



Ragn-Sells Norway

PinMeTo | Case Study 2020

Summary

- Involved in waste management, environmental services and recycling.
- 25 locations in Scandinavia
- In only one year, Ragn-Sells increased their direct searches with 89 %



PinMeTo has really helped us keep control and maintain the quality of our location data. We can now be confident that online to offline customer journeys work as they should.

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Marketing and Communication Manager



About

Ragn-Sells is a privately held corporate group operating companies in four countries.

They collect, treat and recycle waste and residual products from businesses, organizations and households. This case looks at their national branch in Norway.

Challenge

Ragn-Sells came to PinMeTo looking for an efficient solution to control and optimize their digital presence. With the increasing number of local information platforms to maintain and keep up-to-date, Ragn-Sells was struggling to control their data. Ragn-Sells wanted a centralized solution to manage their digital local presence.

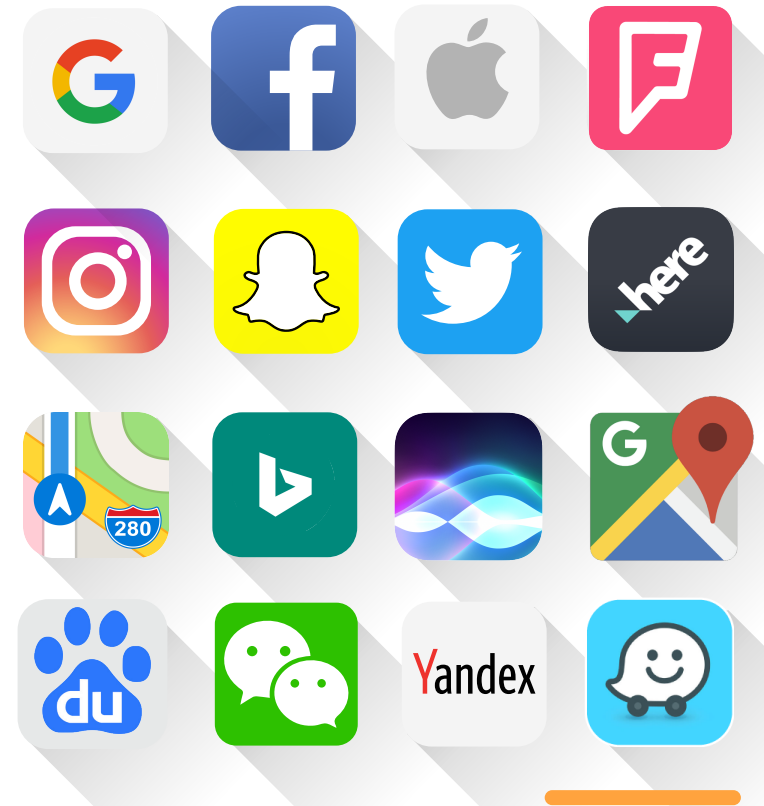
Ragn-Sells customer journeys frequently start online and end offline. It could be things such as a professional user that needs exact driving directions in order to handle toxic waste in the correct manner or a private user that wants to get rid of a car full of old, defunct stuff. Historically there have been occasions with drivers approaching the wrong location that lead to extra work and frustrations.

These faulty customer journeys are now a lot less frequent as Ragn-Sells manage their online locations with PinMeTo.



Strategy

First of all, Ragn-Sells structured and corrected all their listings with the help from PinMeTo's Customer Success Team, so all information was correct on the largest networks such as Facebook, Foursquare, Google, Bing, Here and Apple Maps. Through PinMeTo's partnerships and relationships with key directories, PinMeTo were able to identify and remove duplicates and inaccuracies, and add new correct listings with accurate and up-to-date business information. **After the set up was done, Ragn-Sells could manage listings and reviews across all their locations from just one platform.**



Results

2018-2019

+38%

Clicks to “website” went yearly
from 5K to 7.5k



+81%

Searches in Discovery went yearly
from 160K to 290K



+53%

Click to “Calls” went yearly
from 3.8K to 5.8K





Contact?

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