



Uberall Expands US Channel Partner Program to Bring Location Marketing Services to SMB and Enterprise Clients & Prospects

At LSA19, one of the biggest local/location marketing conferences of the year, Uberall reveals program to help US agencies expand their client base and grow revenue

DANA POINT, CA (February 25, 2019) – [Uberall, Inc.](#), the location management solution for businesses competing to attract and win local brick-and-mortar customers, today announced the expansion of its channel partner program in the US. Announced at LSA19 in Dana Point, CA, the newly expanded program packages much-needed location marketing services with hands-on expertise—helping partners turn clients’ and prospects’ online digital marketing efforts into offline foot traffic. By partnering with Uberall, channel partners establish multiple new sustainable, scalable revenue streams, both complementing and working as an organic part of their existing list of services.

Uberall is a global leader in location marketing technology. The company’s flagship [Location Marketing Cloud platform](#) gives multi-location businesses central control of their digital presence and online reputation per location, providing a consistent and accurate digital brand footprint. By enabling businesses to easily manage interactions at the location-level in real-time, on all digital platforms — including websites, mobile apps, store locators, search engines, maps, social media, and voice assistants — the Location Marketing Cloud helps capture new customers and maximize revenue for every location.

In the US, the demand for location marketing technology and per location brand management has exploded. According to [eMarketer](#), location marketing spend will reach nearly \$40 billion by 2022. Comprehensive local marketing services help local consumers find, engage with and purchase from local and nearby brands.

Since 2017, Uberall has enabled content, SEO and digital marketing agencies serving SMB and enterprise clients the ability to offer the Uberall Location Marketing Cloud as a customizable white-labeled solution. With the expansion of Uberall’s channel partner program in the US, Uberall will help partners scale and grow their businesses through a compelling location marketing product, coupled with expert guidance, industry best practices, support, and a dedicated partner growth manager. Uberall’s flexible approach, with hands-on support and dedicated subject matter experts, can serve as an extension of the partner’s location marketing knowledgebase.

“Our technology blends seamlessly and invisibly into partner offerings, making it possible for agencies to quickly scale their solution set and establish valuable recurring revenue

streams,” said Florian Huebner, Co-CEO and Co-Founder, of Uberall. “The demand for location marketing technology among multi-location brands, regardless of their size, is surging. In partnering with us, we are enabling agencies to meet that demand for clients and prospects through our technology and expertise.”

From per-location online store listings management to customer engagement and brand reputation, Uberall’s location marketing cloud will expand, amplify and enhance channel partners’ full range of digital services, driving growth and customer satisfaction.

Uberall announces this program expansion at [LSA19](#), where they are a marquee sponsor. Created by the Local Search Association (LSA), a not-for-profit industry association of media companies, agencies and technology providers who help businesses market to local consumers, LSA19 is a must-attend annual digital marketing conference for anyone looking to better understand and capitalize on the power of local marketing.

LSA19 is currently underway in Dana Point, CA from February 25-27. Uberall is participating in a number of thought leadership sessions at the event, including “The Science of Customer Retention,” which explores best practices for mitigating churn among companies selling media, software and services to SMBs. To see the full LSA19 schedule, visit: <https://www.thelsa.org/lsa/lsa19-agenda.aspx>. Attendees interested in a demo of Uberall can also stop by the LSA19 Exhibit Hall and visit booth 9.

“We are excited to launch this channel partner expansion at LSA19,” added Huebner. “Location marketing is a huge opportunity for channel clients. By ensuring that locations are properly represented and managed across the web, their clients can maximize their outreach to relevant local prospects, fortify brand loyalty and increase foot traffic.”

Uberall is also a finalist for the LSA’s Ad to Actions Awards in the category of “Sales & Marketing Automation.” The awards celebrate solutions that automate sales and marketing processes for brands and agencies, with the winner being named at LSA19.

“We are delivering more than just a technology platform,” said Tehsin Daya, VP of Business Development, North America, Uberall. “We are focused on our partner success—providing support and expert guidance, as well industry best practices, through a dedicated partner growth manager. We are also 100% free of channel conflict or competition which is essential for our partners.”

For more information about Uberall, visit: <http://uberall.com>

About Uberall, Inc.

[Uberall](#) is a global leader in location marketing technology. Its flagship Location Marketing Cloud platform empowers the world's biggest brands to connect with their customers and turn online interactions into offline sales. Uberall gives businesses central control of their digital presence and online reputation, enabling them to easily manage brand interactions in real-time on all digital platforms—mobile, voice and desktop—across websites, mobile apps, store locators, search engines, maps, social platforms, and advertising networks. The [Location Marketing Cloud](#) provides a consistent, accurate digital brand footprint that helps businesses capture new customers and maximize revenue for every location.

Uberall is headquartered in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town. Its clients include Fortune 500 companies and industry leaders from all over the world.

Learn more at <https://www.uberall.com>.

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