012; LSA, June 2011; Yext, Sterling-Shotland, Dec 2012