Map Labs®

New York restaurant group increases bookings by 166% in less than a year.

Prominent restaurant group uses Map Labs best-in-class reporting software and professional services to optimize all their locations and correlate Google Maps data with actual foot traffic.

KEY HIGHLIGHTS

19 Locations	↑ **166%** MORE Bookings	↑ **78%** MORE Reviews
↑ **40%** MORE Direction Requests	↑ **30%** MORE Menu Views	↑ **20%** MORE Search Views

This restaurant group is a growing hospitality organization that houses a collective of New York's most beloved restaurants and bars.

From neighborhood cafes and vibrant fine dining, to waterfront taco stands and local watering holes, this outstanding group creates, manages, and operates a variety of unique dining experiences.

Map Labs began working with this restaurant group in April 2022 as a Full Service client.

Map Labs provides unlimited support, consultation, strategy, and execution from our in-house team of experts. This prominent restaurant group receives end-to-end management of their Google Maps marketing strategy, custom-designed for their portfolio of restaurants.

THE **PROBLEM**

Before Map Labs, our client was manually maintaining a large portfolio of restaurant locations on Google Maps and missing key performance insights and opportunities to grow their business through the channel.

Although this restaurant group was maintaining their business listings on Google Maps on their own, it felt more like going through the motions. **It wasn't easy to clearly understand the performance of each individual restaurant, or overall portfolio results.** Plus, keeping multiple profiles up-to-date and secure was becoming more difficult.

Setting up and managing profile information such as name, phone number, and URLs, is one thing. Reporting actual results like foot traffic, phone calls, and bookings with confidence is another. **They needed a better solution to measure customer engagement, how they were being found, and what actions customers took.**
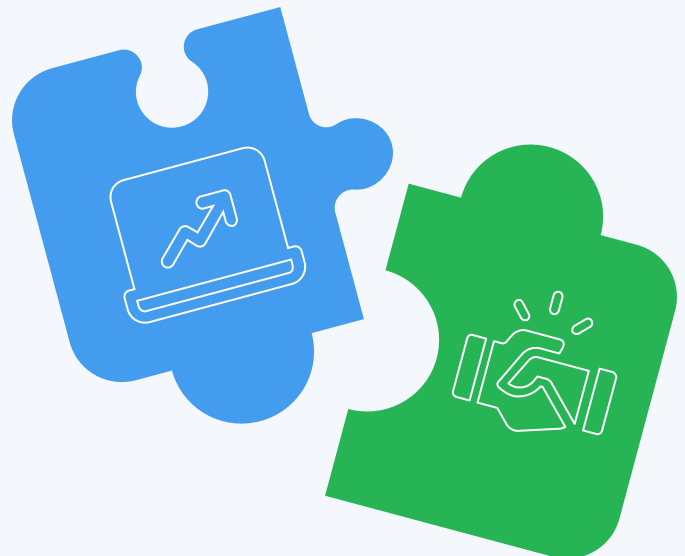
The marketing team also needed help unearthing Google Maps insights. They felt like they were flying blind and not getting the information they needed to create better strategy and execution.

"We needed more than just basic profile management. We needed a better reporting tool and a partner that could help guide us."

Senior Manager
New York Restaurant Group

THE **SOLUTION**

Map Labs specializes in Google Business Profile optimization and reporting for multi-location businesses on Google Maps. We provide custom-built strategies and coaching so that internal marketing teams can get the most out of Google Maps as a marketing channel.

Map Labs made it easier to report the Google Maps performance of each individual restaurant, as well as the overall restaurant portfolio.

And because Map Labs Performance Reports use first-party data from Google, the restaurant group was able to capture aggregated data they couldn't get anywhere else.

That data is automatically archived for 18 months and accumulates into perpetuity.

Map Labs is also part of this restaurant group's team. **Regular bi-weekly coaching sessions unearth insights and help guide their marketing team in the right direction.**

The regular feedback and collaboration is a key success factor in growing the channel and maintaining the relationship.

"As a Google Business Profile user myself, I know the impact that this is having on our business. Map Labs helps us improve our user experience on Google Maps."

Senior Manager
New York Restaurant Group
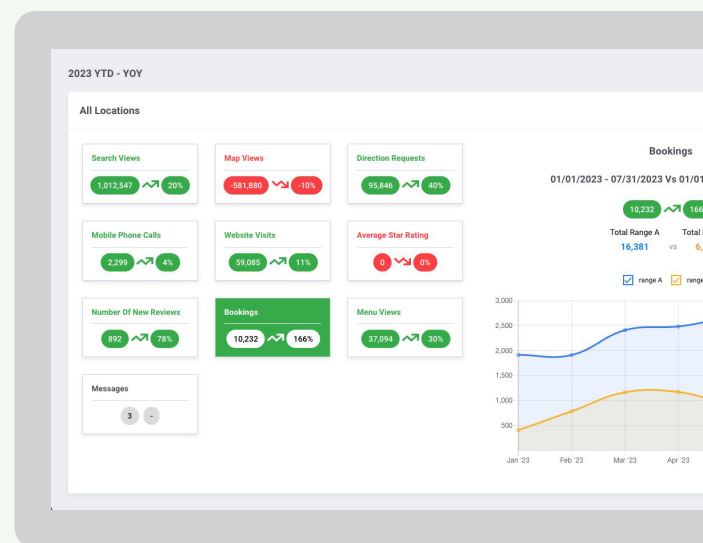
RESULTS

In less than one year, Map Labs increased this New York restaurant group's bookings by 166%. The marketing team was able to correlate the increase in bookings with foot traffic, overall business performance, and the associated revenue. Furthermore, the number of **New Reviews, Direction Requests, Menu Views, and Search Views all generated double-digit growth**.

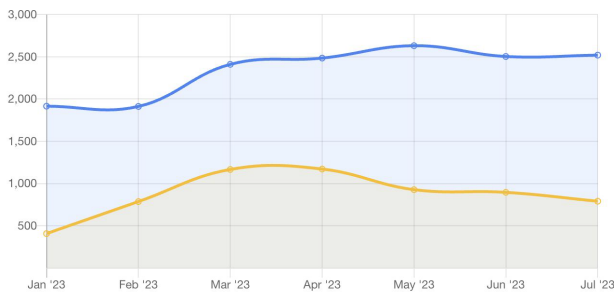### Bookings

01/01/2023 - 07/31/2023 Vs 01/01/2022 - 07/31/2022

10,232	📈	166 %

Total Range A		Total Range B
16,381	vs	**6,149**

☑ range A   ☑ range B

Number Of New Reviews

01/01/2023 - 07/31/2023 Vs 01/01/2022 - 07/31/2022

892	📈	78 %

Total Range A		Total Range B
2,031	vs	**1,139**

☑ range A   ☑ range B
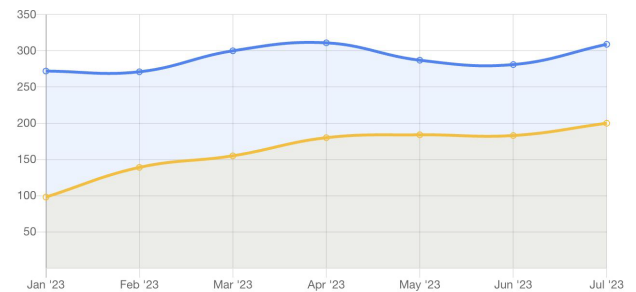
Direction Requests

01/01/2023 - 07/31/2023 Vs 01/01/2022 - 07/31/2022

95,846	📈	40 %

Total Range A		Total Range B
338,201	vs	**242,355**

☑ range A   ☑ range B
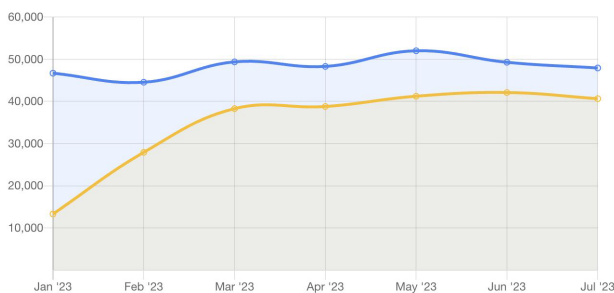
Menu Views

01/01/2023 - 07/31/2023 Vs 01/01/2022 - 07/31/2022

37,094	📈	30 %

Total Range A		Total Range B
162,818	vs	**125,724**

☑ range A   ☑ range B
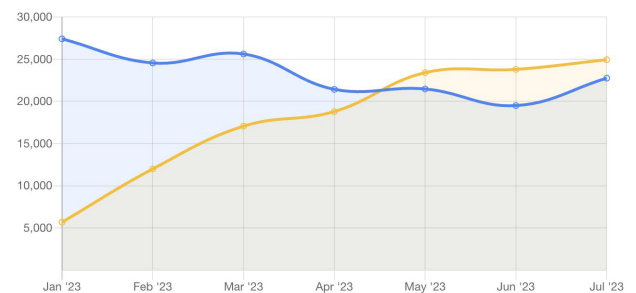
IMPACT

Map Labs software and services help this restaurant group gain actionable insights from Google Maps. They not only save countless hours, they also have clear and concise reports that are easy to understand and explain.

More importantly, they have a trusted and experienced partner who is making them channel experts.

With Map Labs, this restaurant group is able to:

- ✅ Measure how customers find them and the actions they take.
- ✅ Correlate data with foot-traffic, performance, and revenue.
- ✅ Save countless hours publishing and updating content.
- ✅ Manage their brand and reputation across all locations.

"Map Labs' software and services are excellent. The reports make it easy to break down the data for Corporate yet still provide all the data for Marketing. They also take the time to answer questions and help solve problems. They are very helpful."

Senior Manager
Prominent Restaurant Group

Grow your business **with Map Labs**.

Map Labs is the #1 maps marketing service for businesses across all industries.

MapLabs.com