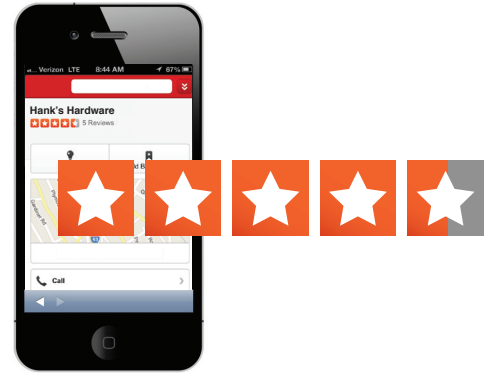




# REPUTATION MONITORING

## Know what customers are saying about you.

Don't let bad reviews shut you down. Everyone has an opinion and the Internet provides the megaphone. With 70% of consumers trusting online reviews, you can't afford to ignore what's being said online. Monitoring and addressing your online reputation has never been easier with your online dashboard.



35% of shoppers would provide a review for improving a SMB website.

1&1 INTERNET INC, 2011



70% of people trust online reviews by strangers.

NIELSEN GLOBAL ONLINE CONSUMER SURVEY, 2012



92% of people trust online reviews by people they know.

NIELSEN GLOBAL ONLINE CONSUMER SURVEY, 2012

### KEY FEATURES:

- Scour social networks, blogs, search engines, and review sites
- Monitor to help manage reviews
- Access to centralized dashboard
- Receive email alerts of recent reviews

Suggested product pairings:

**LIST OPTIMIZATION**

**SOCIAL MEDIA OPTIMIZATION**

