

SinglePlatform Adds Yelp as Publisher

Growing partnership lets SinglePlatform businesses get their menus live on Yelp in less than a day

WALTHAM, Mass.--([BUSINESS WIRE](#))--[SinglePlatform](#), a division of [Constant Contact®, Inc.](#) (NASDAQ: CTCT), announced that Yelp is a menu publisher in SinglePlatform's publishing partner network. Further, in the coming months, menu updates will go live in 24 hours or less. This enhanced capability will provide restaurants and other small businesses with the ability to quickly have their menus and price lists found by consumers who visit Yelp, which saw 100 million unique visitors in the month of January 2013 (according to Google Analytics).

"Consumers use Yelp for its rich, local content that also needs to be current and complete," said Mike Ghaffary, vice president of business development at Yelp. "This partnership will help ensure consumers get the latest and most accurate menu and pricing information direct from the local businesses themselves."

A recent SinglePlatform survey found that [85% believe it is important to be seen on major search sites](#) and apps, like Yelp. However, the study also found that 49% of small businesses have never even updated their online listings. This partnership will help small businesses address the need to get critical menu and price list information listed on Yelp quickly to influence purchasing decisions.

"As one of the most trusted search sites for consumers, Yelp offers local businesses a fantastic opportunity to reach new customers," said Wiley Cerilli, vice president and general manager of SinglePlatform from Constant Contact. "And we know how critical speed is today. With this new relationship, a local business can be more agile and take advantage of changing dynamics. For instance, a restaurant might decide to offer an appetizer special if its local team makes it to the March Madness final four. It's a huge win for our customers as they look to stand out from the competition."

About SinglePlatform

SinglePlatform gives small businesses a single place to update their critical business information and delivers that information across its publishing partner network, including the top three business directory sites, the top three ratings and reviews sites, and dozens of other sites and apps, as well as the business's social media profiles, website, and mobile site. It makes a business listing more than an address and phone number by adding the rich content that consumers want when they are searching for information – such as digital menus, products, pricing, and services. SinglePlatform's publishing partner network reaches more than 200 million consumers per month. In 2012 alone, there were more than 100 million page views of SinglePlatform's online listings.

About Constant Contact®, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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