

Case Study: Starbucks

The importance of location management



With more than 1,500 stores across Canada, Starbucks needed to ensure their location data was optimized on all key platforms, so they could connect with coffee lovers wherever they are. They needed a partner that could lead them in the areas of local SEO and listings management.

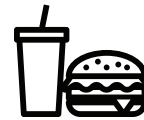
A piping hot market



Coffee is the second most consumed beverage in the country behind water



The average Canadian consumes 3.2 cups of coffee per day



Food & Beverage is the highest searched category on mobile devices

A brewing set of challenges

- 1 Starbucks had a visibility of 68% across search engines
- 2 Only 66% of their locations were displaying accurate location data
- 3 People were not clicking on Starbucks in Google Maps

A grande cup of results

95% increase in visibility

92% increase in accuracy

92% increase in views



Ready to thrive in local digital? To learn more about how DAC can ensure your online data is robust, correct, and optimized everywhere consumers are searching, get in touch!