



BEST GRILLED  
CASE STUDY

# Gemstone Supermarkets generated 335,000 more views with Map Labs.

Gemstone Supermarkets is a leading U.S. grocery retailer recognized for top-quality products and exceptional shopping experiences.

Gemstone Supermarkets has been a Map Labs Coaching client since June 2024.

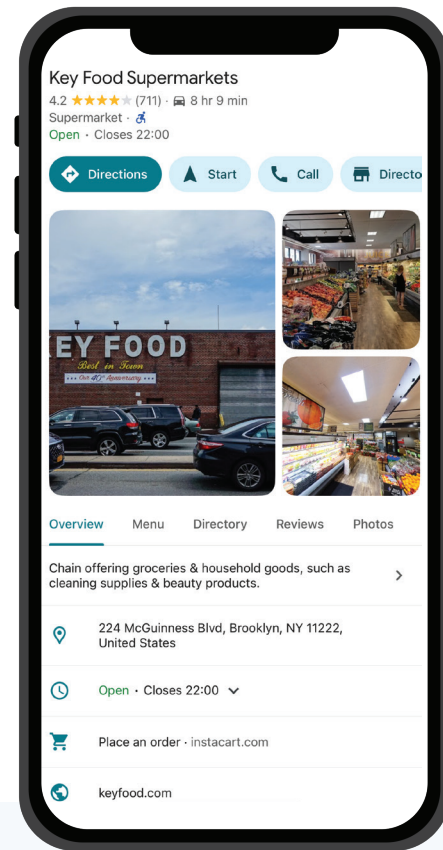




# ABOUT THE BUSINESS

Gemstone Supermarkets' 448 locations (operating as Key Food and Holiday Farms) focuses on meeting the diverse needs of its customers through a wide selection of fresh produce, household essentials, and specialty items.

Through thoughtful expansion, and a focus on evolving customer needs, **Gemstone Supermarkets continues to grow and maintain its reputation as a trusted name in the U.S retail grocery market.**



## THE GOAL

Before signing up for Map Labs' Coaching program, Gemstone Supermarkets knew that Google Maps could be a powerful tool, but hadn't fully explored its capabilities. Their internal team saw an opportunity to:



**Have more search visibility on Google.com and Google Maps**



**Get better control over their Google Business Profiles**



**Gain a better understanding of how searches turn into store visits**

Gemstone Supermarkets hoped to bridge the gap between their in-store experience and online presence, ultimately serving more customers and growing brand loyalty in neighbourhoods across the United States.



# STRATEGY

With **Map Labs' Coaching program**, Gemstone Supermarkets achieved their goals by:

- 1) Optimizing and managing their Google Business Profiles
- 2) Reviewing how to accurately read, report on, and action data from GBP.
- 3) Evaluating the channel strategy to ensure it aligned with business goals.

# RESULTS

Gemstone Supermarkets achieved the following results for their 7 locations managed by Map Labs.

\*Results are year-over-year, comparing May-December 2023 vs May-December 2024.

**+355,326**  
Total Views

**+115%**  
Food Orders

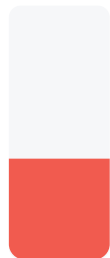
**+43%**  
Non-Branded Searches

**+45,836**  
Search Views

**+1,173**  
Direction Requests

**+91%**  
Unique Keywords

Before Map Labs



**879,840**  
Total Views  
2023

After Map Labs



**1,235,166**  
Total Views  
2024

Total Views  
increased  
**↑ 40%**  
year-over-year

