

# Wayne's Coffee

**PinMeTo** | Case Study 2019



# Summary

- Swedish owned Coffee Shop
- 140+ locations in the world
- In two years, Wayne's Coffee maximized their "views" in Google Maps from 12K to 35K per day. **That's an increase by 250 %.**



**PinMeTo has been an important tool in Wayne's coffee digital development and visibility. The tools give us the opportunity to interact and respond fast to all our customers in different channels and also take control of our brand.**

**Most importantly we can constantly provide our guests with up-to-date information about our cafes.**

*- Victor Rivedal, Digital Manager  
Wayne's Coffee*



# About

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Wayne's Coffee is a Swedish-based coffee shop chain founded in Stockholm in 1994. Today, Wayne's Coffee operates around 140 coffee shops and you'll find them in Sweden, Norway, Finland, The United Kingdom, Germany, Cyprus, Saudi Arabia, Jordan, Vietnam and China.



# Challenge

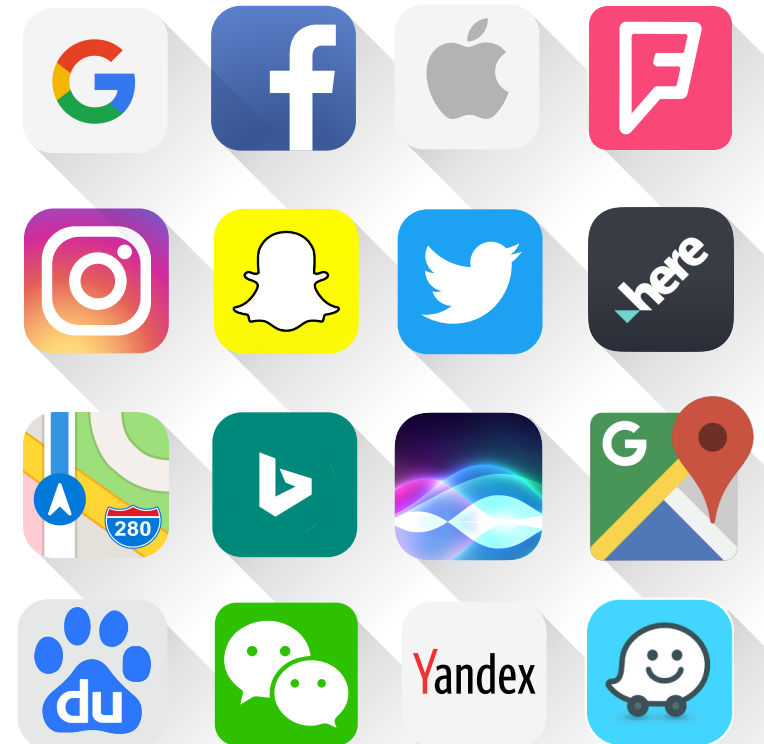
Wayne's Coffee came to PinMeTo looking for an efficient solution to control and optimize their digital presence. With the increasing number of local information platforms to maintain and keep up-to-date, Wayne's was struggling to control their data. With over 130 locations across the world, Wayne's Coffee wanted a centralized solution to manage their digital local presence.



# Strategy

First of all, Wayne's Coffee 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, Wayne's Coffee could manage listings and reviews across all their locations from just one platform.



# Results

2017-2019

**+79%**

Clicks to “Directions” went yearly  
from 38k to 68k



**+109%**

Clicks to “Website” went yearly  
from 16K to 33K



**+72%**

Click to “Calls” went yearly  
from 7K to 12K



# Results

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**+250%**

In two years, “Views” in Google Maps went from 12K per day to 35K per day.



**+138%**

In average, Wayne’s receives 12K more organic impressions every day since 2017





PinMeTo

**Contact?**

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