

FOR IMMEDIATE RELEASE

Map Labs launches Apple Maps

Businesses can now manage Google Maps and Apple Maps side by side on one platform, with Software, Coaching, or Full Service support.

The launch closes a gap most marketing teams don't realize exists. For over a decade, Google has been the center of Maps Marketing strategy. Apple Maps has been building a real, measurable audience the entire time, and almost nobody has been managing it.

Apple Maps isn't optional anymore

Here's what the data shows: Apple has 60% smartphone market share in North America. Every one of those iPhones opens to Apple Maps by default. That makes Apple Maps the second-largest local search platform in the world, bigger than Yelp, bigger than TripAdvisor, bigger than Bing.

Map Labs' research puts real numbers behind it: Apple Maps generates 25x more business visibility than Yelp on average, with some markets seeing that gap stretch as high as 50x. And in a growing number of cases, businesses are seeing more direction requests come from Apple Maps than from Google. (*Map Labs LLC, 2026*).

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Businesses that haven't claimed and optimized their Apple Maps presence are handing customers to their competitors. Apple Business puts you in control of your place card on Apple Maps, including hours, photos, contact details, and promotions, the same way Google Business Profile does on Google. Every unclaimed location is a missed opportunity to reach customers who are already searching.

"Every marketing team we talk to has the same blind spot. They've optimized Google and left Apple untouched, because nobody's been talking about it. Apple Maps has quietly become the second-biggest local search platform on earth. If you're not managing it, you're invisible to 60% of the phones in North America, and you're handing that visibility to competitors who are paying attention."



Evan Oder, Founder of Map Labs

One platform, both maps

With this launch, Map Labs customers get:

- ✓ **Consistent listings** across Apple Maps and Google Maps, the two platforms that drive 95% of local searches.
- ✓ **Bulk management at scale:** update hours, photos, and promotions across hundreds or thousands of locations at once.
- ✓ **Optimization for growth:** the same category, attribute, and content strategy that drives results on Google, applied to Apple.
- ✓ **Real-world performance insights:** taps, engagement, searches, calls, and direction requests, reported the same way Map Labs already reports Google performance.

Support is available across all three Map Labs service levels: Software for teams who want to manage it themselves, Coaching for teams who want strategy and direction, and Full Service for teams who want Map Labs to handle execution end to end.

Get started

Current Map Labs customers can upgrade their accounts to add Apple Maps management today. Businesses not yet on Map Labs can start with a free Apple Maps analysis or a free 14-day trial of the software. Visit MapLabs.com to get started.

ABOUT MAP LABS

Map Labs is the #1 Google & Apple Maps Marketing software and service for multi-location businesses. Map Labs goes beyond just tools and accurate reporting, delivering strategy, support, and execution that drive real-world results. Over 10,000 world-leading businesses are growing with Map Labs' custom Maps Marketing strategies and industry-leading software.