

STARBUCKS CASE STUDY



Starbucks is the worldwide leader in premium coffee. With almost 1,400 locations in communities across Canada, it was important that coffee lovers could find their favorite cup and we were able to lead them in this area.

The Importance of Location Management



COFFEE IS THE SECOND MOST CONSUMED BEVERAGE IN THE COUNTRY BEHIND WATER



THE AVERAGE CANADIAN CONSUMES 3.2 CUPS/DAY



FOOD AND BEVERAGE IS THE HIGHEST SEARCHED CATEGORY ON MOBILE DEVICES

In The Beginning



STARBUCKS HAD VISIBILITY OF 68% ACROSS SEARCH ENGINES



ONLY 66% OF THEIR LOCATIONS WERE DISPLAYING ACCURATE LOCATION DATA



PEOPLE WERE NOT CLICKING ON STARBUCKS IN BING OR GOOGLE MAPS

A Tall Cup of Results



ACCURACY HAS INCREASED TO
95%



ACCURACY HAS INCREASED TO
92%



VIEWS HAVE INCREASED
25% QoQ