

APPETIZER (Stats)

Mobile Starters

Average time spent on mobile devices in the U.S. has risen to **5 hours every day**, up 20 percent from 4Q 2015.¹

7 out of every 8 minutes of mobile time is spent in apps.²

Restaurant Nibblers

Restaurants are the leading type of business mobile phone users search for. In fact, they are also the **most researched category** by smartphone shoppers.³

Local Favorites

75% of consumers visit a store within 24 hours after searching for a local business on a mobile device.⁴

5 miles to 10 miles away from a store is the sweet spot for mobile QSR ads.⁵



ENTRÉE (Mobile Leads)

Our house specialty is creating targeted cross-channel local media campaigns on the sites, apps and directories consumers utilize most when searching for restaurants. All of our selections feature the finest ingredients to ensure your experience is both enjoyable and satisfying.

Search Engine Optimization

We optimize your online presence so that your restaurant appears higher in organic results and ahead of your competitors on Google, Bing, Yahoo! and other major search engines.

Search Engine Marketing

Our unique approach to SEM increases local brand awareness, consumer actions, and ROI. Your ads will appear on mobile devices of nearby consumers actively searching for a place to dine.

Mobile Targeted Display

By combining audience segments with real-time location and impression data, we target your display ad to reach the right consumer at the right time, even before they begin their search.



Listings Management

For a restaurant, incorrect and inconsistent listings can literally prevent local mobile users from contacting or visiting you. We ensure your listings are consistent, accurate, complete and distributed to hundreds of online publishers, including more than 50 with direct feeds!



Premium Online Directories

Online directory users are deep in the purchase cycle. In fact, 68% make a contact, visit, or purchase after a search (LSA Local Search 2016). We optimize your listing and enhance your content to attract a local, ready-to-buy audience.

DESSERT (Results)

Our targeted mobile solutions for restaurants have resulted in up to **8x lift in store visit rate**



ABOUT BERRY NETWORK

Berry Network, a YP company, is one of the nation's leading digital marketing services companies.

We specialize in helping national and regional brands thrive in local markets, by deploying cross-channel local media campaigns on the sites, apps and directories consumers utilize most often when searching for restaurants, goods or services.

Our targeted solutions are deployed through leading local inventory sources to engage your target audience in the moments that matter.

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M E N U MOBILE DELIGHTS

