

KAIZEN SIGMA CASE STUDY

# BMW of San Francisco

How One Wrong Business Listing  
Can Mean Erroneous Listings Across the Web

**KAIZEN**  
S I G M A



BMW of  
San Francisco

### Background

We ran an online reputation report on BMW of San Francisco, and noticed that they had the wrong address listed on many sites across the web. Sites like Facebook, Yellowpages and Foursquare were leading customers to an incorrect address.

### Where do listings come from?

Google and other search engines get business listing information from many sources, including:

- business owners enter their own information
- government sources
- user-generated content (UGC)
- Google sources (MapMaker, Places, etc)
- data providers

This information is all compiled in Google's server cluster, and can be verified by a Google employee. The most importantly weighted information in the US, however, comes from the four major data providers — Neustar/Localeze, Infogroup, Acxiom and Factual. These providers disseminate their listing information to over 300 listings sites — Yelp, yp.com, judy's book and many others.

### BMW of San Francisco's online visibility

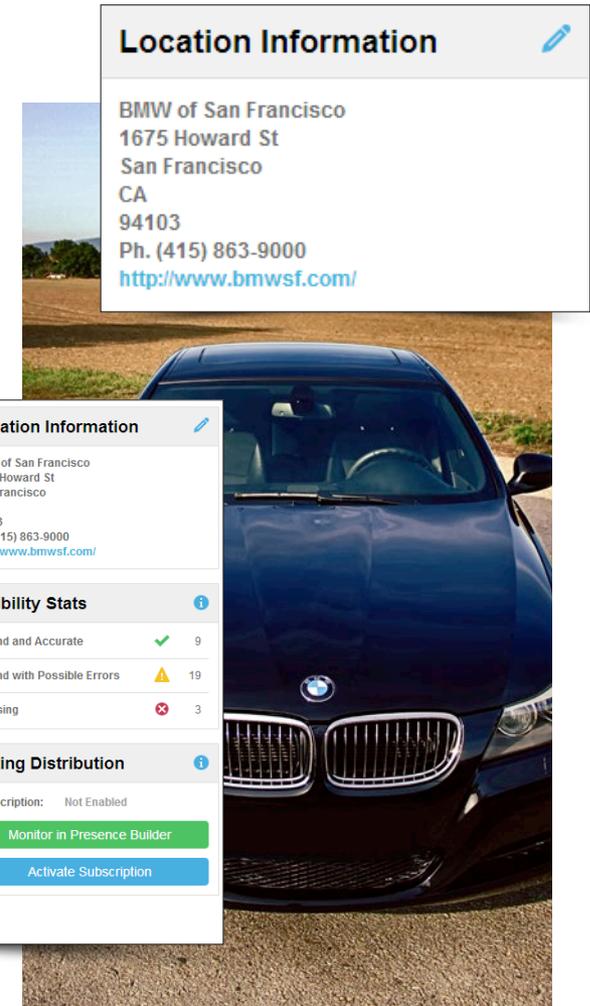
The store owner entered their correct information online. This is the same information that was found on many listing sites and directories.

Despite a fairly high presence score, many sites reported the wrong address. From search engines to review sites, directories to social sites, BMW's address was consistently coming up incorrect.

90% Presence Score	
<b>Search Engines</b>	
Bing Local	⚠️ We found your listing on Bing Local but there are possible errors in the contact info. <a href="#">show details</a>
Google Plus Local	✅ You are listed on Google Plus Local. <a href="#">show details</a>
Yahoo! Local	⚠️ We found your listing on Yahoo! Local but there are possible errors in the contact info. <a href="#">show details</a>
<b>Review Sites</b>	
Cars.com	✅ You are listed on Cars.com. <a href="#">show details</a>
Citysearch	⚠️ We found your listing on Citysearch but there are possible errors in the contact info. <a href="#">show details</a>
DealerRater	✅ You are listed on DealerRater. <a href="#">show details</a>

Location Information	
BMW of San Francisco 1675 Howard St San Francisco CA 94103 Ph. (415) 863-9000 <a href="http://www.bmwsf.com/">http://www.bmwsf.com/</a>	
<b>Visibility Stats</b>	
Found and Accurate	✅ 9
Found with Possible Errors	⚠️ 19
Missing	❌ 3
<b>Listing Distribution</b>	
Subscription: Not Enabled	
<a href="#">Monitor in Presence Builder</a>	
<a href="#">Activate Subscription</a>	



# Case Study: BMW of San Francisco

**Recurring erroneous listing: 75 Howard Street**

## The why

When we looked at how BMW of San Francisco’s listing appeared on the four major data providers, we found that there were discrepancies with their listing and what Acxiom was reporting. When we further delved into the “details” section, it became clear that Acxiom was reporting the wrong address that had been seen on so many listing sites — 75 Howard Street.

How your listing appears on data providers

	neustar / Localeze	factual	acxiom	infogroup
Business Name	BMW of San Francisco	BMW of San Francisco	Bmw Of San Francisco	BMW Of San Francisco
Street Address	1675 Howard St	1675 Howard St	75 Howard St	1675 Howard St
City	San Francisco	San Francisco	San Francisco	San Francisco
State / Prov / Region	CA	CA	CA	CA
Country	US	US	US	US
Zip / Postal Code	94103	94103	94105	94103
Phone Number	(415) 863-9000	(415) 863-9000	(415) 863-9000	(415) 863-9000
Website	http://www.bmwof.com/	http://www.bmwof.com	http://BMWVSP.COM	

Legend: ✔ Accurate ⚠ Contains Errors ✖ Not Found ⊘ Not Relevant

BMW of San Francisco had their information correct on three out of the four major data providers, but their address was listed incorrectly in many places. It’s not enough to work with one, two, or even three of the four major data providers. When a business has incorrect information on even one of these major web influences, that information is disseminated all over the web.

## The Solution – Listing Distribution

Listing Distribution is part of our Listing Builder software. Listing Builder has several components that help businesses improve local search, reach consumers and correct and verify business listing information. We partner with all four major listing data providers — Factual, Acxiom, Infogroup, and Neustar (Localeze) — which are trusted by more than 300 listing directories, from prominent networks such as Urbanspoon to major auto manufacturers using it in their navigation systems. Our system ensures correct business listing information with all four providers, and transparency reporting when that data is taken up.

Can they find you, or will they drive on by?  
Be sure you're found through accurate online  
listings with Listing Distribution



Learn more about how our Digital Solutions can increase YOUR business. Contact us today!

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