

Uberall Collaborates with TripAdvisor to Help Businesses & Hospitality Brands Better Manage their Digital Footprint

With Uberall, customers can manage their business locations and monitor customer reviews in a single, centralized platform

San Francisco, Tuesday, August 7, 2018 — Uberall, Inc., the location marketing solution for businesses competing to attract and win local brick-and-mortar customers, today announced a new collaboration with TripAdvisor, the world's largest travel site. The collaboration enables integration of TripAdvisor with the Engage product on the Uberall Location Marketing Cloud allowing customers to monitor their TripAdvisor reviews across all of their locations at once.

"TripAdvisor offers the world's largest selection of travel listings, guiding millions of consumers on where to stay, what to do and where to eat," said Josha Benner, CRO and Co-founder of Uberall, Inc. "Regardless of a company's size, per location reputation is everything. We are excited to provide our users with access to their TripAdvisor listings, allowing them to monitor reviews – ultimately safeguarding customer loyalty."

Uberall empowers businesses to maximize their digital brand footprint while driving new and existing customers directly to their doors. Its flagship Location Marketing Cloud solution creates a consistent, engaging brand ecosystem, connecting businesses with consumers at the precise moment they are ready to buy. Through the Uberall Location Marketing Cloud, and the brand-new TripAdvisor integration, businesses can track, monitor and evaluate their online reputation for each of their locations on TripAdvisor, empowering them to respond to customer reviews in real-time and hyper-locally. Uberall customers will receive access to their TripAdvisor reviews from the past three years.

Uberall was founded to bridge the gap between online search and in-store purchases. In today's digital world, 88% of all consumers first search for products and services locally online before purchasing in-store. If a business does not have a consistent, rich, engaging digital brand footprint and a positive compelling reputation, buyers will never know they exist—nor will they trust the available information or the business. The Uberall solution provides a consistent, accurate online presence and ecosystem that helps capture new business and support revenue growth.

"Millions of travelers turn to TripAdvisor each month to read reviews and gather hotel, restaurant, and activity recommendations for their next vacation," said Evan Becker, Head of Restaurant Commerce, TripAdvisor. "Our new integration with Uberall gives business owners an additional way to stay on top of TripAdvisor customer reviews, ultimately helping to support and accelerate their discoverability online."

A growing number of well-known brands from different industries use Uberall, including KFC, McDonald's DE, Domino's, DHL Group, Virgin Holidays, ThyssenKrupp, and HUK Coburg, as well as distribution partners including 1&1 Internet, one.com, and Sensis.

For more information on please visit: <http://m.uberall.com/Tripadvisorsignup>.

About Uberall, Inc.

Uberall is a leading Location Marketing solution company, providing global Enterprise businesses with a single, powerful, and streamlined point of control over their entire brand ecosystem—amplifying online brand, boosting traffic, and driving in-store sales. Uberall helps businesses manage their online presence, reputation and interactions in real-time—using powerful micro-moments to connect with consumers across all mobile, voice, and desktop platforms—including websites, store locators, search engines, maps, GPS, social platforms, and apps. Founded in 2013, the Uberall Location Marketing Cloud platform is widely used by businesses all over the world, and features products including; Control Center, Listings, Engage, Locator+Pages and Ads—all of which use the latest technology in listings and reputation management, locator-as-a-service, and personalized geo-targeted advertising.

Visit us at www.uberall.com

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travelers to unleash the full potential of every trip. With over 630 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.5 million accommodations, airlines, experiences, and restaurants – TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 455 million average monthly unique visitors**, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including more than 20 travel media brands:

www.airfarewatchdog.com, www.bokun.io, www.bookingbuddy.com, www.citymaps.com, www.cruise critic.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.iens.nl and www.dimmi.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.vacationhomerentals.com and www.viator.com.

* Source: comScore Media Metrix for TripAdvisor Sites, worldwide, October 2017

** Source: TripAdvisor log files, average monthly unique visitors, Q3 2017