

Region Skåne

PinMeTo | Case Study 2020



Summary

- Public authority responsible for healthcare clinics in Sweden
- 404 locations in Skåne, Sweden
- Increased their **views** in Google Maps with 87 % in only six months.



Through PinMeTo, we were able to use our master data to ensure that we had **accurate and identical listing information across multiple online platforms. This had a great impact in allowing continuous updates, and gave us a lot of control over all our locations.**

- Magnus Heide

Platform Manager, Region Skåne



About

Region Skåne is a public authority responsible for healthcare clinics in Sweden's Skåne region.

In addition to healthcare, Region Skåne is also responsible for public transport, business development, culture, infrastructure, social planning, and environmental and climate-related issues in the region.

The situation

Region Skåne was struggling to effectively manage the online data of its health care clinics. They had to ensure their online listings were accurate and relevant when local citizens searched for them.

Moreover, since Region Skåne is a public authority, it's important that their info is accurate everywhere. They were looking for a solution to effectively manage their online engagement on a local level.



The solution

After six months with PinMeTo, Region Skåne structured and corrected over 7,000 conflicts (errors) for their 400 locations, an automated process that would have been complex and time-consuming to do manually.

After the set up was done, Region Skåne could now manage local listings and reviews across all their clinics, from a single platform. Every clinic could also update their individual listings, and automatically distribute those updates across multiple platforms.



Views in Discovery mode went from an average of 17K views per day to 28K views

+67 %



The solution

PinMeTo optimized Region Skåne's Google My Business pages and helped correct inaccurate NAP data, which resulted in an 87% increase in Google Maps views from the six months before starting with PinMeTo to the six months after, and a 67% increase in appearances in Google Discovery search results – meaning that people using general searches like “healthcare clinic near me” could more easily find Region Skåne's locations. Direct Search results appearances also went up 25%.



Views in Google Maps went from an average of 37K views to 68K per day

+87 %



Direct Search results appearances increased with

+68 %



PinMeTo

Contact?

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