

Lindex

PinMeTo | Case Study 2019

Summary

- Swedish owned fashion chain
- 480+ locations globally
- Within their first eight months with PinMeTo, Lindex increased their monthly views on **Google Maps with 544%**

About

Lindex is a Swedish owned fashion chain within the Stockmann Group. The company has around 480 stores in 18 markets in the Nordic countries, the Baltic States, Central Europe and the Middle East.

Challenge

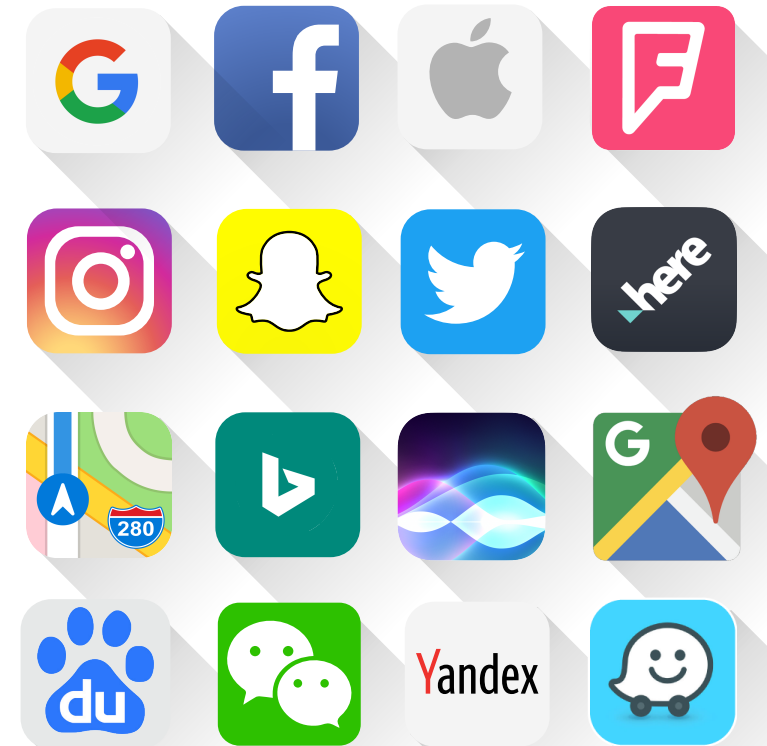
Lindex had a great understanding of the importance of Google and Google Maps in today's competitive market. However, the great amount of information across their locations were too overwhelming to update and maintain manually. Lindex turned to PinMeTo in order to find a solution and strategy to get control over the online presence.



Strategy

Within the first eight months with PinMeTo, Lindex had not only set up each and every one of their 400+ stores on Google, they had also made over 13,000 updates to individual data fields. These were 13,000 incorrect details such as phone numbers, opening hours, addresses, or latitude and longitude that could have mislead potential customers.

If Lindex wouldn't set up their information properly on Google, they would easily lose potential customers due to not showing up in indirect searches, or showing incorrect information in the search result. The more times Lindex show up on Google, the better the opportunity that customers choose them instead of competitors.



Results

+30%

Increased direct searches



+41%

Increased indirect searches



+544%

Increased views on Google Maps



Results

Lindex choose to take control over their online presence and are not benefiting from 5,5 times more exposure from Google searches. Beside this, they've gained the confidence to know that all information set up in the digital landscape is properly and correct, so potential customers can easily find what they need to make their way to a local store.

Lindex work through PinMeTo has generated strong month on month increases in Google Maps views and Google search views. The largest increase by far was views of Lindex stores on Google Maps where it increased by 544% from 187,000 to 1,205,000 monthly views.



Results

The company also benefited from a 41% increase in “indirect search views”. Indirect searches mean that a person searched for a category such as fashion, an item such as shoes or pants, or searched for clothing stores nearby.

What makes these indirect search views so valuable is that they are searches where a customer hasn't decided on a provider yet. In other words, they want something, but haven't made a decision on where to go.

+41%

Increased indirect searches





PinMeTo

Contact?

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