

ARC'TERYX

Arc'teryx increased total views by
10 MILLION
with Map Labs.

**Results achieved year-over-year Sep 2023-Feb 2024 vs Sep 2024-Feb 2025.*



ABOUT THE BUSINESS

Arc'teryx is a renowned outdoor apparel and equipment brand **with over 156 brand stores worldwide and a presence in more than 2,400 retail locations** across the globe. Founded in 1989 in North Vancouver, Canada, Arc'teryx specializes in high-performance gear for climbers, hikers, skiers, and outdoor enthusiasts. Arc'teryx delivers reliable,

functional products built to withstand extreme conditions and is dedicated to minimizing its environmental footprint and fostering responsible practices throughout its supply chain. **The brand emphasizes transparency, durability, and circularity, ensuring that products have extended lifecycles and minimal environmental impact.**



THE GOAL



Convert online discovery into in-store visits



Increase customer engagement and conversions



Boost traffic by reaching more high-intent customers

For Arc'teryx, their retail stores are more than just places to shop—they're immersive spaces where customers can explore products, get expert advice, and experience the quality and innovation that define the brand. **Their goal was to bridge the gap between digital discovery and these in-store experiences by making each location highly visible to nearby shoppers.** By leveraging Google Maps as a key touchpoint, Arc'teryx aimed to reach outdoor enthusiasts at the exact moment of intent and guide them seamlessly into stores where the brand truly comes to life.



RESULTS

Through the **Map Labs Coaching program**, Arc'teryx achieved the following results for 75 of their premier locations.

*Comparing year-over-year Sep 2023-Feb 2024 vs Sep 2024-Feb 2025.

+13%
(+ 10.3M)
Total Views

+12%
(+ 8.2M)
Map Views

+21%
(+ 5.2M)
Total Impressions

+27%
(+ 2.1M)
Search Views

+20%
(+ 27k)
Website Visits

+58%
(+ 36k)
Phone Calls

Before Map Labs



281K
Direction Requests
2023

After Map Labs



399K
Direction Requests
2024

Direction Requests
increased

↑ 42%
year-over-year

MapLabs.com

Map Labs | Arc'teryx Case Study

Map Labs helps grow businesses
like Arc'teryx with Google Maps
marketing.

