

“NOW SHOPPERS CAN EASILY FIND OUR STORES.”



DOLLAR TREE WINS WITH:

- 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”

BEFORE, “OUR 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.”