



# Goodwill gains control of local listings with Map Labs' specialist approach.



Switching from Yext to Map Labs helped Goodwill resolve verification issues, protect listing accuracy, and scale review management.





## ABOUT THE BUSINESS

**Goodwill Industries International (GII) is a not-for-profit social enterprise** that provides job training, employment placement, and community-based programs by reselling donated clothing and household items. With over 3,300 stores across North America and a presence in countries like Brazil, Finland, and Italy. Goodwill helps extend the lifecycle of goods while supporting local communities.

In **Ontario**, Goodwill operates 82 locations, including cafés, community hubs, and donation centres, which serve as the backbone of their operations. **Digitally, the focus is on making it easier for Canadians to donate.** The goal is to guide local searchers to the nearest drop-off spot and convert that online intent into actual donations to give items a second life.



# THE **GOAL**

- **Fix Google verification issues** for 82 locations.
- **Prevent inaccurate changes** to business hours and details.
- **Streamline location management** with bulk profile updates.
- **Improve review management** with centralized monitoring & automation.
- **Leverage Google Business Profile expertise** over a generalist provider.



Goodwill moved from Yext to Map Labs to regain control of its local listings and put an end to ongoing operational headaches. After months of limited support from a generalist provider, they sought a partner with deep Google Business Profile expertise. With Map Labs, **Goodwill streamlined location management, safeguarded listing accuracy, elevated review management, and saw across-the-board performance improvement.**





# RESULTS

Through the **Map Labs Coaching program**, Goodwill achieved the following results for 82 of their Canadian locations.

Resolved **Bulk Verification** Issues

**Bulk Updated Google** Business Profiles

**Protected Profiles** from User Changes

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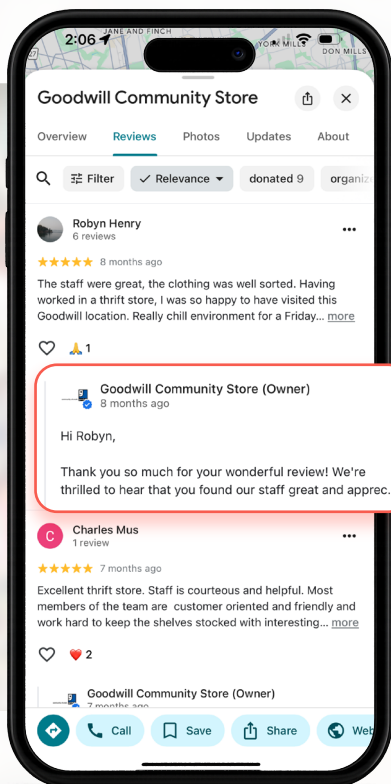
## Customer Testimonial

"Switching from a generalist provider to Map Labs was a game-changer for us. Their team walked us through onboarding step-by-step, helped resolve challenging verification issues, and set us up with a strategy for growth. Their platform is designed with organizations like ours in mind, too: easy-to-understand reporting, bulk updates, and day-to-day management that used to take hours now take just minutes. Their combination of expertise, support and user-friendly tools has saved us time and headaches across the board. Now our team feels confident that people can always find the nearest Goodwill.



**Talvi Buchanan**

Manager, Marketing & Brand  
Goodwill Industries, Ontario Great Lakes



Map Labs responded to **5,350 reviews** for Goodwill using our proprietary software achieving a **99% response rate** with industry-leading efficiency.

**MapLabs.com**

Map Labs | Goodwill Case Study

Map Labs helps organizations like Goodwill save time and get accurate local search reporting.

