



Wild Birds Unlimited is the largest specialty retailer of backyard bird feeding supplies and products.



THE CHALLENGE

Founded in 1981, Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores, with more than 360 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with bird feeding and nature products, expert advice and educational events. For over 20 years, the company's website offered a store locator component that had become less effective and less user friendly. Wild Birds Unlimited turned to the Google Maps Platform for an updated store locator.

Benefits



Intuitive integration with CRM to ensure up-to-date data



Modern and robust web experience for customers



Simple to manage and maintain over time on the back end

WORKING WITH WOOLPERT

Wild Birds Unlimited began working with Woolpert in fall of 2020. "The whole [Woolpert] team was great at listening to what we were trying to accomplish, came to the table with expertise and were very responsive. I'm not a Google tech expert, but they were great at breaking it down so that I was understanding what we were doing all along the path. I would highly recommend the team—they've been great," stated Vice President of Marketing, Bo Lowery. Lowery also shared that working with Woolpert as a Google partner has helped reduce Wild Birds Unlimited overall Google Maps Platform costs.

THE SOLUTION

Wild Birds Unlimited began working with Woolpert to implement the Google Maps Platform API tool set, Store Locator Plus, to develop an intelligent, interactive store locator. Site visitors can quickly find nearby store locations by searching on an address, city or ZIP code. After just a few keystrokes in the store locator search bar, Places Autocomplete returns accurate location suggestions. Then, Geocoding API places pinpoints on Google's dynamic map of the searched location and the suggested local stores, which are populated using Distance Matrix API.

Visitors can find a wealth of information for each store location (powered by Place Details). The directory provides the franchise's address, store hours, phone number, web address, ecommerce link and driving directions (using Directions API). Each listing also features a photo of the storefront (from Street View API) to give customers a visual reference for their visit to Wild Birds Unlimited.

These features provide customers with a seamless and simple-to-use method for finding Wild Birds Unlimited store locations. Additionally, the interactive map is connected to the company's customer relationship management tool to enable easy updates, scaling and back-end management. Check out the Wild Birds Unlimited store locator map by visiting www.wbu.com/store-locator/.

"You can't run your business without Google Maps these days and tapping into Google's best practices."

-Bo Lowery, Vice President of Marketing, Wild Birds Unlimited, Inc.

Contact Us

Want more information?

Contact us at cloudsuccess@woolpert.com

