



CASE STUDY

How Localistico helped
Annalect Agency **onboard**
two of their world-class
brands in less than a month



annalect

An Omnicom Media Group Company

About — Annalect

Annalect is an Omnicom Media Group Company that provides solutions based on data and technology to help its clients grow their businesses. Within their portfolio, they've got worldwide recognized brands such as Lidl, Women'secret, Chanel, Diageo, Decathlon and McDonalds, just to mention a few.



women'secret



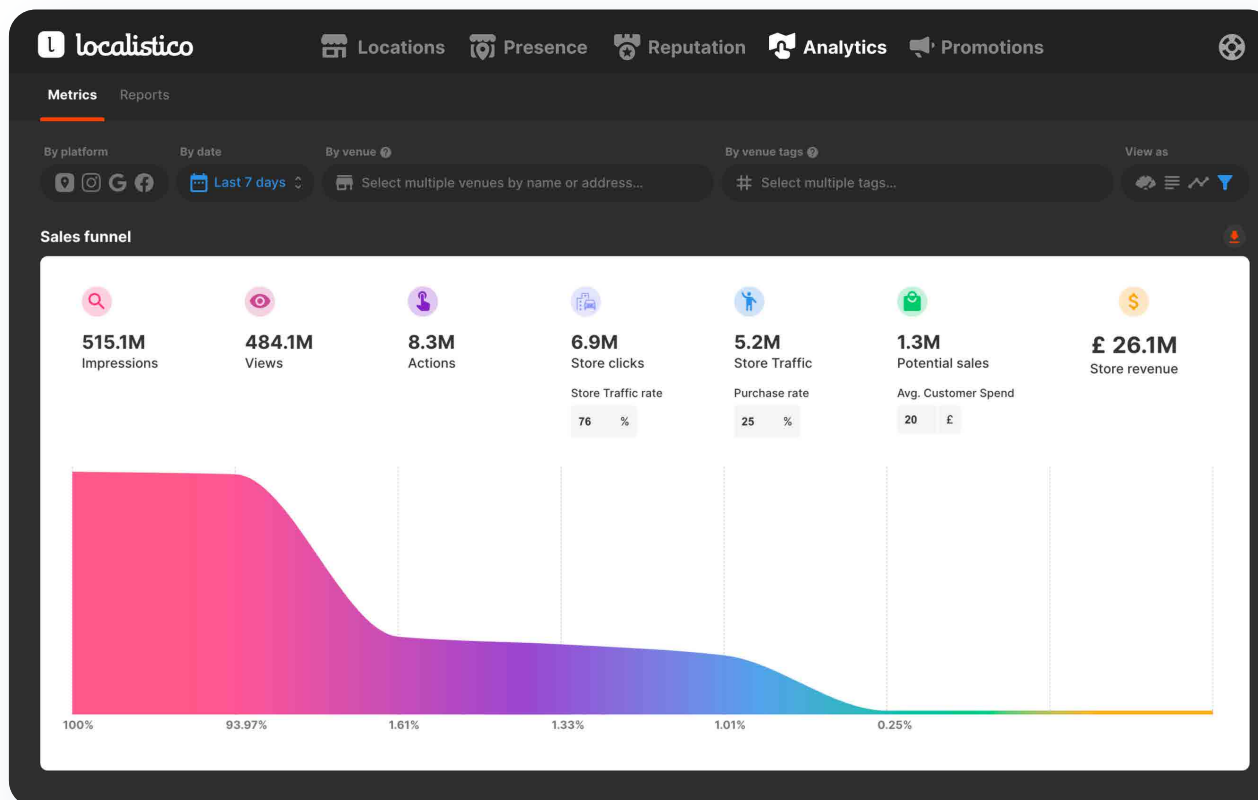
DIAGEO

DECATHLON



The Challenge

In March 2023, Annalect and Localistico started working together with the objective of **centralising and automating the Location & Presence and Reputation Management of one of their clients in the automotive industry**, as well as **obtaining relevant analytics to make strategic decisions**. Previously, Annalect had worked with another provider but they didn't have the autonomy they needed. They couldn't apply changes independently or analyse results, which meant constantly depending on a third party.



It was crucial for the agency to **centralise all the information and be able to measure the success of their activity, as well as have multiple permission options** so that they could give access to the people involved in a specific project.

The — Solution

1 Implementing a centralized tool

To achieve the autonomy that Annalect needed and, at the same time, obtain actionable metrics, they activated three Localistico products:



Location & Presence Management

This has ensured that the customers of the brands they are working with, can find them by **publishing location data to the main mapping and digital search platforms**. By using Localistico they have been able to do this **automatically, from one central system for all their locations, in bulk**.



Reputation Management

This has allowed Annalect to **use automation & a single inbox to monitor, manage and reply to customer reviews**. It has also enabled them to **understand what customers care about** and encourage them to engage with the brand.

The ——— Solution



On top of this, Annalect had access to the Accounts Portal, which allowed them to give total or partial access to users both within the agency and their client, aligning everyone towards one objective.



Local Analytics & Reporting

This has enabled Annalect to gather **60+ metrics and analytics** in one centralised platform and keep track of each stage of the conversion funnel to drive revenue.



Since we started working with Localistico, we don't need anyone to provide us with performance results. We've learned everything we needed to know during the onboarding process, and now if we want to analyse a specific location, for example, we are more than capable of doing it ourselves. This has been key to becoming more efficient, autonomous and having total control over our online information.

— Sergio Suárez, Data & Martech Manager

The — Solution

2 Complete onboarding to gain autonomy

Communication with the support team:

One of the main objectives of the first stage was to create alignment between the teams. During this phase, Annalect was trained on:

- How to use the Localistico tool
- How to resolve and communicate any technical issues if needed
- How to monitor performance in line with their KPIs

To do all of the above successfully, Localistico provided a clear and efficient onboarding process which consisted of;

Materials to learn how to use the tool and for the resolution of doubts:

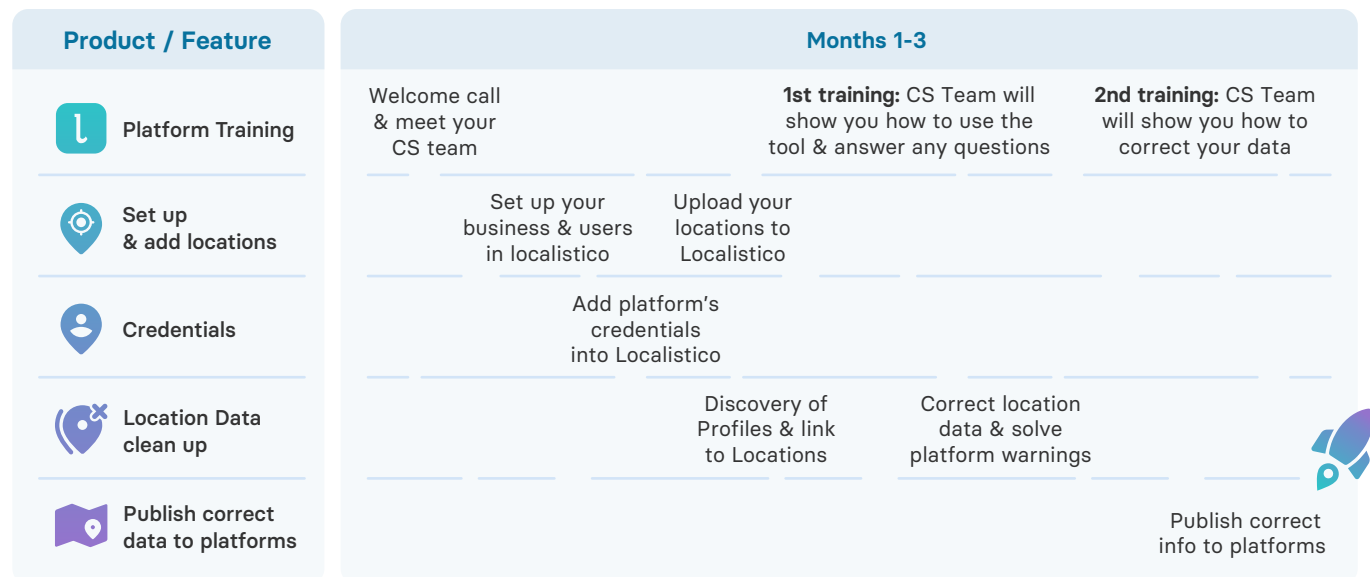
Access to the Localistico help centre, onboarding videos and guides... all materials to ensure clients can have the autonomy they need.

The Solution

Tailored journey based on Annalect's objectives

Data preparation:

In this phase, Annalect prepared all the venue data in the format required by Localistico. Once that was done, Localistico and Annalect managed and cleaned up the location data in the tool and ensured the information was correct on all external platforms.




“

We thought that transferring the information was going to take ages, but it was quite the opposite. It was an agile and simple process that took us less than a month to complete. In less than a month, we migrated all the information, and we had our profiles fully up to date, which soon after showed in Google. For us as an agency, this has massively simplified the management process of our accounts, and the clients are delighted, so what else can we ask for?.

— Sergio Suárez, Data & Martech Manager



The — Results



- **The implementation of Localistico was done in less than 1 month** (the average time to fully onboard is between 1 - 3 months depending on the complexity of the business and the number of locations).



- **After 3 months** working with Localistico, **Annalect onboarded another of their clients**, who are now successfully using the tool.



After 9 months of struggling to centralize and update essential information, Annalect partnered with Localistico to improve their approach. In just 1 month with Localistico's help, they achieved the following:

- Claimed all profiles
- Achieved more than 80% accuracy levels in Google
- Solved the majority of duplicates
- Responded to 82% of reviews

Other — benefits



- Being able to **filter information has been key** since Annalect can now **differentiate between a post-sale service and an official concessionary**. They have every single concession properly identified, which makes it **very easy to track missing information or reviews associated with each location**.



- **Communication with the client is a lot more simple now**. They access the tool on a weekly basis and can go straight into the analytics tab to go through results. This is something that wasn't possible before as the analytics were not centralized.



Next- Steps

For both brands currently managing through Localistico (and any other brands that Annalect integrates with Localistico in the future), the agency has **three main objectives for the upcoming months:**



Improve SEO beyond Google:

Even though they have initially focused on having all the information updated in Google Business Profile, now they want to work on their SEO in Google and beyond. It is important for them to replicate it on other platforms such as Waze, Maps, Foursquare, etc.



Track in-store conversions:

At the moment, Annalect has full visibility over the total searches, clicks and views obtained. But in order to see whether they are attracting or not quality users, they want to enter a more strategic phase in which they can see how many of those online actions end in a sale. Tracking the whole phase of conversion will be key to evaluating the success of their efforts.

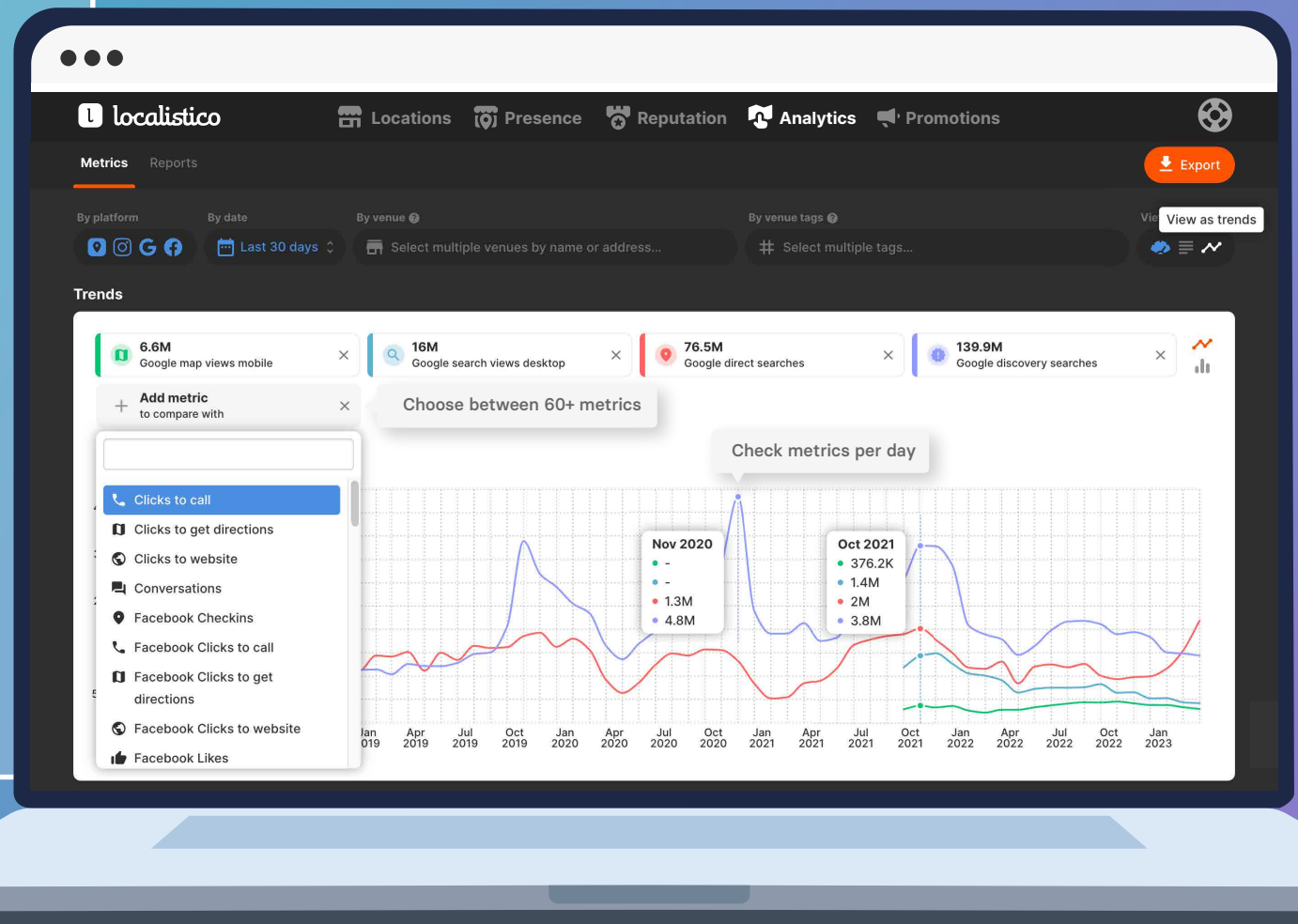


Implement Posts and Ads:

To communicate stores' local promotions, offers, stock or events and reach high-intent customers with geo-targeted campaigns, Annalect is looking into implementing Organic Posts and Local Ads, which will help them boost store traffic.

The platform is incredibly intuitive, and our SEO team made the most out of it from the very first moment. It provides data at a visual level that we all have access to. Before using this platform, we had to handle the data manually, which not only took a long time but also had a higher margin for errors.

— Sergio Suárez,
Data & Martech Manager



Products Used —



Location & Presence Management

Control all your location data from one central system. Publish to the main mapping and digital platforms with just one click.

[Learn more](#)



Reputation Management

Monitor, manage and improve the online reputation of your stores. All reviews, photos and user-generated content in one inbox.

[Learn more](#)



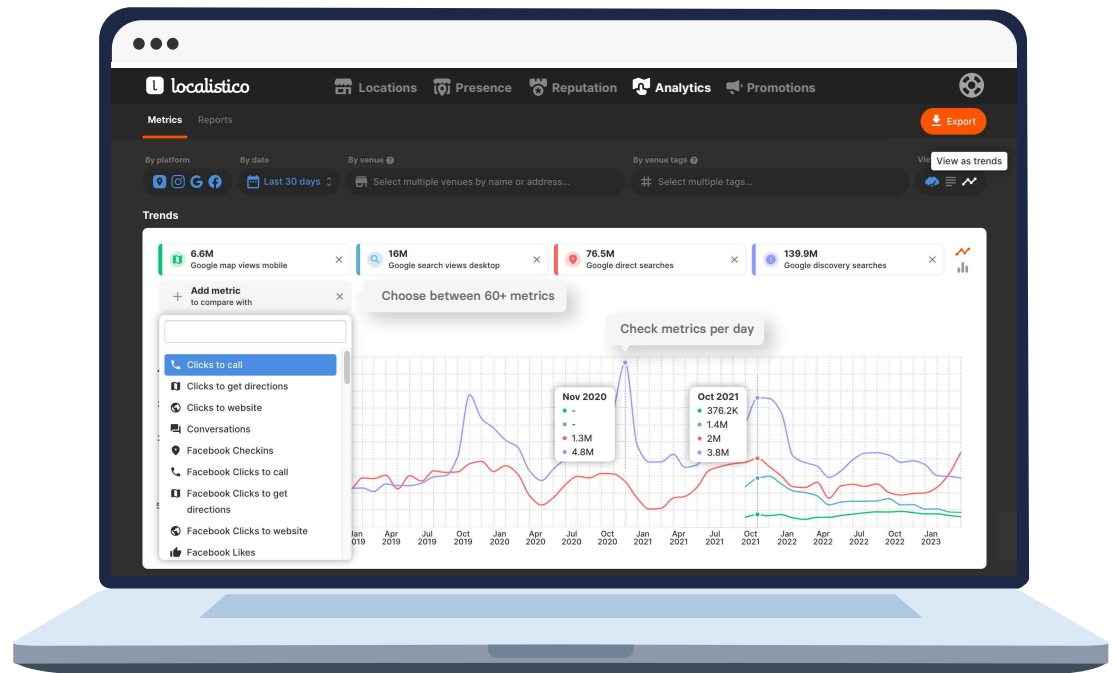
Local Analytics & Reporting

Gain a complete view of how consumers interact with your business everywhere online.

[Learn more](#)

About — Localistico

Localistico is a local marketing and analytics platform for brick-and-mortar retailers. Through its intuitive platform, **retailers can increase foot traffic to their physical stores and gather better online-to-offline analytics**. It enables business owners to control their online presence and manage brand interactions on all digital platforms, from maps to store pages, to launching geo-targeted ad campaigns. Its clients include renowned companies like Inditex Group, Camper, Starbucks or Vodafone.



For more information on how to drive more traffic to your locations and get better insights, visit www.localistico.com



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