



## Press Release

March 23, 2017

### **uberall and Silktide partner to improve sales performance for resellers**

uberall, the company behind the Digital Location Marketing Cloud for business, announced its partnership with Silktide, a leading provider of digital sales tools. The partnership allows mutual partners to benefit from the inclusion of the uberall Online Presence Check within Haystack, thereby simplifying the sales process by reducing the number of tools sales representatives need to use

#### **Online Presence Management with measurable results**

uberall empowers businesses to control all of their store location data across a global range of directories and platforms, including Yelp, Facebook Location Pages and Google My Business. The Online Presence Check, one of the many innovative tools uberall has created, enables efficient visualization of the findability of those locations online, by assessing how structured and complete the store location information is across all directories.

The integration means that sales teams using Haystack will now benefit from the inclusion of the uberall Online Presence Check, ensuring that the analysis contained is highly accurate and provided in real-time. This is an efficient and meaningful advancement in consultative sales, and enables partners to quickly recommend a tailored course of action for their clients. Haystack provides an overall assessment of how a business looks online covering Local, Social, Reviews, Website, Mobile, SEM, Display SEO and Video.

#### **Fully qualified potential customers**

Silktide's sales platform, Haystack, enables resellers to fully qualify potential customers, compare their performance against their competition and recommend tailored solutions in a structured way. The partnership between uberall and Silktide allows resellers to measure the success of their actions in all relevant local channels, including local directories, map services and navigation apps.

#### **Bernhard Friedrichs, VP Partnerships at uberall:**

“By integrating with Haystack, we at uberall continue to expand our network with another strong technology partner: Haystack is an ideal complement to further optimise the sales process of our partners, and we are excited to work with them.”

#### **Renato Bottini, Director of Business Development at Silktide:**

Our integration with uberall has introduced another significant and high quality partner into the Haystack platform ensuring that we continue to represent our partners' requirements through the rich insight we provide to sales teams.

We are very excited to be working with uberall as we recognise their importance as a leading provider of local presence management solutions.



The new interface is available to all uberall partners and Silktide from now on - activating it only takes a few clicks

Want to hear more? Get in touch with us at [partner@uberall.com](mailto:partner@uberall.com).

To learn more about Haystack please contact [Renatobottini@silktide.com](mailto:Renatobottini@silktide.com)

#### About uberall

uberall powers sales through location data, using the innovative Location Marketing Cloud. We enable companies to manage multi-site information in a centralized tool, enriching and securing data in a global range of directories, maps, social networks and navigation services, providing maximal findability for their stores, and enabling businesses to interact with their customers, wherever their business is mentioned online. Our products, Engage, Listings and Locator empower businesses to transform online interactions into offline sales, all over the world.

uberall was founded in 2012 by David Federhen, Florian Hübner and Josha Benner, in Berlin. It is backed by top investors, including United Internet, FUNKE Digital, and Project A Ventures, and has a second office in San Francisco. Its clients include renowned companies like Vodafone, Holiday Inn, and Yves Rocher. More information can be found at [www.uberall.com](http://www.uberall.com) and [@getuberall](https://twitter.com/getuberall).