Location Bank

2023 THE YEAR IN LOCATION

REFLECTING ON A YEAR OF REMARKABLE MILESTONES: LOCATION BANK'S 2023 JOURNEY

Accountable for
58 MILLION
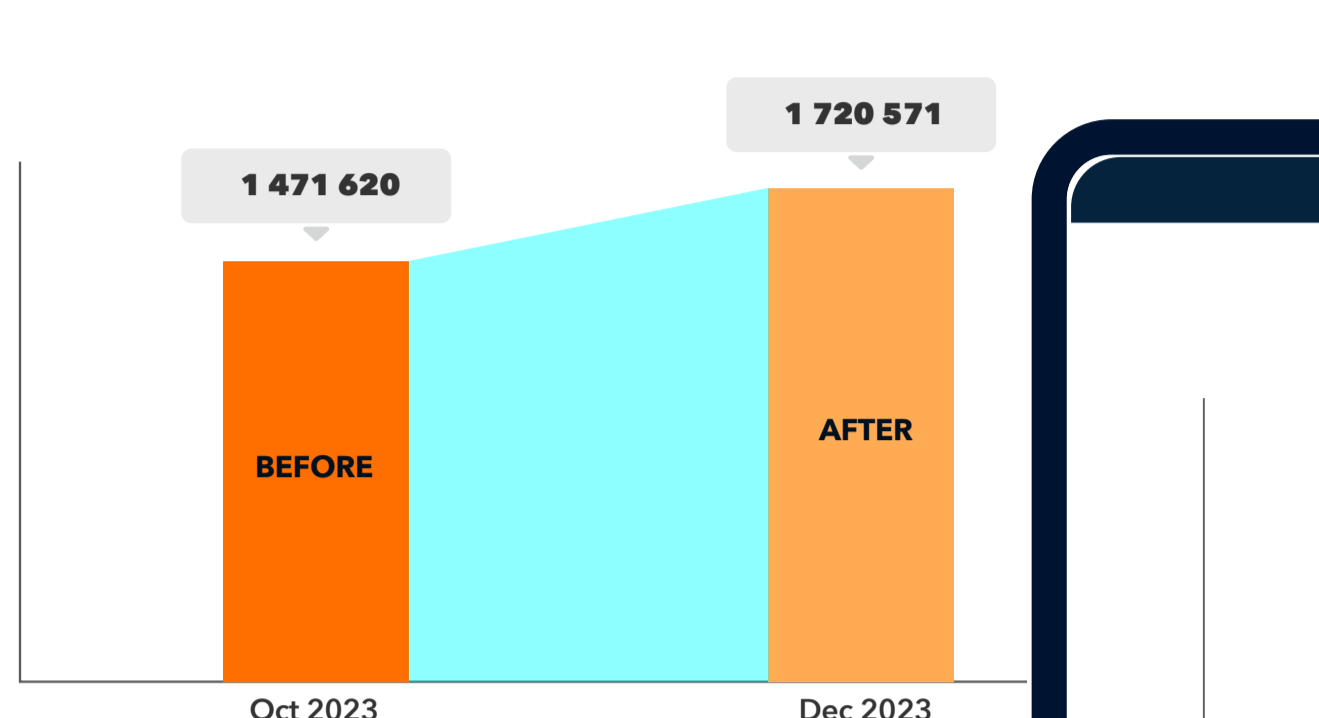CLICKS

1 BILLION
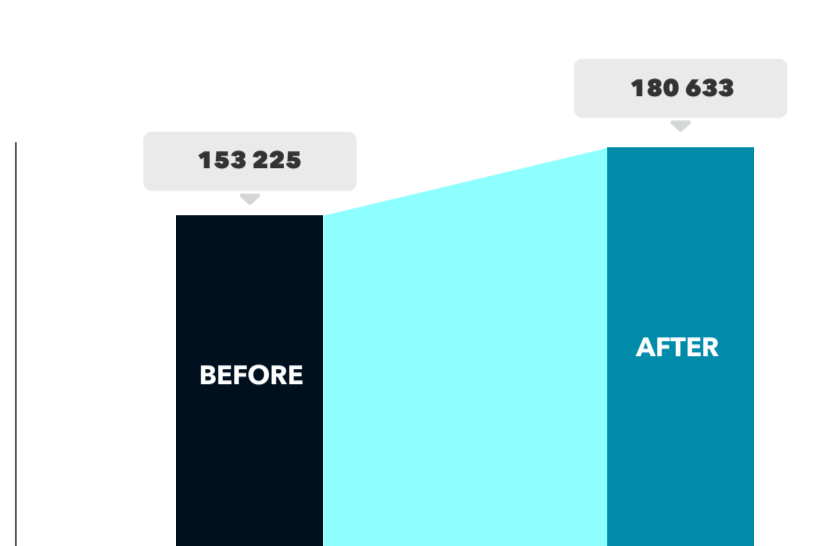SEARCH VIEWS

We drove
611 MILLION
NAVIGATIONS TO STORE

Generated over
16 MILLION
CALLS

SUBDOMAIN STORE LOCATOR

TOTAL IMPRESSIONS

1 471 620 BEFORE · 1 700 571 AFTER
Oct 2023 · Dec 2023

TOTAL CLICKS

163 335 BEFORE · 199 433 AFTER
Oct 2023 · Dec 2023

Location Bank strategically collaborated with a renowned chicken franchise to introduce an innovative Subdomain Store Locator Subdomain for enhanced SEO impact. Before this partnership, the franchise listed all its restaurant locations on a single page.

The new solution provides each restaurant with its own dedicated webpage enriched with complete data, significantly improving Local SEO rankings through targeted keywords and efficient engagement tracking. This initiative ensures enhanced visibility of individual restaurant pages in the search environment.

INSTANT WEBSITE

Vergelegen Wine Estate

About us

A native feature within the Location Bank dashboard that serves as an integrated website builder. With just a click of a button, businesses can effortlessly expand their digital footprint using data from the Location Bank dashboard.
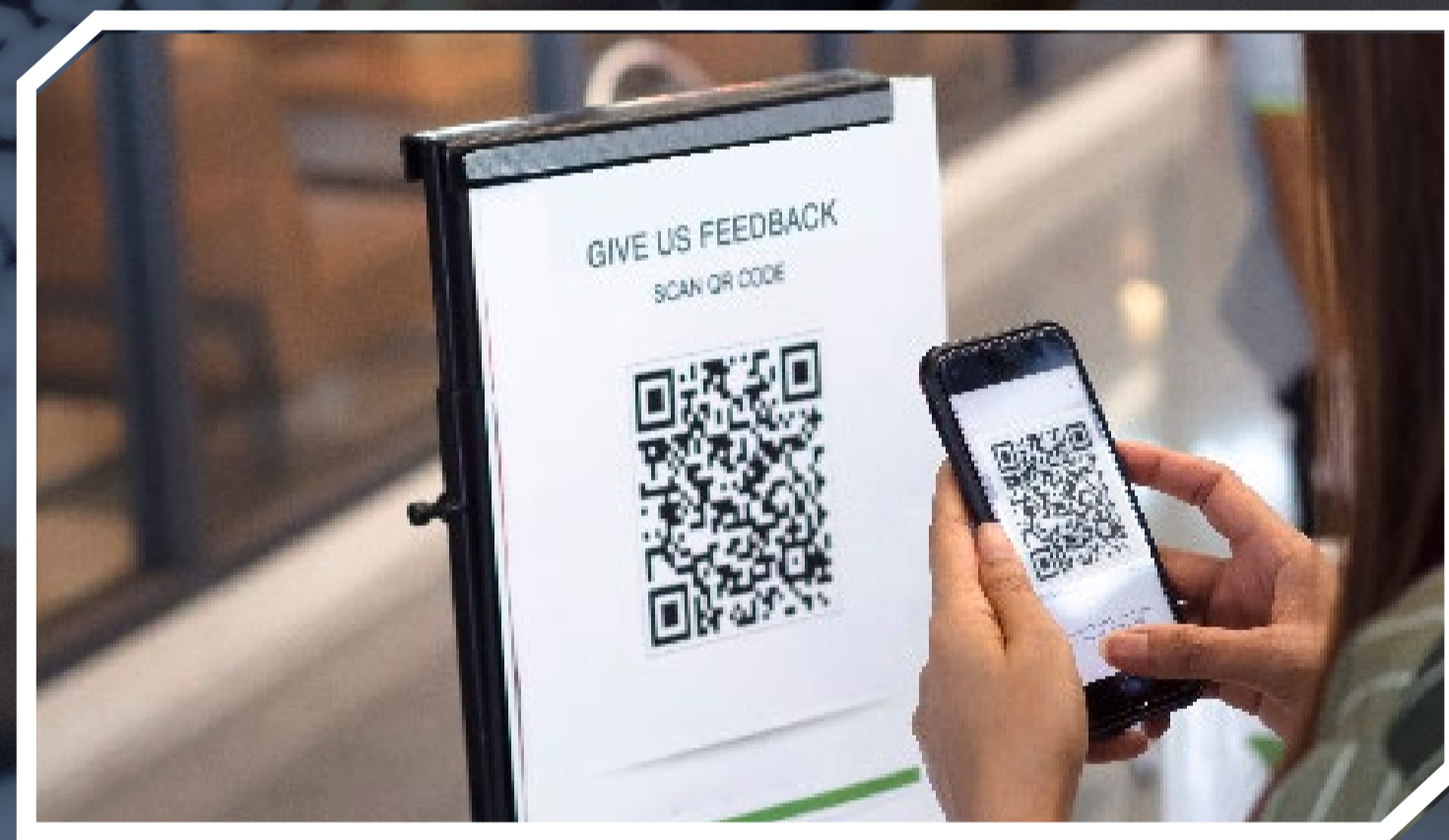
LOCATION BANK IMPROVES INTEGRATION WITH BING

Bing has been a key publisher in the Location Bank network for years. In 2023, we fostered a direct partnership with Bing which is currently showing positive growth across Africa and now accounts for 5% of search traffic.

INCREASED ROI IN THESE SECTORS

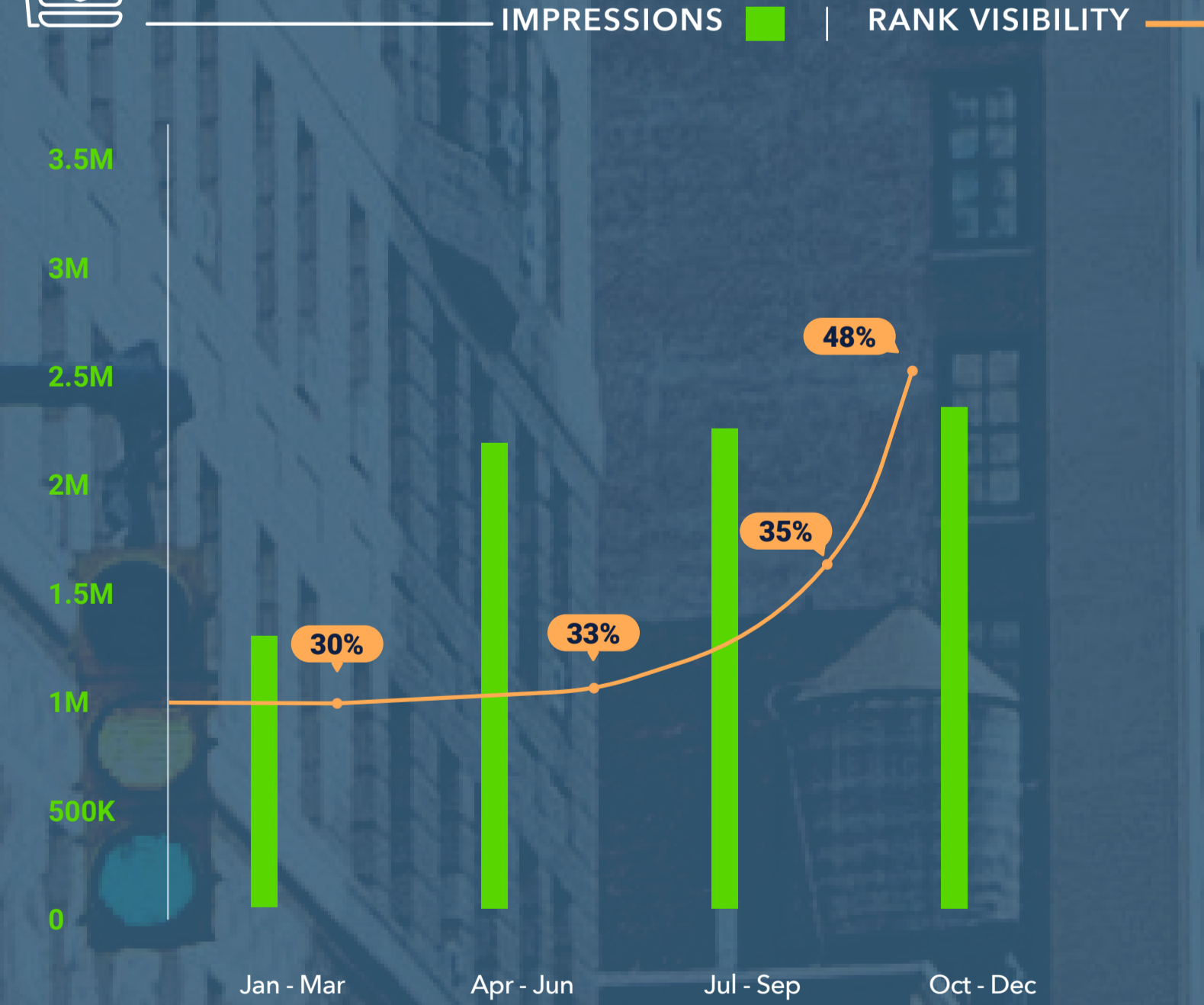| QSR		BANKING		FUEL	
(eCPM) Average Effective Cost per Thousand	(eCPC) Average Effective Cost per Click	(eCPM) Average Effective Cost per Thousand	(eCPC) Average Effective Cost per Click	(eCPM) Average Effective Cost per Thousand	(eCPC) Average Effective Cost per Click
R45.20	R0.53	R54.94	R0.48	R41.80	R0.55

FIRST iFEEDBACK CLIENT

After implementing iFeedback, a prominent linen store chain with 54 stores saw a significant increase in customer feedback. **Within two months, they received 932 predominantly positive reviews, compared to just 130 Google reviews previously.**
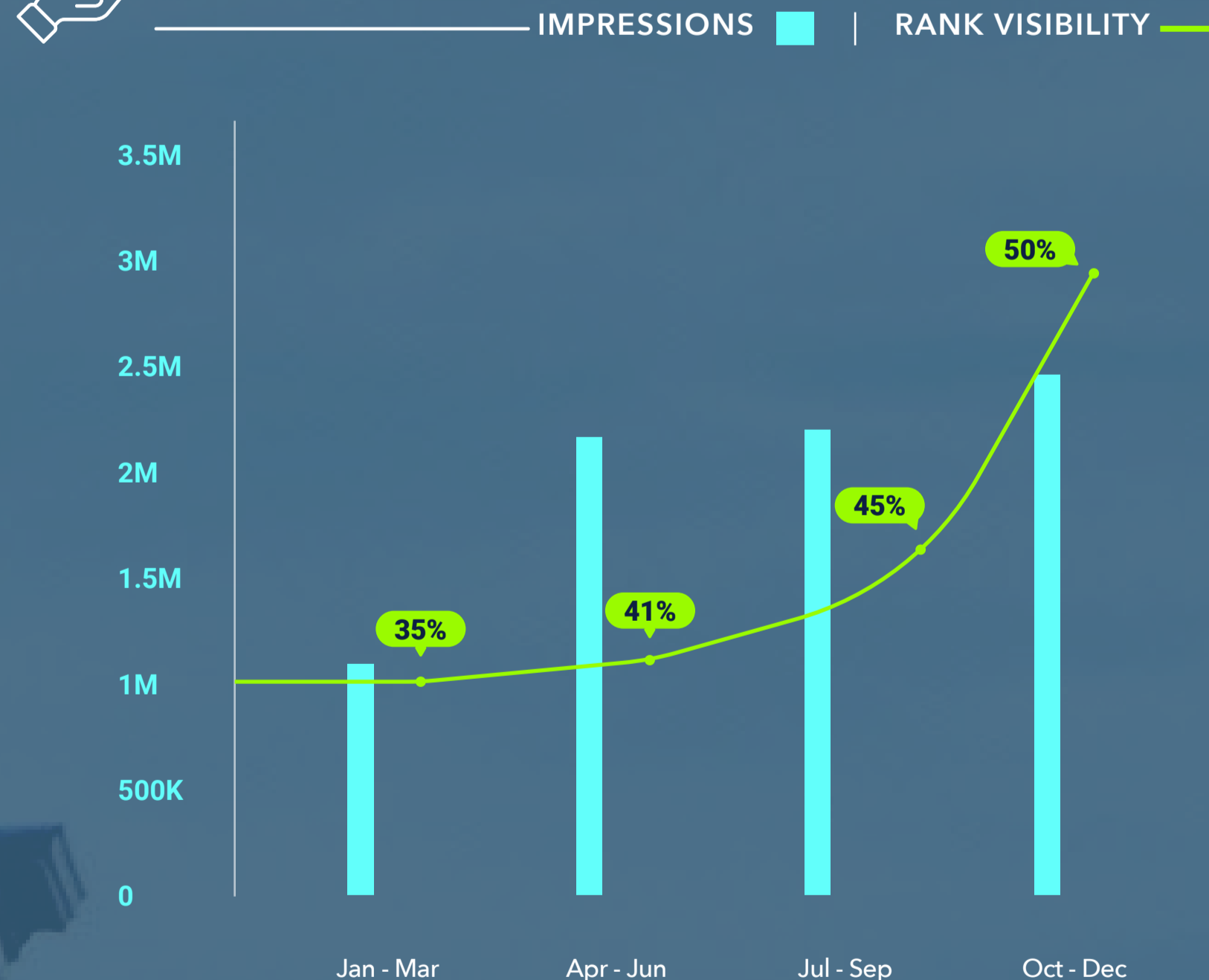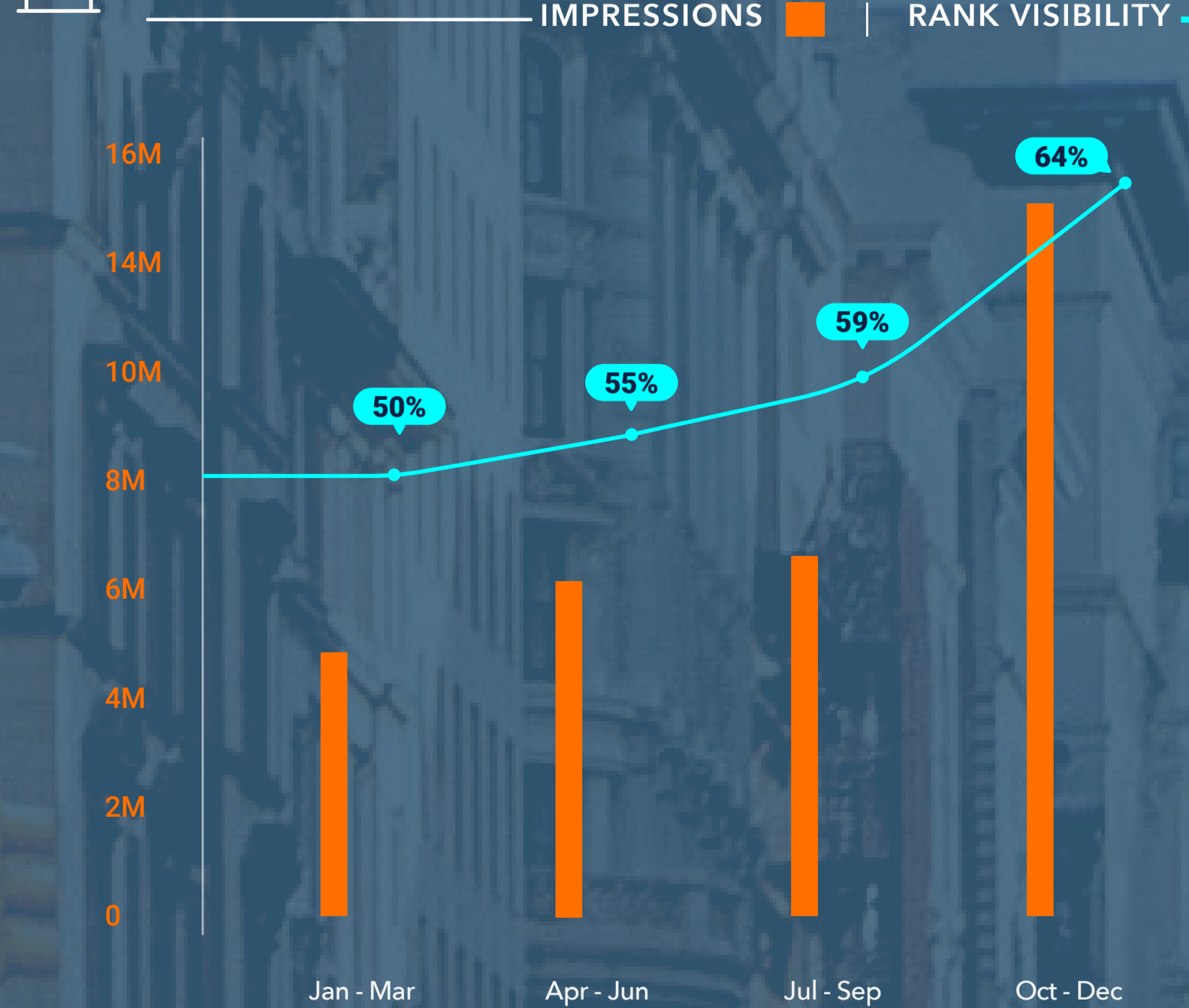
932 reviews in 2 months

130 reviews in 6 months

REVIEWS

1000 · 800 · 600 · 400 · 200

Month 1 · Month 2 · Month 3 · Month 4 · Month 5 · Month 6

GIVE US FEEDBACK

IMPROVED SEO IN THESE SECTORS

QSR
IMPRESSIONS · RANK VISIBILITY

3.5M · 3M · 2.5M · 2M · 1.5M · 1M · 500K · 0

30% · 33% · 44% · 31%

Jan - Mar · Apr - Jun · Jul - Sep · Oct - Dec

BANKING
IMPRESSIONS · RANK VISIBILITY

2.5M · 2M · 1.5M · 1M · 500K

35% · 41% · 45% · 50%

Jan - Mar · Apr - Jun · Jul - Sep · Oct - Dec

FUEL
IMPRESSIONS · RANK VISIBILITY

50% · 57% · 55% · 64%

Jan - Mar · Apr - Jun · Jul - Sep · Oct - Dec

LOCATION BANK LAUNCHES LOCAL ADS

AD trust

Sentiment Boost

Local Ads provides clients a seamless solution to run location based media around their store locations, across SA's premier mobile ad network. This solution runs off Location Bank data and has **3 key components:**

Traffic Boost
Target your low traffic stores with media that pushes eyeballs directly to your GBP listing.

Sentiment Boost
Publish positive reviews, within ads, around your stores.

Social Boost
Extend your social posts into media, targeted around your stores.

Theresa Venter
★★★★★
CMG love eating here | Best burgers ever!