



# XL-BYGG

---

**PinMeTo** | Case Study 2019

# Summary

- Construction retailer chain
- 100+ locations globally
- Since XL-BYGG started working with PinMeTo they've increase the number of **Google views with 124 %**



We've been using PinMeTo to manage our local digital presence for over two years. The tools, support, and expertise that PinMeTo delivers have helped us increase visibility, drive more foot traffic, and optimize our online strategies.

- Olle Jonstoj, Digital Communicator  
XL-BYGG



# About

---

XL-BYGG is a chain of nearly 100 independent stores across Sweden. Together with Norway and Denmark, XL-BYGG form Scandinavia's largest profiled construction retailer chain.

XL-BYGG began working with PinMeTo in the beginning of 2017. PinMeTo analyzed 2 years worth of Facebook and Google data and compared the results from 2017 to the results from 2019.



# Challenge

---

With the goal of becoming the leading construction retailer in Sweden, it was highly relevant for XL-BYGG to create a online strategy in order to easily control and optimize their local digital presence to provide the best possible customer experience for existing and new customers.



# Strategy

---



## Unpaid Facebook views

Views of local XL-BYGG Facebook pages that were not the result of ads or other paid sources



## Direct Google searches

Views of XL-BYGG locations that were the result of a search for “XL-BYGG” specifically



## Indirect Google searches

Views of XL-BYGG locations that resulted from a related Google search such as home improvement, lumber, tools, etc...



## Google Maps views

Total views of XL-BYGG locations that resulted from a Google search or a Google Maps search



## Google Driving Directions

Number of times someone requested driving directions to a local XL-BYGG location after viewing it on Google or Google Maps



## Google Website visits

Redirects to a local XL-BYGG webpage on Google

## Phone Calls

Number of times someone made a call to a local XL-BYGG store after viewing them on Google.

---



# Results

---

XL-BYGG began working with PinMeTo in the beginning of 2017. PinMeTo analyzed 2 years worth of Facebook and Google data and compared the results from 2017 to the results from 2019. Overall XL-BYGG experienced double or triple digit growth in almost every category, from 2017 - 2019.

Since XL-BYGG started working with PinMeTo they've increase the number of Google views with 124 %, these are results from a Google search or a Google Maps search. Furthermore, their unpaid Facebook views increased by 180 %, and Direct Google Searches with 35 %. These are incredible numbers!

**+124%**

**Google Maps Views**



**+180%**

**Unpaid Facebook Views**



# Results

2017-2019

Overall XL-Bygg experienced double or triple digit growth in almost every category, from 2017 - 2019.

## Visibility

**+35%**

Direct Google Searches



**+35%**

Indirect Google Searches



**+21,6%**

Google Driving directions



**+41%**

Phone Calls



**+69%**

Google Website Visits



PinMeTo

## Contact?

Hello@pinmeto.com

