



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.

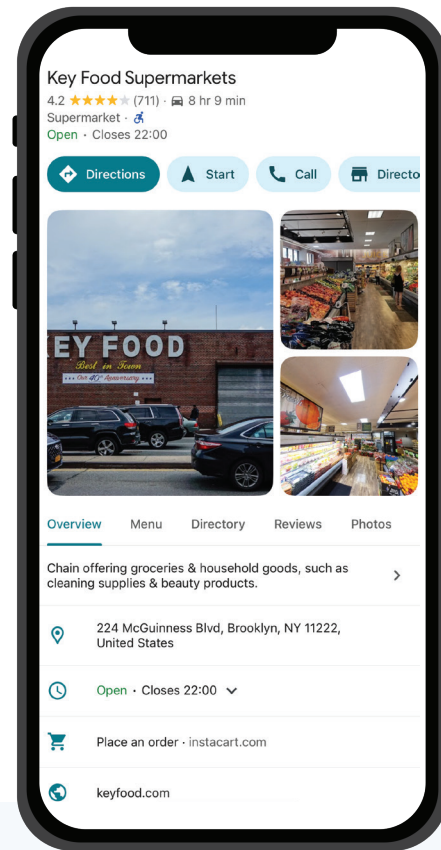




ABOUT THE BUSINESS

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

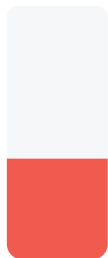
+45,836
Search Views

+1,173
Direction Requests

+91%
Unique Keywords

Before Map Labs

After Map Labs



879,840
Total Views
2023



1,235,166
Total Views
2024

Total Views
increased
↑ 40%
year-over-year

