

ROI Confessions

Measuring The Impact of
Location Marketing





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CMO's Summary

AI, Data & Proving Your Impact

Welcome to the marketer's juggling act! On the one hand, you have growing pressure to deliver revenue and prove the impact of location marketing; on the other, AI-powered search is reshaping the game. Here's why it's getting trickier:

1

Pressure to Prove Revenue Impact

77% of CMOs are feeling the heat to prove financial outcomes fast. They simply aren't interested in clicks or impressions - they need an easier way to prove returns on their location marketing strategies.

2

Fragmented Data

Only 32% of marketers have set clear KPIs to measure location marketing performance. You have tons of metrics—visibility, engagement, reputation scores—but none make it easy to draw a clear line to financial outcomes.

3

AI-Driven Search Evolution

AI is reshaping how people search and choose brands, so staying visible and winning trust online needs a fresh approach.



Our survey shows that 51% of marketers in multi-location businesses are eager to ramp up their location marketing investments. But securing more budget might be challenging for most since fewer than a third have clear KPIs in place to track their efforts and even fewer are directly connecting those KPIs to sales revenue.

91% of marketers are seeing positive trends in their performance which is proof that location marketing works.

What doesn't seem to work that well, however, is how we measure its impact on revenue. The biggest hurdles? Data overload, budget constraints, and the sheer challenge of connecting the dots from clicks and impressions to cold hard cash!

The good news is that **Uberall's Location Performance Optimization™ (LPO)**

is here to shake things up! It signals a new era in location marketing and will let you tie every dollar spent to real revenue. At the heart of LPO is **Location Performance Score™ (LPS)**, a groundbreaking, soon-to-be-industry-standard metric that combines data on your visibility, engagement, and reputation to show how your digital presence drives your bottom line.

Read through this report to discover practical tips and insights to elevate your location marketing strategy and revenue attribution! As always, we're here to help you so get in touch with us for advice and guidance about getting started with revenue attribution and ROI tracking.



Stéphanie Génin
Chief Marketing Officer
Uberall

The State of Location Marketing Measurement



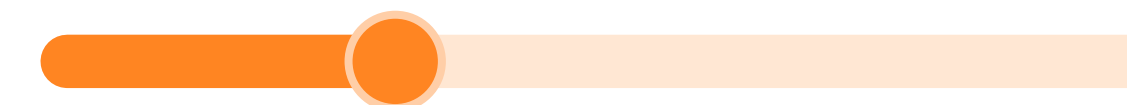
Big Plans, Bigger Gaps

73%



73% of marketers say tracking ROI is a big deal.

32%



Yet, only 32% have set clear KPIs to measure their location marketing performance!

76%



76% say they are satisfied with their ROI tracking methods while 24% fell in the range of neutral or dissatisfied.

51%



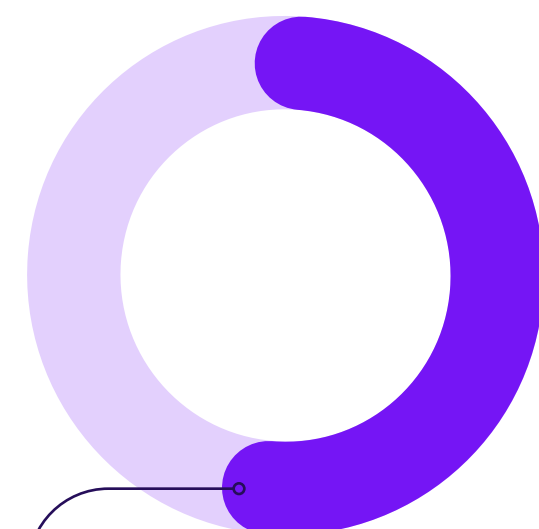
Meanwhile, 51% say they're planning to invest more in location marketing in the next 12 months with most looking to increase online and offline traffic, enhance brand visibility and ROI, and capture more ready-to-buy customers.

What Metrics Matter Most?

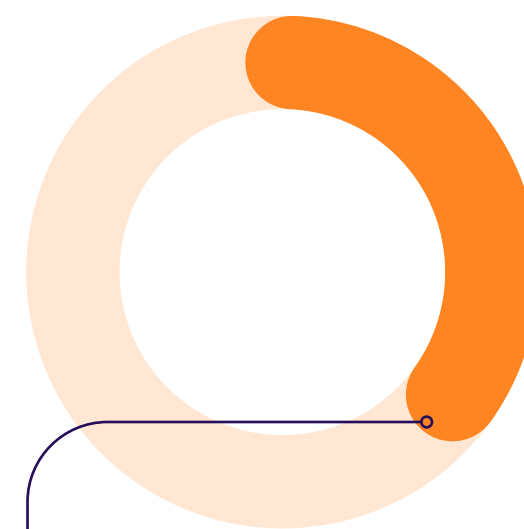
The top three location marketing metrics that everyone's buzzing about:



54% measure customer reviews and ratings



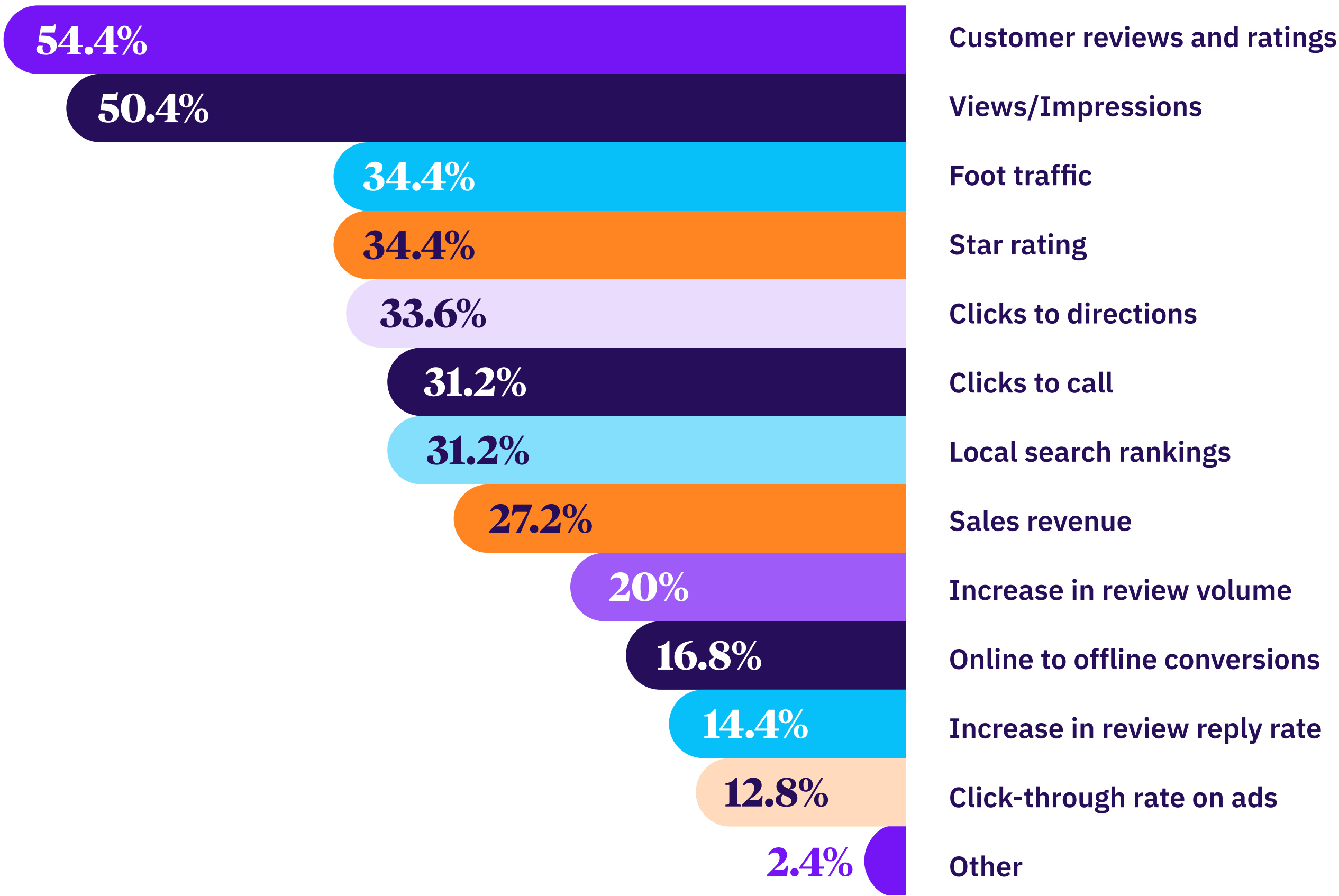
50% measure views and impressions



34% measure foot traffic



What's Everyone Measuring



91%

are seeing positive trends in their location marketing—awesome, right?

27%

But here's the kicker—**only 27% of marketers are tracking sales revenue from location marketing directly.**

“I am not able to directly connect impact on revenue.”

Kim Patterson
President
Empire Management Group LLC



INDUSTRY COMPARISONS

What Metrics Are Top Priority?

Different industries, different priorities!

While all businesses value certain metrics, they vary by industry:



Retail

All about customer **reviews** and **social media engagement** to outshine competitors.



Healthcare

Prioritizing **online visibility** and **local search** to attract patients.



Financial Services

All about boosting visibility and leveraging **customer reviews** as proof of trust.

Does Size Matter?

Yep! How businesses track ROI and link location marketing to revenue often comes down to their size and the tools they use.

Smaller Businesses (1-25 locations):

- The 'little guy' is all about direct metrics like clicks-to-call and customer reviews.
- They want quick results and they stick to basic tools.
- ROI tracking? Not really.

Larger Businesses (101-500 locations):

- These folks look at a mix of metrics, from local search rankings to foot traffic and impressions.
- Their focus? Turning online interest into offline visits, engaging customers, and maintaining a squeaky-clean online reputation.
- Advanced location marketing analytics tools? They've got 'em.

Enterprise Businesses (500+ locations):

- They're the big kahunas with cash to flash so they've got the most advanced systems to track everything from conversions to foot traffic - and pretty much everything else in between!

COMPLEXITY FACTOR

As businesses grow and juggle hundreds of locations, tracking ROI becomes a bigger puzzle. Chuck in some mixed signals between the big cheeses, middle management and boots-on-the-ground staff and things start to get even more complicated!

So, What's Getting In The Way?

Here are some of the biggest blockers to tracking location marketing ROI:



The biggest pain for marketers - data!

- 42%** struggle to pull insights from different systems into one clear view.
- 32%** haven't got the in-house data buffs to make sense of it all.



Money's too tight to mention:

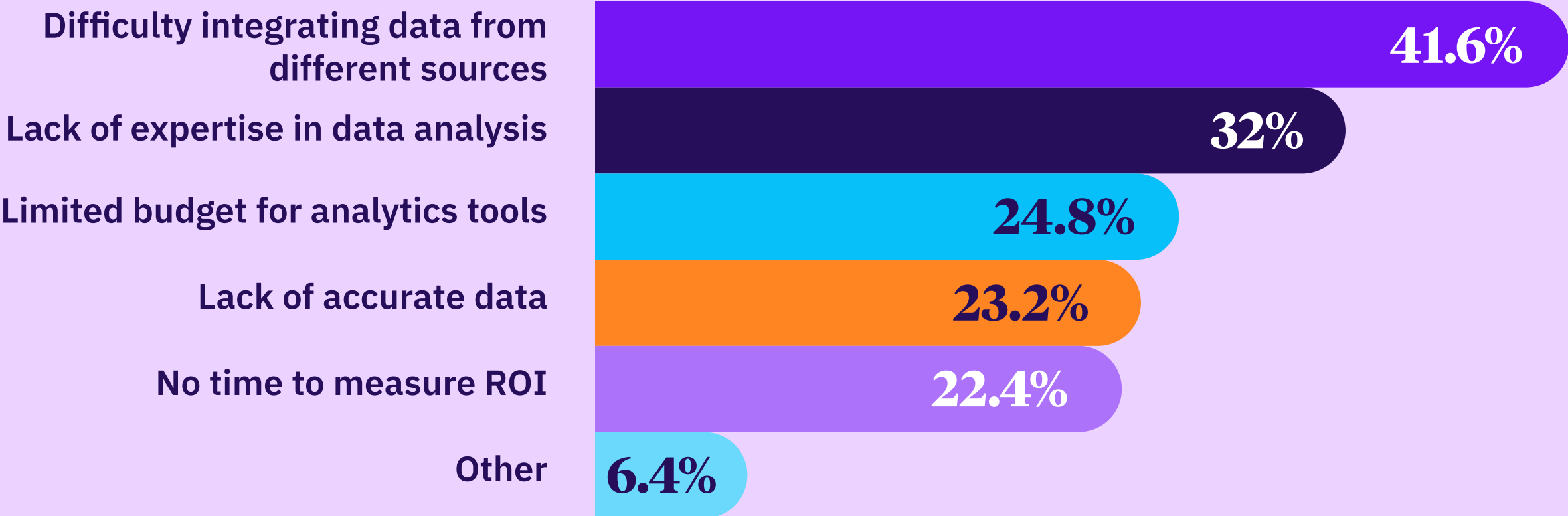
- 25%** simply don't have the dough for better analytics.

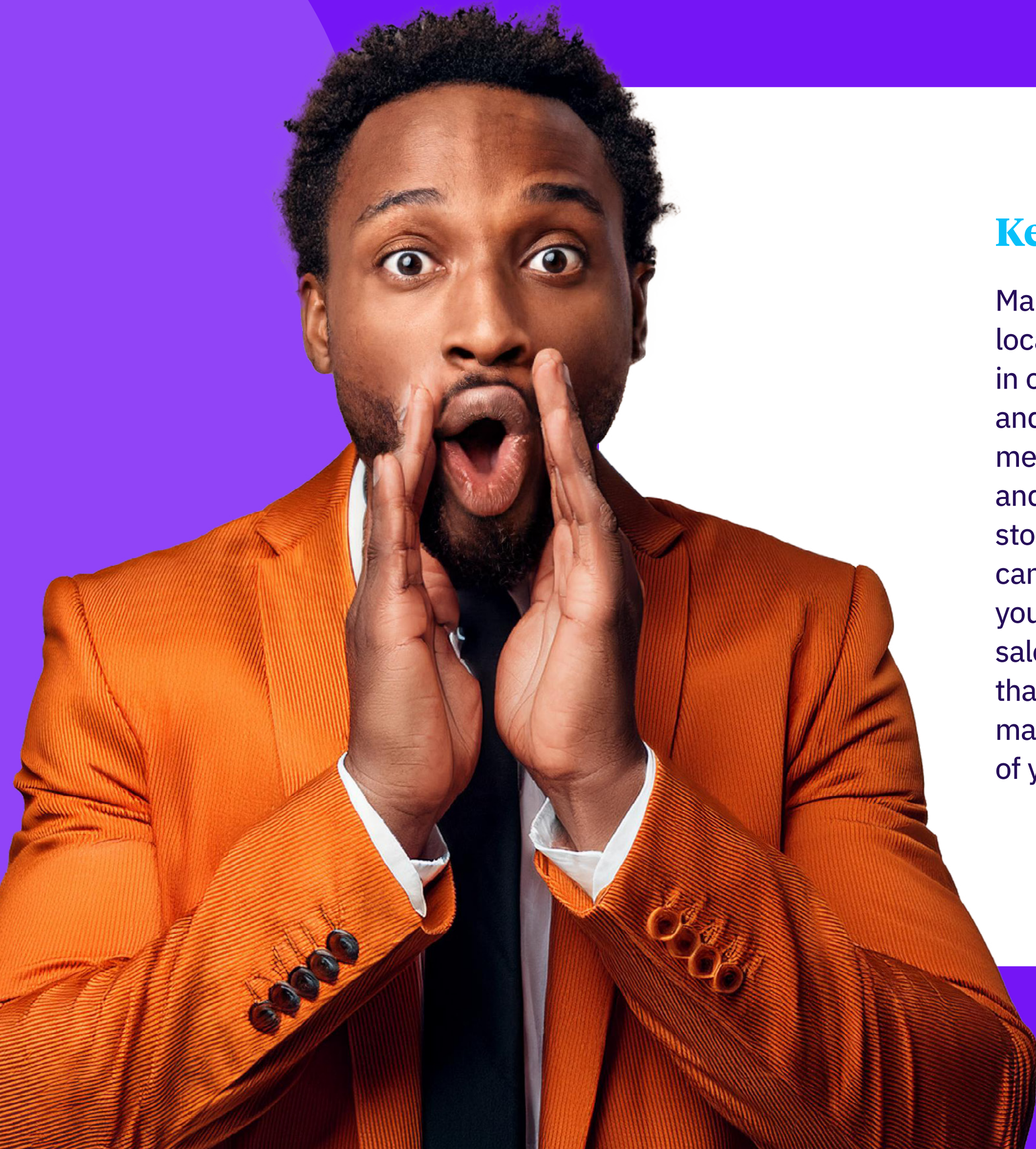


Getting accurate data? Easier said than done.

- 23%** say their tools won't cut the mustard.

Top Roadblocks to Location Marketing ROI





Key Takeaway

Marketers want to prove ROI on their location marketing efforts, but many zero in on awareness metrics like impressions and customer reviews. Sure, these metrics are great for building visibility and trust, but they only tell part of the story. Focusing just on these numbers can mean missing out on connecting your efforts to real business wins like sales and customer growth. Without that connection, it's tough to justify your marketing spend or show the full impact of your location marketing.

The Result

Campaigns get underfunded, strategies get off track, and you lose chances to make data-driven moves that could seriously boost performance. Stick to isolated metrics, and you risk missing the full customer journey—from first interaction to conversion—making it tough to fine-tune strategies and show revenue.

The State of Location Marketing Attribution



3 Levels of Location Marketing Revenue Attribution

Revenue attribution is key to figuring out your ROI on location marketing, so we asked our customers how they tackle it. Turns out that it's a tricky beast and every company has its own way of doing it, but three main groups popped up.



1. Stalled Starters (No Attribution)

Approximately 30% of the customers we asked.

Who They Are: These businesses are eager to get going with revenue attribution but lack the tools, guidance, and know-how to make it happen.

What They Track: Limited data, mostly focused on Local SEO, with no clear path to tracking revenue from location marketing.

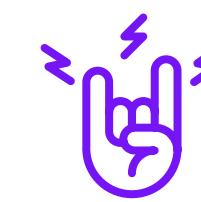


2. Metric Masters (Function-Specific Attribution)

Approximately 50% of the customers we asked.

Who They Are: They've mastered parts of the funnel but haven't yet tied their efforts directly to revenue. It's all about clicks, impressions, or reviews for now.

What They Track: SEO clicks, impressions, reviews, and reply rates—without linking it to overall revenue impact.



3. Revenue Rock Stars (End-to-End Revenue Attribution)

Approximately 20% of the customers we asked.

Who They Are: These businesses have a full view of every marketing touchpoint and its impact on revenue—tracking everything, everywhere. However, there's room for improvement as they may be relying on disparate and cumbersome manual systems.

What They Track: Full-funnel data, tied directly to revenue.



Where Do You Fit?

No matter where you are on this journey, understanding your attribution maturity can help you identify the right next steps—whether it's enhancing your tracking capabilities or adopting a more centralized approach to see the full impact of your marketing efforts.

The background is a solid purple color. It features a series of concentric circles and dots of varying shades of purple, creating a subtle pattern. The text is centered and reads:

A Location Marketing ROI Case Study



From Clicks to Cash: ROI Funnel In Action

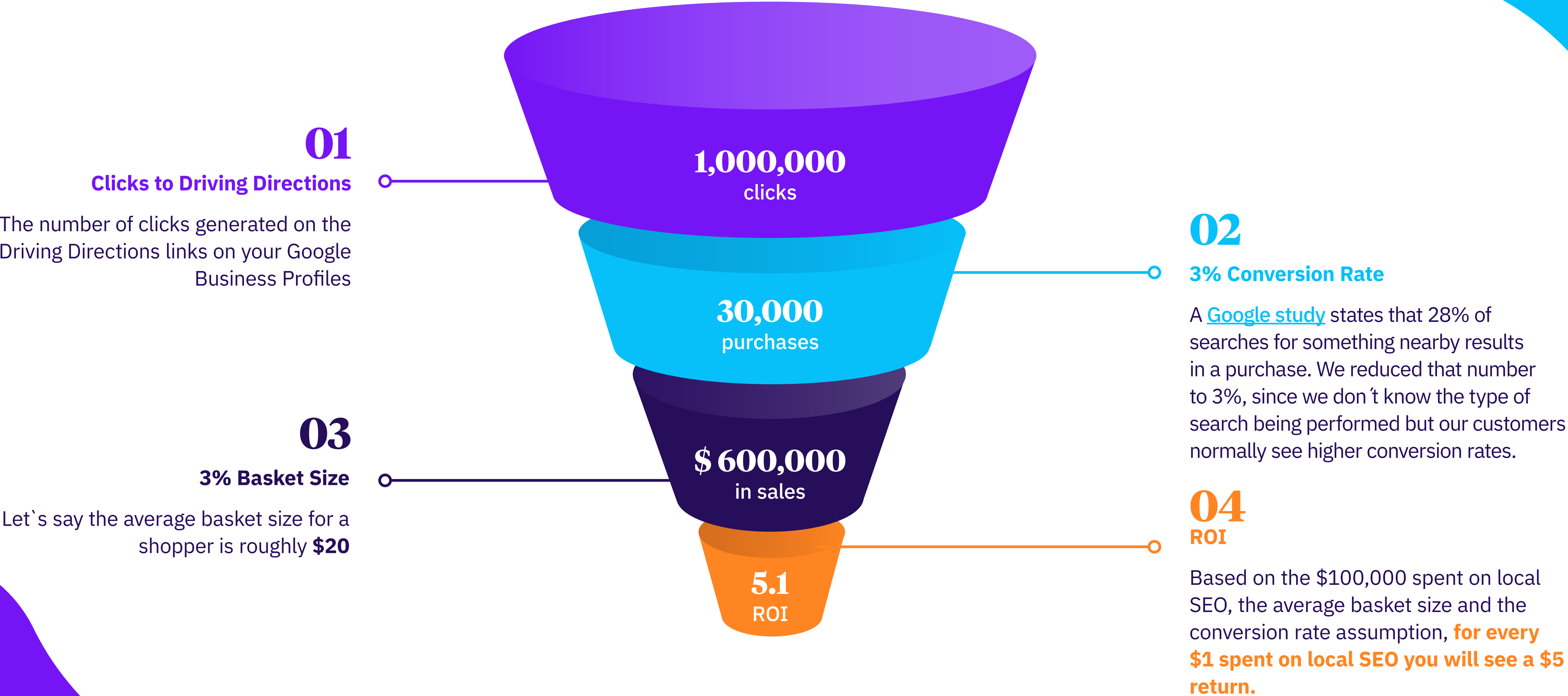
One way to dip your toes into revenue attribution and to show the dollar value of your location marketing is by building an ROI funnel. Let's take a look at how one multi-location retail business tackled this.

They started with a key metric, "Clicks to Driving Directions." From there, they calculated the ROI of their local SEO efforts by dividing their total revenue gains by their investment costs, including things like SEO resources and local ads.

Simple, right? But it didn't stop there—they also factored in the ongoing revenue from keeping each location's visibility, conversion rates, and reputation in tip-top shape. This approach gave them a better picture of how their digital efforts were driving real dollars to the bottom line, all with one basic funnel!

Doing it this way might not make you a 'Revenue Rockstar', but it's certainly one way to showcase your location marketing's impact with minimal fuss.

Directions to Dollars: A Simple ROI Funnel



Enter the Era of Location Performance Optimization



Evolving Location Marketing for Revenue Impact

Let's pause for a moment to take stock of things so far.

Our research shows that while a lot of marketers are experimenting with linking location marketing directly to sales, they're hitting some serious roadblocks. With data all over the place, limited in-house expertise, and tools that aren't quite up to the job, not to mention the emergence of AI-powered search, many marketers find themselves a little stuck when it comes to connecting location marketing to the bottom line.

So, here's the deal: it's time for a fresh approach to revenue attribution in location marketing. That's where **Uberall's [Location Performance Optimization \(LPO\)](#)** steps in! LPO brings a structured approach to translating online visibility, reputation, conversions, and engagement directly into revenue. The challenges revealed by our research aren't going anywhere so LPO is here as the next evolution in location marketing, helping you to nail that elusive ROI and giving you a strategy to drive meaningful, revenue-based results.

Revenue



Visibility

Track how easily your locations are found online by monitoring the volume of searches, the views and local rankings of each location.

Search Ranking

Impressions



Reputation

Manage your customer reviews and watch their impact on your visibility and conversions.

Average Rating

Overall Sentiment

Reply Rate

Average Response Time



Conversion

Analyze click-through rate accross directories and drive real-world visits and purchases.

Conversion Rate

Total Clicks

Clicks Per Directory



Engagement

Measure customers interactions across platforms, see best performing posts, drive engagement with your audience and boost sales.

Post Engagement Rate

Top Performing Posts

Audience Growth

Here's how to get started with LPO...

Embrace Revenue-First Reporting

It's all about the money so move from reporting on metrics in isolation and start thinking, "How can I connect location marketing metrics to revenue?"

When you shift your mindset this way, metrics like reviews and impressions become just small pieces of a bigger puzzle. The real magic happens when you connect these pieces to the money rolling in at your locations.

If you already have a revenue-centric mindset but you're a little stuck with how best to link your location marketing metrics to your bottom line, don't give up just yet! You're probably closer than you think. Read on and we'll point you towards tools and ways of showing how location marketing metrics are money-makers!



+214%

Revenue Growth
(2019 - 2024)



+42%

Increase in Transactions
Year-to-Date (2024)

"If your SEO has no impact on your company's bottom line, don't call it SEO."

Javier Bermúdez
SEO Specialist | Barceló Hotel Group

Barceló
HOTEL GROUP

[Read the story](#)

“An optimized Google Business Profile is an extremely effective way of increasing foot traffic, and ultimately, sales. Especially when you consider that the purchase rate within 24 hours of a local search is around 18% according to Google.”

Abdel Halim
Digital Acquisition Manager

ORCHESTRA®

👁 1/4

Increase Visibility

This is about how easily your locations pop up online when customers are looking for what you offer. You can track this by checking where you rank in search results and counting those all-important impressions on your business profiles. The more eyeballs on your listings, the better!

To boost visibility, make sure every business profile, directory entry, and location page is fully decked out with accurate details and helpful content. These simple updates can move you higher in search rankings, making sure your business shines bright and stays top of mind for anyone searching nearby.

☆ 2/4

Manage Reputation

Your online reputation makes a massive difference to your visibility in search results and the likelihood that your location will be chosen ahead of your competition. To track your progress here, look at **review sentiment**, **average star rating**, **review response time**, and **reply rate**.

Generating positive reviews and ratings bolsters your reputation. Boosting a location's star rating will do wonders for its bottom line as it will improve its chances of showing up on search results and bump up its spot in map packs to drive more conversions.

Keep an eye on the percentage of your locations with four stars or more, as these tend to get better visibility and attract more customers. On the flip side, locations with two stars or less usually miss out on these perks. Dive into the reviews of any low-rated spots to uncover insights that can help lift their ratings and service levels.

“I highly recommend tracking and reporting on all aspects associated with reviews, including NPS and sentiment analysis trends over time to understand how real-world customers are experiencing your business, whether customer experience is yielding referrals, and where the business can improve to retain existing customers and earn new ones.”

Miriam Ellis

Founder of Miriam Ellis Consulting



+80%

Enhanced Engagement with
Uberall Local Pages

★ PRET A MANGER ★

Pret a Manger saw a surge in clicks on content items on store local pages, indicating that users are increasingly seeking updated content and offerings near them.

[Read the story](#)



Grow Engagement

This is where you look at customer interactions and measure engagement across platforms, from social media to business profiles. It's about seeing who's liking, sharing, and commenting on posts and getting a feel for how customers are vibing with your brand. Whether they're commenting on your photos, or hitting that thumbs-up on your latest post, it all counts towards engagement.

And here's a pro tip: keep an eye on your best-performing posts. These are like gold nuggets, showing you what content gets people talking. Maybe it's a post about a local event, a behind-the-scenes look, or even just a super tasty photo of your latest menu item. When you know what clicks with your audience, you can double down on that type of content and get even more engagement across all your locations.

Drive Conversions

The moment when curious clicks turn into real-world visits and purchases is where location marketing shines. Tracking these conversions involves monitoring click rates across directories to see how well your online presence is driving people through your doors.

Other key metrics include conversion rate, total clicks, and clicks per directory. These metrics help you see which platforms or touchpoints are sending the most customers your way. Maybe Yelp's your MVP, or perhaps Google is bringing in all the foot traffic. By tracking these numbers, you can focus on what works best and maximize those in-person visits.

Attributing revenue to online conversions doesn't have to be complicated. Just keep tabs on click-through rates and click-to-call rates for each location, and then see how they line up with your search rankings. Add in a quick check against transaction and revenue data, and you'll have a clearer picture of what's driving foot traffic and sales. It's about connecting the dots and working out how clicks become cash.

37:1

ROI for KFC UK & Ireland

By taking a holistic approach to location marketing, KFC generated a 16% increase in revenues and ROI of 37x.

That's cluckin' impressive!

“We want to help our customers find the right restaurant for them, exactly when they need it. The consumer insights, trends, and behaviors that might influence customer intent are critical for us, and this data is key for us to plan our local marketing strategies.

Jaime Arribas

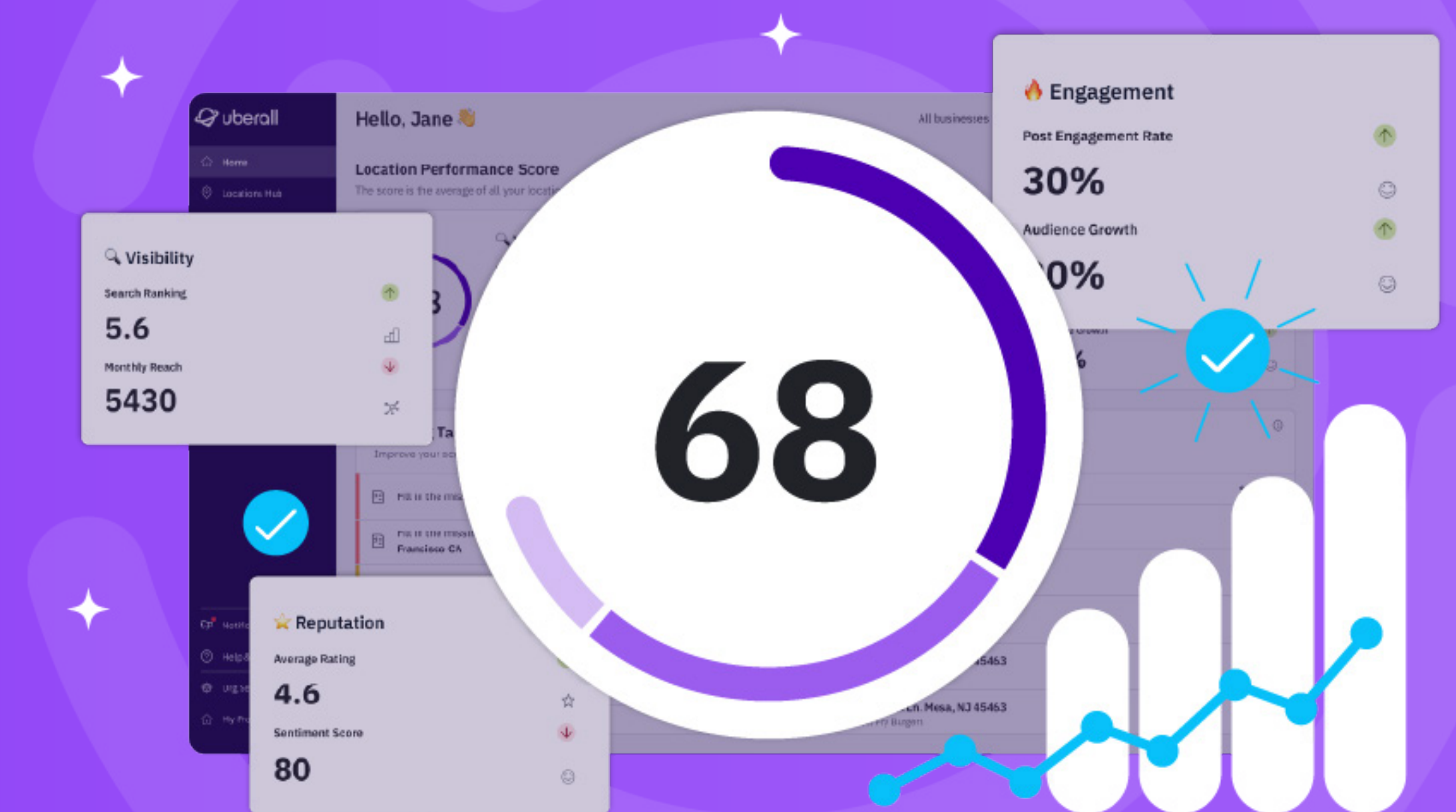
Senior Marketing Technology Manager, KFC UK

KFC

[Read the story](#)

Uberall's **Location Performance Score™ (LPS)**—think of it like a fitness tracker for multi-location businesses. LPS monitors key metrics like visibility, reputation, and engagement, giving you actionable insights and highlighting new revenue opportunities. It's the ultimate guide to keeping your business in top shape!

[Find out more](#)



Wrapping It Up

Connect Digital Presence to Revenue Impact

Effective ROI tracking for location marketing is essential for multi-location businesses. With the gap widening between tracking intentions and actual sales results, it's time for a shift in focus where revenue is always the ultimate goal. Zero in on what truly drives revenue and align location marketing efforts with revenue impact.

Adopting a revenue-first approach, like Location Performance Optimization (LPO), will put your business on track showing how location marketing keeps your cash registers ringing. Once you've embraced that mindset, tools like the

Location Performance Score become your secret weapons. They'll help you simplify data, track performance, and spot where your marketing dollars are making the biggest splash while boosting revenue across every location.

Are you ready to take full advantage of the LPO approach to transform online visibility, reputation, engagement and conversions, into measurable sales? Say goodbye to outdated methods, and empower your teams with LPO to drive real revenue growth. Start by getting in touch with our team today.

Join the Future of Location Marketing

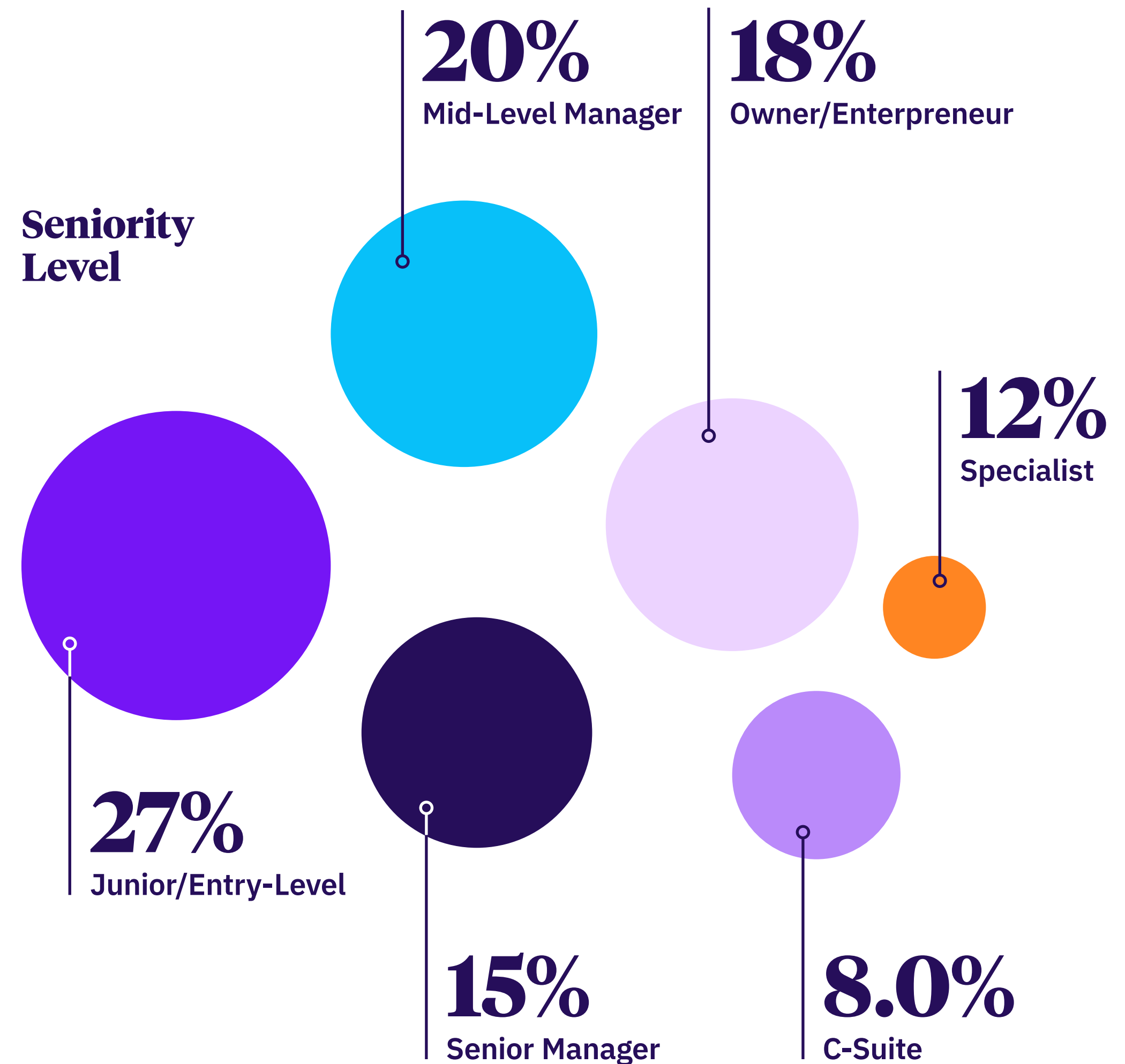
Discover Location Performance Optimization

[Learn More](#)

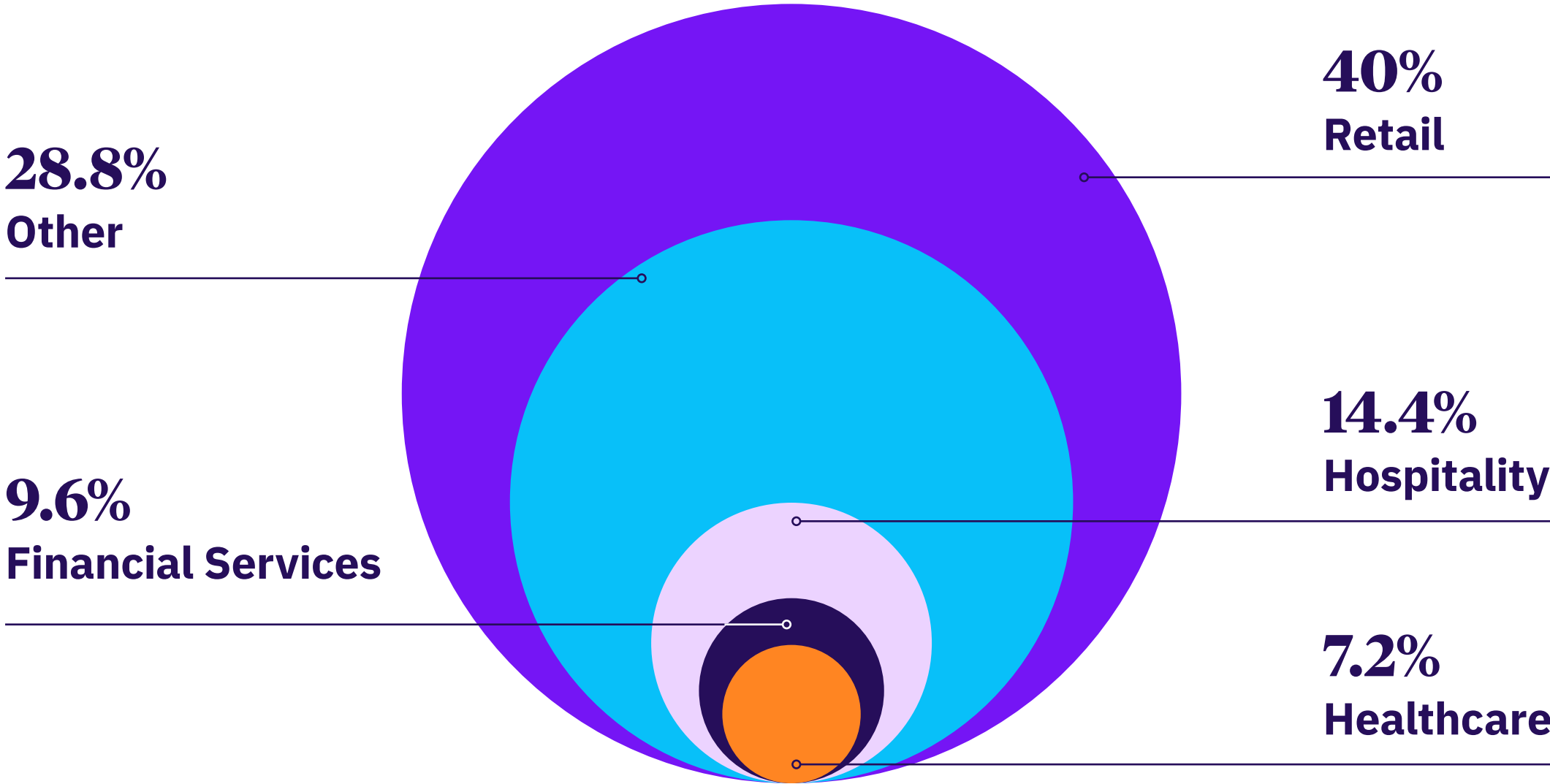
About This Report

Who We Surveyed

We asked hundreds of marketers in multi-location businesses from various sizes and different industries to share how they currently measure the impact of their local SEO and location marketing. We also interviewed dozens of Uberall customers in-depth to better understand the issues they face in attributing revenue to their location marketing.



What industry does your organization operate in?



How many physical locations does your business have?

