

BENEFITS OF LOCALEZE

- A larger footprint with 140+ local search partners
- Always up-to-date listings for a growing body of 4200+ stores
- Higher rankings for important keywords, like “party supplies”

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Now Shoppers Can Easily Find Dollar Tree Stores

Before, Listings Often Included Wrong Addresses Or Phone Numbers

Back in the day, “Our retail locations were often misrepresented in various local search engines,” says Curtis Corl, VP, Dollar Tree Direct. With over 4,200 locations across the U.S., the Fortune 500 company is a leading discount retailer. “Listings often included wrong addresses or inaccurate phone numbers, making it difficult for shoppers to find our stores.”

Making things worse, Dollar Tree was often invisible when consumers searched keywords and categories like “discount supplies” or “party supplies.” Realizing their local search listings – including name, address and phone number – needed better management and “findability,” Dollar Tree turned to Neustar Localeze.

Now “We Can Quickly Update” Listings To Give Shoppers Accurate Info

The turnaround started with more accurate listings, thanks to Localeze’s continually updated and verified business listings database. A huge footprint didn’t hurt, either. With 140 local search partners and platforms, including search engines, directories, mobile and social sites – think Google, Yahoo, Bing, Yellowbook.com, Facebook and Twitter – Localeze pushed out Dollar Tree’s listings to more shoppers than ever.

The result has been a significant improvement in Dollar Tree’s search rankings. “With Localeze as a partner, we can quickly update Dollar Tree’s growing store locations in an efficient and accurate manner,” says Curtis. “This makes it possible for shoppers to easily find our stores and take advantage of our mission to provide great products for one dollar or less.”

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data.

More information is available at

www.home.neustar