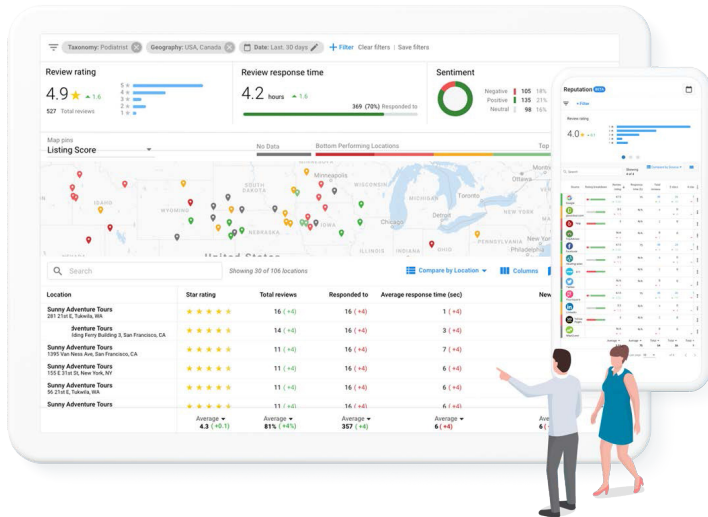


# ONLINE REPUTATION MANAGEMENT

## Retailer Portal

Reputation management allows control of every aspect of your online reputation. Monitor reviews and listings, manage customer feedback, and improve business operations using insights from real customers, all from one dashboard.



## Easily Respond To Online Reviews

Our tool makes it simple to monitor and respond to all online feedback from one platform. Set up instant alerts to help you address feedback quickly and address negative comments out of the spotlight. Save time with easy-to-use review response templates, so you can get back to business.

## Turn Reviews Into Customer Insights

Artificial intelligence (ai) helps dig beneath the star rating to uncover what's working, what's not, and at which location. Drill into specific keywords in reviews to inform data-driven decisions at a single location or across the brand.

## Helps You Get Found Online

Our listings dashboard ensures access to correct your business listings across dozens of sites to keep driving traffic through the doors.

## Automated Reports And Alerts

Executive reports roll-up all activity for the last week or month to understand how your business or brand's online presence has improved. Receive automatic alerts for all new activity.

CONSUMER  
MARKETING  
+ DIGITAL

VENDASTA

## FAST FACTS

57%

Increased retention rate of businesses that purchased Reputation Management

## WHY CHOOSE UNFI?

- Monitor reviews from 100+ sites
- Respond to reviews using customized templates
- Compare your brand to competitors and industry averages
- Monitor mentions and keywords across the web automatically
- Use AI to gain customer insights
- Receive automatic proof-of-performance reports for single or multi-location

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# ONLINE LISTINGS MANAGEMENT

We believe local businesses must be found where their customers are searching. Our listings management software helps businesses achieve presence and accuracy across web, mobile apps, voice search, and GPS sources. Wherever customers are looking, a local business will be found and accurate.

Our listings management tools allow businesses to update your information across all sources from one place, saving hours of manual work.



## Listing Builder

- Allows you to kick-start the conversation with your customers around the importance of presence and accuracy
- Connect Google My Business, Facebook, Instagram, and Twitter for free. Show proof-of-performance in the platform with Google My Business Insights.
- Update business information and sync across sources with the click of a button

## Listing Distribution

- The foundation of a business's presence management
- Send business data to the four trusted data aggregators in the market who are referenced by hundreds of sources
- Ensure sources are receiving your correct business information over time
- Show citation tracking and growth

### CONTACT YOUR CONSUMER MARKETING ACCOUNT MANAGER

Subject to credit approval. Some services may not be available in international markets.

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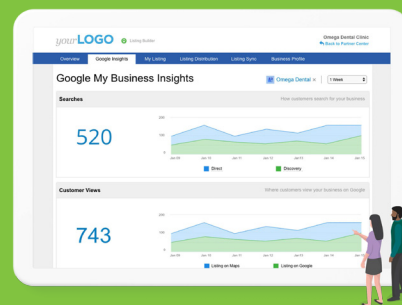
**South** Lee Cox | Lee.M.Cox@UNFI.com

**South (Florida)** Rafael Ventura | Ralph.Ventura@UNFI.com

# CONSUMER MARKETING + DIGITAL

## WHY CHOOSE UNFI?

- 88% of consumers who do a local search call or visit a business within a day
- 46% of all searches are for local information
- Search is a foundational component of a business's marketing



## WHAT WILL I PAY?

# \$100

per store set-up fee  
(initial charge)

# \$50

per store weekly fee  
(continual charge)

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