

GotU awarded prestigious Local Search Association (LSA) Certification - *The Seal of Trust in Digital Marketing*

Los Angeles, 30th August 2017

GotU, the award-winning technology provider of Facebook advertising solutions for business directories, retailers and local businesses worldwide, has been awarded with the LSA Certification, the Seal of Trust in Digital Marketing, which awards marketing service providers that operate with the highest level of integrity and clarity in their business practices.

The LSA Certification Program has been created by The Local Search Association (LSA) to help businesses identify reputable and trustworthy digital marketing partners.

“The digital marketing ecosystem is expansive with too many options. This is why the LSA certification is fundamental and essential in separating trustworthy providers from the rest”, **Amedeo Guffanti**, the CEO and Founder of GotU stated. “Business relationships last only when there is trust. We’ve always made sure that every procedure in our operational and delivery pipeline is driven with transparency. We aim to drive sustainable success for our partners on a long term basis”.

The LSA certified companies have all passed a rigorous review process and are deemed trustworthy. The certification review process focuses on company-wide policies and processes such as: Sales practices and promises made to clients; Customer service standards and accountability; Employee hiring and training practices; Service agreements and contracts; Clear statements of pricing for products and services; and Security and privacy of information - ensuring the transparency and honesty of the company for the SMBs and marketing partners partnering with the certified companies.

“It’s an honor for us to be LSA certified and among a selected few that work hard at adhering to digital marketing business ethics”, **Lorenzo Pireddu**, the Commercial Director leading GotU’s Los Angeles office, stated. “We trust that this recognition will help the many local businesses, marketing partners and business directories here in the US and around the world, in their search for a right marketing partner to grow their business with.”

About GotU

GotU is a Los Angeles based advertising technology solutions provider for SMB Marketing Partners and business directories like Yellow Pages, as well as large retailers. GotU’s advertising solution was awarded the Facebook Innovation Spotlight award for Real Results in July 2016 and it is currently available in more than 18 countries globally. For further information, please visit www.gotu.io or contact Emma Koitola, e.koitola@gotu.io.

About LSA

The Local Search Association (LSA) is a not-for-profit industry association of media companies, agencies and technology providers who help businesses market to local consumers. LSA has about 300 members in 20 countries and the Association helps these members realize the power of local marketing and commerce through conferences, consulting, insights, advocacy and more. For further information, please visit www.thelsa.org.