What is your Brand Score?

Brandify’s real-time algorithms continuously evaluates the online footprint of multi-location brands across the six pillars: Data Quality, Local SEO, Reviews, Engagement, Local Advertising, and Competitors. Improve organic search, business listings, competitiveness and social media engagement with Brandify.

We evaluate over 250+ variables representing the following categories:

- Local SEO
- Competitors
- Local Advertising
- Reviews
- Engagement
- Data Quality

Measuring your Brand’s Digital Footprint.

OVERALL SCORE CARD

<table>
<thead>
<tr>
<th>Category</th>
<th>Pinkberry</th>
<th>Yogurtland</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Quality</td>
<td>130</td>
<td>137</td>
<td>137</td>
</tr>
<tr>
<td>Competitors</td>
<td>85</td>
<td>105</td>
<td>95</td>
</tr>
<tr>
<td>Local Advertising</td>
<td>78</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Local SEO</td>
<td>107</td>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td>Reviews</td>
<td>87</td>
<td>98</td>
<td>98</td>
</tr>
<tr>
<td>Engagement</td>
<td>95</td>
<td>107</td>
<td>107</td>
</tr>
</tbody>
</table>

**Brand Battle K.O.**

**DATA QUALITY**

- Pinkberry: 12% Data Quality
- Yogurtland: 8%

**LOCAL SEO**

- Pinkberry: 56% Local SEO
- Yogurtland: 40%

**COMPETITORS**

- Pinkberry: 10% Competitors
- Yogurtland: 10%

**LOCAL ADVERTISING**

- Pinkberry: 13% Local Advertising
- Yogurtland: 20%

**REVIEWS**

- Pinkberry: 32% 4-star and above rating
- Yogurtland: 49%

**ENGAGEMENT**

- Pinkberry: 69% engagement
- Yogurtland: 77%

**OVERALL SCORE CARD**

- Pinkberry: 583
- Yogurtland: 648

**A HEAD TO HEAD SHOWDOWN**

In a fight for the top 3 positions, Yogurtland dominated with 13% missing locations vs. Pinkberry's 20%. Yogurtland's locator has a Map View as well as integrated directions providing an overall greater user experience. Yogurtland's listing's presence strength is 4% more than Pinkberry. Pinkberry has little to no local ad investment, while Yogurtland excelled in the top 3 PPC keywords, ranking 77% at position 1-2.

**TOTAL CHECK-INS**

- Pinkberry: 25,118
- Yogurtland: 27,563

**SENTIMENT ANALYSIS**

Yogurtland customers were most likely to experience:
- Cleaner Environment!
- Tastier Flavors!
- Freshness in Product!
- Cleaner Flavors!

**FILE ANALYSIS & LISTING PRESENCE**

- Pinkberry's listing's presence strength is 12% more than Yogurtland.
- Yogurtland's presence strength is 56% more than Pinkberry.
- Yogurtland's listing's presence across the 'Big 6' engines and local directories is 93.7%, while Pinkberry's is 95.9%.

**TOP LOCAL COMPETITORS ARE EACH OTHER**

Yogurtland has higher local occurrences than Pinkberry.

**FLAVORS IN STORE**

- Yogurtland: 12 flavors
- Pinkberry: 5 flavors

**MISSING LOCATIONS**

- Yogurtland: 3 missing locations (1313%%)
- Pinkberry: 714.66 locations are missing (11.66%%)

**Address Precision & Phone# Precision**

- Yogurtland: 583 found locations, 648 total unique locations
- Pinkberry: 583 unique locations

**DATA QUALITY**

- Yogurtland: 93.7% data quality
- Pinkberry: 95.9%

**LOCAL DIGITAL MARKETING**

- Yogurtland: 20% local digital marketing
- Pinkberry: 13%

**PPC KEYWORDS**

- Yogurtland: 53 total keywords, 77% ranking at position 1-2
- Pinkberry: 53 total keywords, 62% ranking at position 1-2

**Business Locator**

- Yogurtland's locator has a map view as well as integrated directions, providing an overall greater user experience. Yogurtland doesn't have any in-store locations.

**COMPANY**

- Yogurtland: 219367
- Pinkberry: 1237012

**ARCHITECTURE**

- On-page factors: Optimized, Responsive, Content & Design
- Off-page factors: Keywords, Social Media, Local SEO, Local Advertising

**FLAVOR**

- Yogurtland: 12 flavors
- Pinkberry: 5 flavors

**Analysis of Consumer Actions and Interactions**

- Yogurtland: 27,563 check-ins
- Pinkberry: 25,118 check-ins

**Engagement**

- Yogurtland: 27,563 check-ins
- Pinkberry: 25,118 check-ins

**LOCAL PAGES**

- Yogurtland: 2 local pages
- Pinkberry: 1 local page

**FLAVOR**

- Yogurtland: 12 flavors
- Pinkberry: 5 flavors

**Data Quality**

- Yogurtland: 93.7% data quality
- Pinkberry: 95.9%

**Overall Score Card**

- Pinkberry: 583
- Yogurtland: 648

**Missed Locations**

- Yogurtland: 3 missing locations (1313%%)
- Pinkberry: 11.66 missing locations

**Architecture**

- On-page factors: Optimized, Responsive, Content & Design
- Off-page factors: Keywords, Social Media, Local SEO, Local Advertising

**FILE**

- Yogurtland: 583 found locations, 648 total unique locations
- Pinkberry: 583 unique locations

**DATA QUALITY**

- Yogurtland: 93.7% data quality
- Pinkberry: 95.9%