

# LOCATION ANALYTICS FOR TELCO & UTILITIES

Boost operational efficiency, improve customer retention and increase sales by taking advantage of location data



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



Louise Kavanagh, GIS Expert

## Location Analytics Software for data-driven business decisions



### No-Code

User-Friendly  
No geographical expertise needed



### Time saving

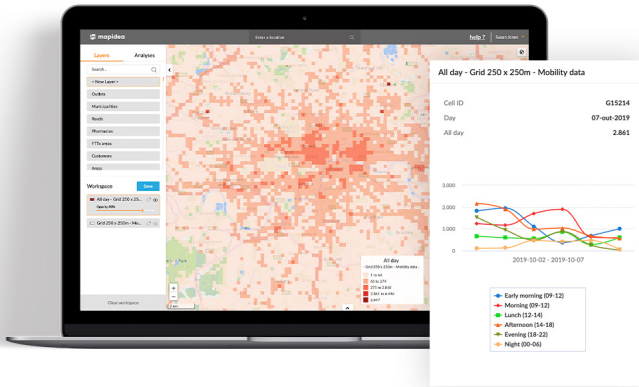
Instant insights  
Faster business decisions



### Easy data integration

Internal and external data upload  
Multiple file formats accepted

Mapidea is a ready-to-use solution that helps business users transform geospatial data into strategic insights using Location Analytics

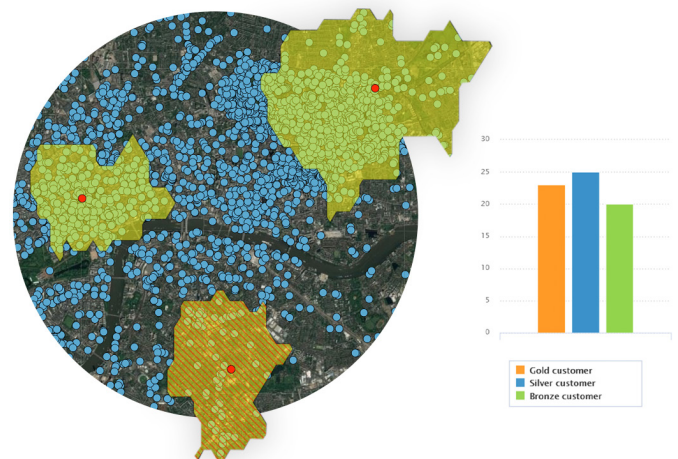


## Optimize infrastructure and improve services

Reduce churn rate and support strategic expansion decisions using location analytics. Cross your organization's internal data with demographic data to improve quality of service and identify hidden spatial patterns.

## Support marketing decisions

Focus your marketing efforts on areas with the highest business potential. Segment your customers down to household level and target profitable prospects using location analytics.



## 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:

