

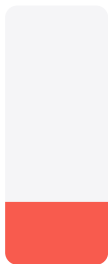


Map Labs®

CASE STUDY

# Map Labs more than DOUBLES NON-BRANDED SEARCH IN 90 DAYS for Crunch Fitness.

Before Map Labs



182,954

Discovery Searches  
Q1 2023

After Map Labs



496,947

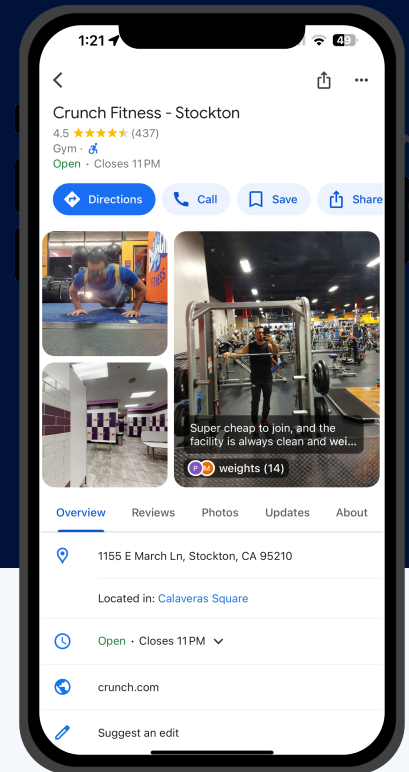
Discovery Searches  
Q1 2024

Discovery Searches  
increased  
**↑ 171%**  
year-over-year

# ABOUT CRUNCH FITNESS

Crunch Fitness is a U.S. based brand of **over 400 franchised and corporate owned fitness clubs** located in the United States, Puerto Rico, Canada, Spain, Portugal, Costa Rica, and Australia.

**Map Labs coaches 60+ Crunch Fitness locations** for one of their largest North American franchisees.



## THE PROBLEM

Crunch Fitness was **receiving mostly branded traffic** on their Google Business Profiles. Most customers searching for them on Google Maps *already know and love the Crunch Fitness brand*.

Therefore, the channel served primarily as a communication tool instead of being maximized for customer acquisition.

## THE GOAL

Crunch Fitness wanted to grow their business and **increase new customer acquisition by driving non-branded searches** on Google Maps.

Map Labs set increasing **Discovery Searches** (non-branded searches) on Google Maps **as the primary benchmark for success**.





# MAP LABS' STRATEGY

## How Map Labs **Doubled Non-Branded Search**

As a Coaching client, **Crunch Fitness** received the support and **consultation of a Map Labs expert.**

Map Labs uncovered opportunities to drive Discovery Search traffic to their Google Business Profiles, and **Crunch Fitness implemented the following recommendations:**

### 1 Redefining Success

Map Labs started by changing how Crunch Fitness measured success. **Instead of measuring rank tracking, Crunch Fitness began to measure real results** *that they could verify* were actually impacting their business. Such as: Phone Calls, Direction Requests, Direct vs. Discovery Searches, Views, and Impressions.

### 2 Expanding Categories

Map Labs helped Crunch Fitness expand their Google Business Profile categories from 1 to 8, to more accurately reflect their wide variety of fitness classes (yoga, spin, circuit training, and more.) When potential customers search “yoga near me” on Google Maps, Crunch Fitness now appears in the search results!

### 3 Posting Updates

Google Posts allow businesses to publish updates (including video and photo content) directly to their Google Business Profile. Map Labs helped the Crunch Fitness team **utilize Google Posts to communicate offerings, deals, and promotions** to their local target audience and drive engagement through the channel.

With these simple strategies, Crunch Fitness was able to **increase Discovery Searches 171% in 90 days** on Google Maps.





# MORE RESULTS

Crunch Fitness received in 90 days from Map Labs' Coaching.

↑ **25% INCREASE**  
in Total Impressions

↑ **19% INCREASE**  
in Website Visits

↑ **44% INCREASE**  
in Direction Requests

↑ **38% INCREASE**  
in Phone Calls

\*Results shown were achieved in Q1 2024, as compared to Q1 2023

Map Labs helps grow businesses like Crunch Fitness 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

