



CASE STUDY · RETAIL & E-COMMERCE

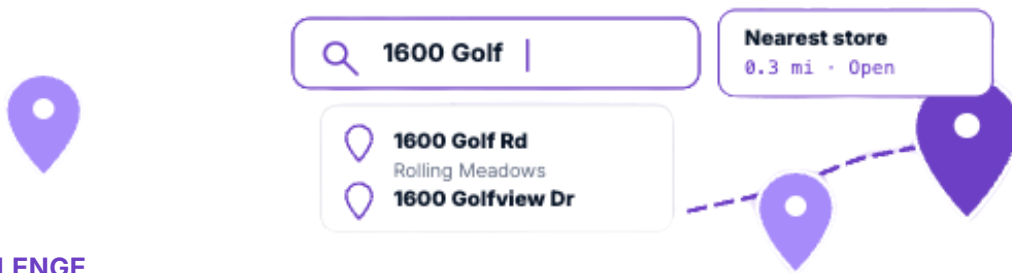
# Store Locator and Address Autocomplete for a Large Retail Chain

European consumer electronics retailer replaces Google Maps with Placematic's proprietary location stack — store finder and address autocomplete deployed across their web platform.

INDUSTRY  
**Retail / E-Commerce**

LOCATION  
**Europe**

SOLUTION  
**POS-Eye + Geocoding API**



## THE CHALLENGE

### A store locator that actually works — without Google

A large consumer electronics retailer operating hundreds of physical locations needed a reliable, cost-effective alternative to Google Maps for their customer-facing store finder. The existing solution created vendor dependency, unpredictable API costs, and limited control over address data quality.

The business needed two things: a clean address autocomplete experience for customers searching by street and city, and a store locator embeddable directly in their website — manageable by their own team without developer involvement for every update.

## THE SOLUTION

### Placematic's proprietary location stack — deployed in weeks

Placematic delivered two components from its own spatial infrastructure, integrated into the client's web platform:

— **Geocoding API with address autocomplete** — single-string and multi-string address search with real-time suggestions, reverse geocoding, and fuzzy matching for misspelled inputs; built on Placematic's own Elasticsearch-based address engine, not a third-party API pass-through

— **POS-Eye store locator** — embeddable store finder configured for the client's full location network; supports nearest-location search by address or current GPS position, radius-based filtering, and city-level browsing; manageable via a built-in editorial interface with automatic geocoding on upload.

The solution was deployed as a fully hosted integration with iframe and API options — no infrastructure management required on the client side. Location data updates are handled directly by the client's team through the POS-Eye management panel.

## THE RESULTS

### Google Maps dependency eliminated. Store finder live in weeks.

<b>Proprietary</b>	Address data on Placematic infrastructure — no third-party API dependency
<b>1 platform</b>	Store locator + geocoding + location management in a single subscription
<b>Weeks</b>	From requirements to production deployment
<b>Zero dev required</b>	Location updates managed by the client's team via built-in panel

“ We needed something we could actually manage ourselves — and that didn't send our location data through Google. Placematic delivered both.

Consumer Electronics Retailer · Europe

The client chose not to be named publicly.

## HOW IT WORKED

### 01 Requirements scoped

Existing store data reviewed. Address quality assessed and cleaned during import.

### 02 Geocoding API integrated

Address autocomplete deployed on the website's search flow.

### 03 POS-Eye store locator live

Store finder embedded on the website. Nearest-location and radius search active.

### 04 Ongoing SaaS subscription

Single monthly subscription covering geocoding API calls, store locator hosting, and location management access. 99.9% SLA. No per-query billing surprises.