



Milestone  
Case Study



## Large Texas Bank Boosts Search Visibility and Drives Calls to Local Branches

### Challenge

One of the largest regional community banks in Texas needed to create a stronger digital presence for its 190+ branches and near 300 ATMs across the state of Texas.

### Solution

Milestone used a “software + services” approach that coupled our award winning platform: Milestone Local, with our professional services team in an ongoing three-step process that combined strategy and automation:

- Cleansed and updated data through Milestone Local across the digital spectrum
- Continuous monitoring of listings with ongoing updates
- Automatic updates to maintain consistency

### Client Feedback

*“We chose Milestone because they provided the most comprehensive solution for us. Their software + services approach is unique and gives us both the tools we need as well as access to deep industry expertise”*

### Results

In a time span of **60 days post-implementation**, the client recorded:



**520% increase**

in branded searches in Google My Business



**41% increase**

in non-branded searches in Google My Business



**33% increase**

in click-to-calls on Google My Business