

## **Former Senior Leader of a Global Payment Network Launches GettinLocal as the First Mobile Marketing Solution Specifically Designed to Support Local Businesses**

*GettinLocal is exclusively designed to let local businesses quickly ramp up their mobile marketing and consumer reach by utilizing digital coupons through a mobile app solution for their company. This easy-to-use and comprehensive mobile marketing solution is the first of its kind and will launch initially in the New York metro area.*

**New York, New York – June 19, 2018** – A Long Island-based former Head of US Acquiring for the world's leader in digital payments, Peter Daly, along with his co-founders, are launching a first-of-kind mobile marketing solution. GettinLocal is available now in the New York Metro and Long Island markets. It helps local businesses stay competitive, quickly create a mobile app presence, and initiate mobile marketing campaigns which can grow and maintain their customer base.

“As a former Head of US Acquiring sales for VISA, and other leading payment processing companies, I’ve seen firsthand where many small businesses are struggling to compete for visibility and sales as a direct result of the growth of mobile advertising,” said Peter Daly, Co-founder and COO of GettinLocal. “In this dynamic age of digital marketing, web search results often are dominated by larger businesses which invest heavily in making themselves highly visible during web searches. That’s why we have launched GettinLocal. It’s a new mobile marketing solution that is a game-changer for small businesses. It has been long recognized that small businesses are the backbone of our communities. We’re now able to provide local businesses with a quick way to establish their mobile marketing presence. By utilizing our app’s geo-fencing capabilities, it allows local companies to extend offers, publish coupons, launch promotions and send customers messages - all within their desired trading area. While utilizing the easy-to-use GettinLocal Campaign Creator, a business now can attract new customers and reward repeat customers. All of this can be configured based on a company’s target marketing preferences,” continued Daly.

With GettinLocal, there is no long-term participation agreement, no termination fee, nor a fee on individually redeemed coupons. Local businesses can easily harness the power of keyword tags which help make their business and mobile advertising highly discoverable.

Mobile customers will benefit from using GettinLocal by receiving the best deals from their favorite local businesses. They’ll also receive real-time and relevant notifications on the nearest coupons and promotions based on their interests and location. Searching for deals is easy when using the app’s powerful keyword-based, local search tool. Coupons are redeemed easily by presenting the digital coupon code during payment. Campaigns, coupons, promotions and favorite merchants all can be shared with friends and family. Customers also will have access to the various social media sites utilized by their favorites businesses.

“With GettinLocal, we have essentially reversed the internet search in order to level the playing field for local business. Our solution will benefit local businesses and consumers within our communities,” concluded Daly.

The GettinLocal mobile app is available for iOS and Android devices. Visit <http://www.gettinlocal.com/> for more information, or to create a business account on GettinLocal.