Leading local marketing and analytics platform enables clients to claim and manage their information across Apple apps with Business Connect through the Localistico platform

Madrid, 19 August 2024 - Apple Business Connect is a free tool that allows businesses of all sizes to customise how information such as business details, special offers, and services appear across Apple apps.

Localistico customers automatically have access to the new integration and can now make updates to their place card at scale by leveraging the Business Connect API. Some of the benefits include:

- **Managing how people see your business**: Claim, manage and keep up to date your business information on your location's place card. This includes adding and updating hours, addresses, phone numbers, website, logo, and images - this information appears across Apple apps including Apple Maps, Messages, Wallet, Siri, and more.

- **Viewing Insights data:** See how customers are engaging with your business on Apple Maps. These metrics allow you to view data such as peer group metrics and clicks for each location.

- **Using Showcases to promote special offers:** With the Showcase feature, you can present limited time promotions for each location in the place card, such as exclusive offers, seasonal menu items and discounts.

Localistico's CEO & Founder, Ricardo Varela, says: "Apple Business Connect offers businesses the ability to manage their information across Apple, present the best version of their brand to customers, and gather better insights. We at Localistico are really keen on continuing to help our clients' brands make the best of these opportunities and look forward to further innovation."

Register for free with Apple Business Connect and read more here or contact support@localistico.com

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, Starbucks and Vodafone..

More information can be found at www.localistico.com and press@localistico.com