



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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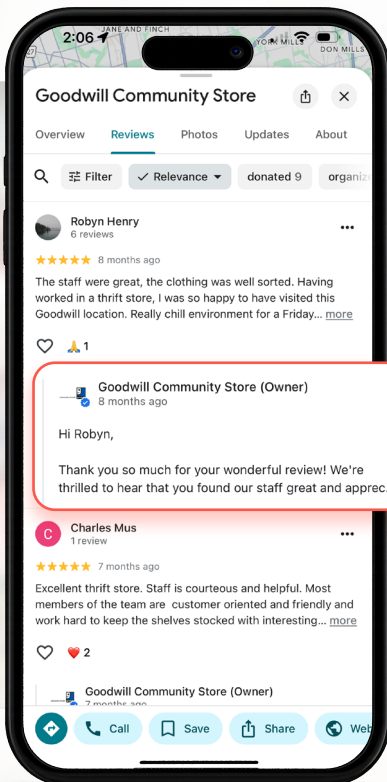
Customer Testimonial

"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.

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Map Labs | Goodwill Case Study

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

