



press release

uberall.com acquires Spotistic to help high street retailers and service providers monitor social media feedback

Berlin, 07.10.2015 – uberall.com, the leading online presence management provider has acquired the online marketing platform Spotistic.

Spotistic's acquisition brings uberall.com's mission of connecting online customers with local businesses to the next level. By integrating Spotistic's technology, uberall.com adds location based social media monitoring to its core capabilities.

Berlin based uberall.com is an expert in boosting online visibility of high street retailers and service providers. By creating and updating local listings for companies on all major online directories, apps, maps, navigation systems and review platforms, uberall.com helps local businesses be easily found online.

"The amazingly talented Spotistic team built a very focused solution that could not fit any better into uberall.com's product roadmap. Integrating their technology is a major step towards our vision of connecting local stores with their online customers!" says Florian Hübner, founder of uberall.com.

In the same vein as uberall.com, Spotistic helps local businesses attract customers from online channels. Founded in 2012 in Berlin, Spotistic offers an all-in-one social media monitoring and review management platform, helping stores, bars, and restaurants manage their local online marketing. The company's technology is designed to track geo-tagged social media chatter across several platforms, including Facebook, Twitter, and Instagram. Spotistic's team members have already joined the ranks of the uberall.com family and look forward to the important milestones they will achieve together in the online presence management field.

"We are hyped to team up with a company whose global ambitions, product vision, and corporate culture are so aligned with ours. uberall built a very impressive network of local businesses in a small amount of time. Their vision and their ability to execute it are tried-and-true," says Victor Landau, CEO and co-founder of Spotistic. "We are convinced that, together, we will drive the evolution of online presence management many leaps further."



About uberall.com

uberall.com is the leading Online Presence Management provider in Europe. The Berlin based technology company connects online customers with local businesses. uberall.com offers a unique platform, which enables companies of all sizes to manage their online presence (contact info, opening hours, images & videos, products & events, status updates etc) across all major online directories, apps, maps, navigation systems, and review sites. Beyond helping local businesses being more easily found online, uberall.com monitors all relevant social platforms for customer interaction and allows local business to better engage with their audiences. uberall.com's clients range from international corporations with thousands of branches to channel partners serving thousands of owner-operated local businesses from all industries.

For more information visit uberall.com.

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