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