

## Wild Birds Unlimited

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.

### The challenge

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 interactive modern solution.

### The solution

Place Autocomplete enables site visitors to quickly find nearby stores by searching an address, city or ZIP code. Geocoding API places pinpoints on a dynamic map of the searched location and the suggested local stores, which are populated using Distance Matrix API. Visitors can view information on each store (powered by Place Details) and even see a storefront image thanks to Street View API.

### The results

The updated store locator offers a modernized and robust web experience for customers. Additionally, the back end implementation is simple to manage and maintain over time and easily integrates with Wild Bird Unlimited's customer relationship management platform to ensure up-to-date data.

“ 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.



### About Wild Birds Unlimited

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.

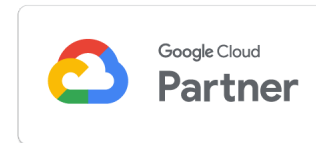
Industry: Retail & Wholesale

Primary project location: United States



### About Woolpert, Inc.

Woolpert, a geospatial powerhouse, delivers value to global clients by strategically blending leading-edge technology and geospatial applications.



### Products

Google Maps Platform