Map Labs®

Map Labs

INCREASES **PHONE CALLS 123%**
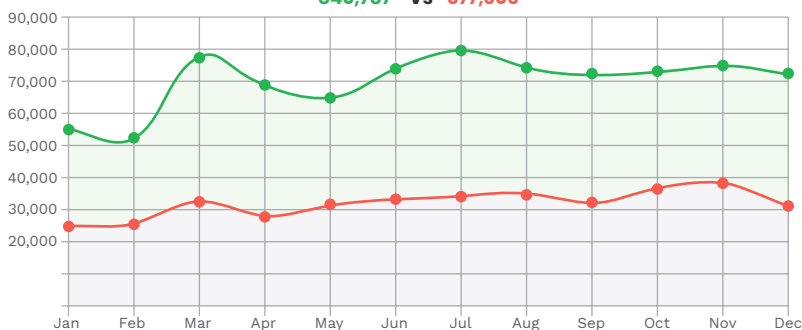
for Tire Discounters 150+ retail locations.

Mobile Phone Calls
2022 Vs 2018

463,481 ↗ **123%**

| Total Range A	Vs	Total Range B
840,787	Vs	377,306

- ● **AFTER MAP LABS**
- ● **BEFORE MAP LABS**

ABOUT TIRE DISCOUNTERS

Established in 1976, Tire Discounters is the largest 100% family-owned tire & automotive dealer in the U.S. and is recognized as **the fastest growing tire retailer in the Midwest.**

Headquartered in Cincinnati, Ohio with **locations in six states, 150+ stores (and counting)** with 6-10 bays per store providing tires, wheels, and auto services.
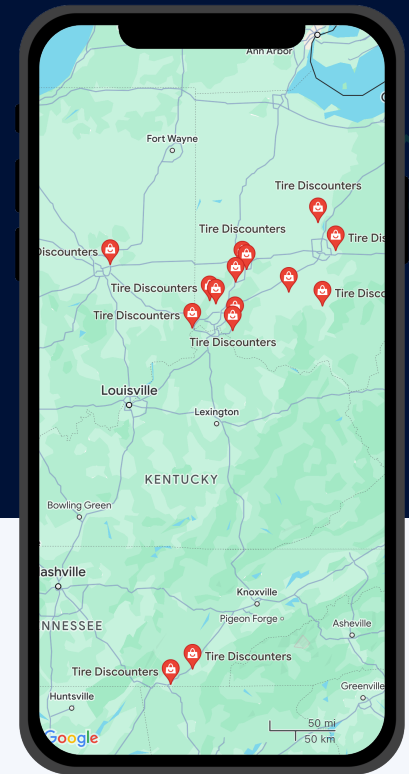
THE **PROBLEM**

Tire Discounters was working with Yext (a listing aggregator) to manage their Google Business Profiles and was receiving **no year-over-year growth from the channel.** Being able to update listing information across many sites was useful, but it didn't increase their presence on Google Maps.

THE **GOAL**

Tire Discounters wanted to **grow their business and differentiate from the competition.** Most sales happen over the phone at Tire Discounters because customers want to speak to a real person before booking an appointment for automotive services.

More **PHONE CALLS** = More **CUSTOMERS**

So, Map Labs set increasing **phone calls as the primary benchmark for success** when onboarding Tire Discounters.

MAP LABS' STRATEGY

How Map Labs **increased Phone Calls 123%**

Map Labs **activated and optimized all Google Business Profile features.** If you want to stand out from the competition, you need to do more than the bare minimum of updating your name, address, and phone number.

Expanded Categories

Increasing Tire Discounters' categories from 1 to 8 was a strategic move to help ensure they were being found for all services offered.

Updated Services

Map Labs **uploaded all Tire Discounters' services to Google Maps** to make it easy for customers to discover their wide variety of services.

Posted Updates

Google Posts were used to highlight incentives to inspire customer action through: discounts, promotions, and unique selling points.

Managed Reviews

Responding to 100% of Tire Discounters' Google Maps reviews was a key factor in ensuring higher rankings and increased relevancy.

Added Images

By adding **unique imagery to each of Tire Discounters' 150+ auto retail locations**, Map Labs ensured their business profiles were relevant and up-to-date.

Captured Street View

Through Map Labs' partnership with Advanced Online Insights (AOI) we provided **HD Google Street View images for all Tire Discounters locations.**

Engagement is the **#1 form of relevancy** on Google Maps.

Each strategy outlined above was designed to *drive engagement.* **More user engagement means more phone calls.** The results flooded in, and over time, compounded.

MORE THAN PHONE CALLS

Additional results Tire Discounters received from Map Labs' **Full Service Management**

↑ **273%** INCREASE	↑ **117%** INCREASE	↑ **107%** INCREASE	↑ **51%** INCREASE
in Discovery Searches *(Non-branded search traffic)*	**in Website Visits** *(Site visits from Google Maps)*	**in Search Views** *(Views from Google.com)*	**in Direction Requests** *(Customers navigating to store)*

↑ **223%** INCREASE	↑ **214%** INCREASE	↑ **62%** INCREASE	↑ **916%** INCREASE
in Map Views *(Views from Google Maps)*	**in Direct Searches** *(Branded search traffic)*	**in New Reviews** *(Additional new reviews left)*	**in Post Views** *(Google Maps post views)*

*Results shown are from 2018 - 2022.

Map Labs helps **grow businesses like Tire Discounters** with Google Maps marketing.

Want a personalized audit of your Google Business Profile?

1 **Sign up for Map Labs**

2 **Connect** your Google Business Profile

3 **Book a call** here