



# STARR Restaurants consistently drives 63% more direction requests YOY.

For four consecutive years, STARR Restaurants has relied on Map Labs to generate double-digit channel growth on Google Maps.

— STARR —  
RESTAURANTS

# KEY HIGHLIGHTS

**37**

Locations

**435%**

More Discovery Impressions

**362x**

How much less is spent on average on GBP vs. Ads

**92%**

More Website Visits

**63%**

More Direction Requests

**68%**

More Mobile Calls

## About STARR Restaurants

Based in Philadelphia, STARR Restaurants is one of the largest multi-concept operators in the country and offers a range of casual and fine dining eateries, including the Michelin-starred Clocktower with chef Jason Atherton.

As of 2023, there are 37 total locations in operation. Map Labs began managing and optimizing STARR's Google Maps locations in January 2017 and immediately provided value.



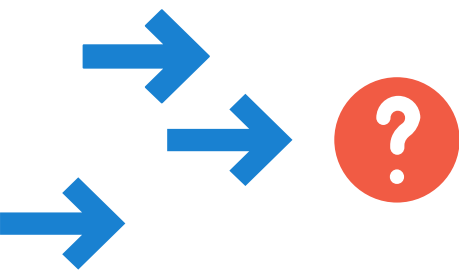
# PROBLEM

STARR faced several significant challenges that were hindering their ability to increase the performance for each of their locations.

Despite using an aggregator service for three years, STARR was **unable to see any meaningful results or improvements**. They were seeking tangible evidence of success beyond the basic management of their profiles.

And although STARR could manage their Google Business Profile information such as name, phone numbers, and URLs, **merely setting up profiles was not enough** to measure actual overall performance and between locations, such as YOY and MOM direction requests, phone calls, and bookings.

The inability to measure real engagement made it difficult to make confident decisions and justify spend. **Managing multiple business profiles at scale** was proving to be too complex to handle efficiently. Lastly, **not having a partner with a vested interest in STARR's success** made it difficult to get the insight required to adjust quickly.



“With 37 restaurants, it's hard enough to manage the basics. We needed a partner to help us make sense of our Google Maps performance for each location.”

**Randi Sirkin**  
VP Creative Services

# SOLUTION

After assessing STARR’s Google Maps channel, Map Labs got to work. The goal was simple: generate more revenue and improve customer engagement.

Map Labs specializes in Google Business Profile (GBP) optimization and reporting. And being a multi-location business, STARR needed better reporting and channel management to create better engagement, especially for the locations that were not performing as well as others. They also needed a more efficient way to manage, monitor, and report on 37 listings, including holiday hours and review responses.

**GBP quickly proved to be STARR’s #1 customer engagement channel, significantly outperforming SEO, Google Ads, Social Media, and aggregator services.**

Reallocating and reinvesting money was a no-brainer.

“The clarity we get with Map Labs is amazing. We now know what’s working and what isn’t.”

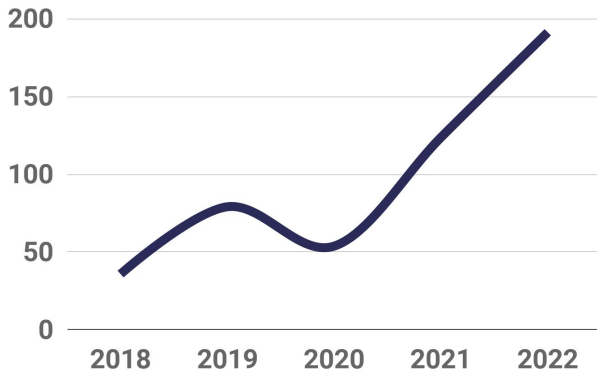
**Randi Sirkin**  
VP Creative Services



# RESULTS

Except for the pandemic in 2020, STARR Restaurants has consistently achieved double-digit growth on Google Maps across all KPIs.

## Discovery Impressions up 435% (millions)

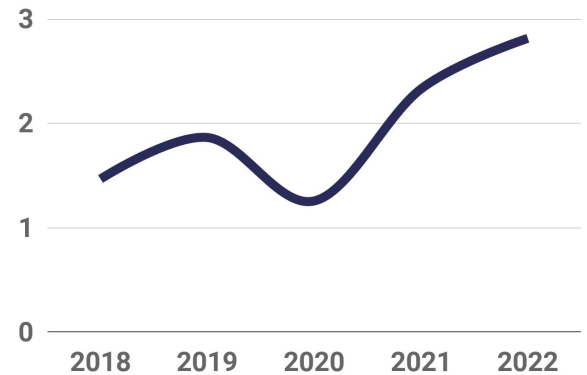


**108%**  
average  
increase per  
year

**\$0.0002**  
average CPM  
on GBP vs.  
\$0.15 on Ads

**750x**  
how much less  
GBP costs vs.  
Ads

## Website Visits up 92% (millions)

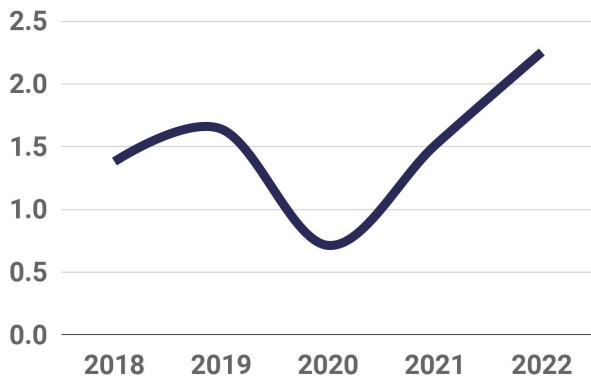


**23%**  
average  
increase per  
year

**\$0.03**  
average CPM  
on GBP vs.  
\$1.84 on Ads

**61x**  
how much less  
GBP costs vs.  
Ads

## Direction Requests up 63% (millions)

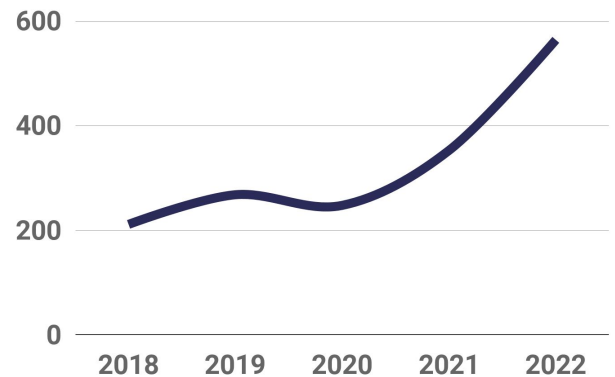


**15.75%**  
average  
increase per  
year

**\$0.02**  
average CPM  
on GBP vs.  
\$10.69 on Ads

**530x**  
how much less  
GBP costs vs.  
Ads

## Mobile Calls up 68% (thousands)



**17%**  
average  
increase per  
year

**\$0.10**  
average CPM  
on GBP vs.  
\$10.69 on Ads

**107x**  
how much less  
GBP costs vs.  
Ads

# IMPACT

Partnering with Map Labs enabled STARR to get a complete 360-degree view of their entire GBP portfolio at a fraction of the cost of paid media. They also have a deeper understanding of the nuances between their restaurants, knowing what locations aren't doing well, how to fix them, and what adjustments were made to fix them.

**With Map Labs, STARR is able to:**

- Make confident decisions.
- Engage with customers.
- Reallocate and maximize marketing investment.
- Track and measure GBP's direct impact on engagement.
- Automate tasks, post updates, and review responses across all locations.



"Map Labs has made our lives easier. They're an extension of STARR. They look out for my best interest and they tell me what I need to know. They've proven that they're not just providing a service, they're actually invested in our success. That is very important to me."

**Randi Sirkin**, VP Creative Services  
STARR Restaurants

## Try Map Labs Today. It's Free.

Get results so good you'll wish you had a time machine.

**GET STARTED**

**Talk to a human**

