mapidea

LOCATION ANALYTICS FOR BANKING & INSURANCE

Use spatial analysis to uncover business insights and get ahead of competition

"Excellent tool! User friendly and flexible between different GIS formats and non-GIS data makes Mapidea a useful software for any business.

APOGEE
DATA CONSULTING

Louise Kavanagh, GIS Expert

Location Analytics Software
for data-driven business decisions

No-Code
User-Friendly
No geographical expertise needed
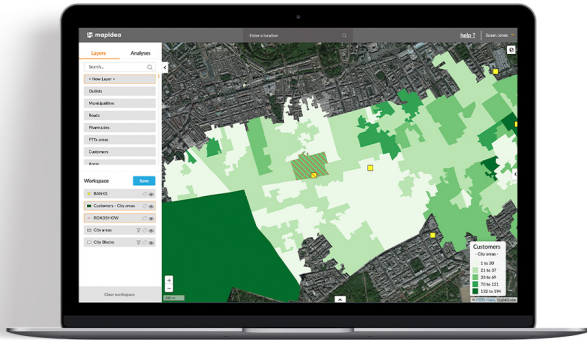
Time saving
Instant insights
Faster business decisions

Easy data integration
Internal and external data upload
Multiple file formats accepted

Geography is a core dimension to understand the competitive landscape, generate powerful insights and make better decisions
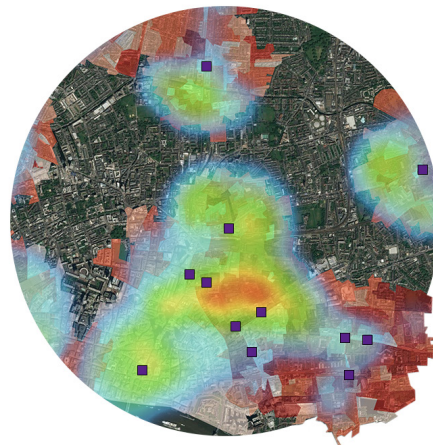
Optimize Branch and ATM network

Support expansion decisions (e.g. where to open or close branches) by crossing network, demographics, competitors and other datasets geographically, without the need for external consulting.

Empower marketing decisions

Increase your customer base by focusing marketing activities on places with high business potential. Take advantage of the location analysis to empower data-driven campaigns.

Monetize your data

Create new revenue streams by selling data as a service. With the Mapidea white-label solution you can easily anonymize and aggregate your own data and start selling it to corporate clients.

Trusted by leading companies: vodafone PHILIP MORRIS INTERNATIONAL bp

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