



CASE STUDY



LOCAL SEARCH AND
NAVIGATION INTEGRATION

Local Search and Navigation Integration



Company Background

Cumberland Farms is a premier retail convenience and gasoline vendor with locations throughout the Northeast and Florida. Cumberland Farms opened the first convenience store in the Northeast more than 50 years ago, and has since grown to more than 600 stores in 11 states. Cumberland Farms had grown so large that many search engines and digital map applications failed to reflect the true number and location of gas stations and convenience stores. Additionally, GPS manufacturers had failed to include a majority of the 600 locations within their databases, making it difficult for new customers to find branch locations.

Because of these visibility issues, Cumberland Farms enlisted the team at inSegment to update its digital presence in order to reflect the brand's true size.

Goals

- Create a comprehensive database of convenience store locations for GPS manufacturers to implement on all major GPS systems
- Increase brand visibility through local search
- Generate awareness of newly opened convenience stores

Execution

To ensure each search engine mirrored the total presence of the Cumberland Farms brand, team members at inSegment created an accurate list of stores, their service features, and their locations. To do this, the team compiled GPS coordinates and other critical geographic information, then worked with Google, Bing, FourSquare, Yahoo Local, Yellow Pages and other local search providers to populate their respective databases with the correct information.

Also, inSegment team members worked with every major GPS manufacturer to ensure the same information was reflected in their databases. These manufacturers include:

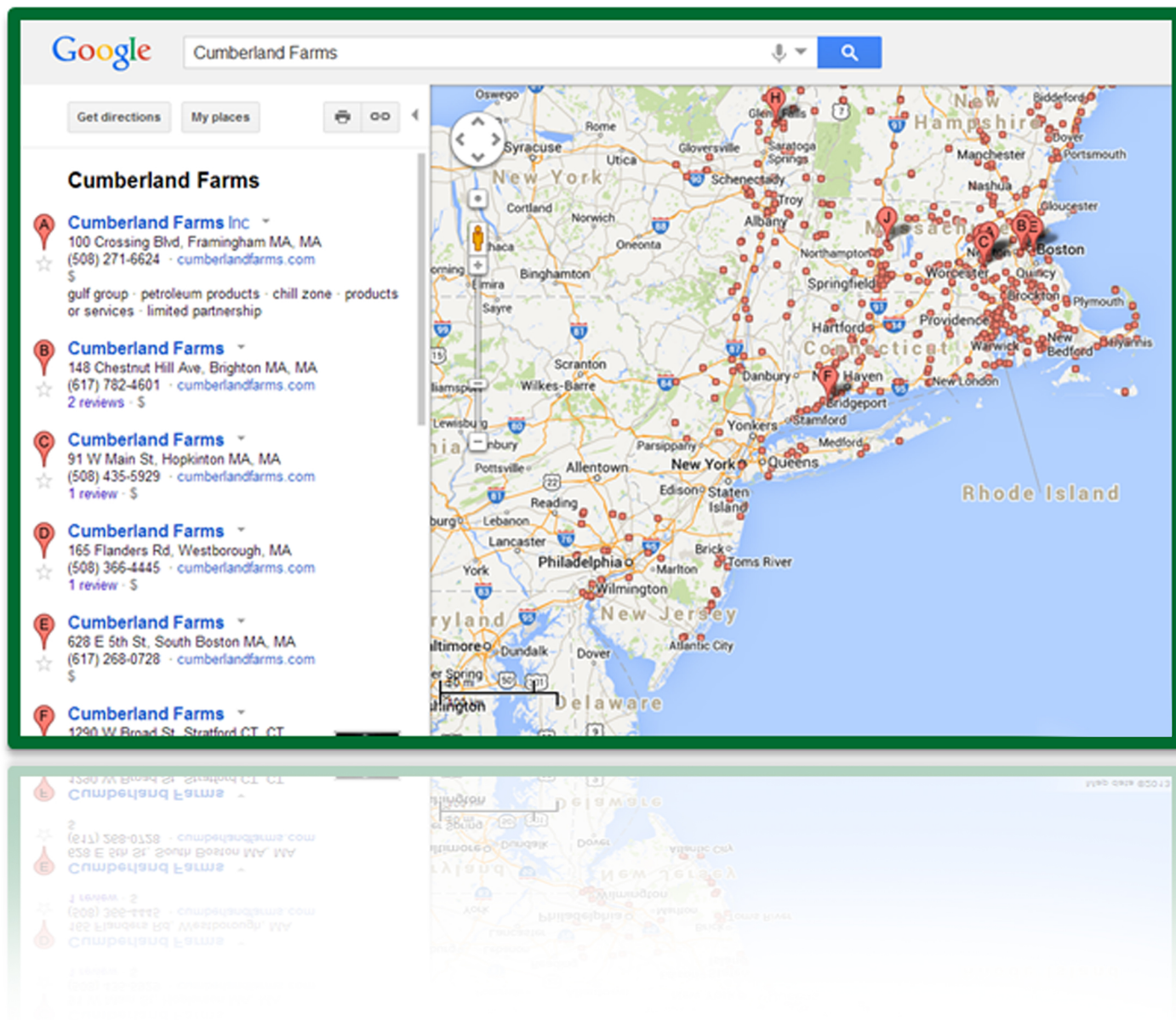


NAVIGON



RESULTS

All 600 of Cumberland Farm's stores have been catalogued and listed appropriately, allowing customers to connect with the brand as easily as possible. Because of these efforts, customers may use any major search engine to pinpoint a nearby Cumberland Farms. Also, by working with every major GPS manufacturer, these customers can now navigate seamlessly to the stores.



inSegment, Inc.

300 Washington Street, Suite 850

Phone: (617) 965-0800 | [email: info@insegment.com](mailto:info@insegment.com)