



mapidea

Mapidea is a Geography no-code solution

built under the principles of
simplicity and speed, empowers
users to create geographical
insights for better decisions.

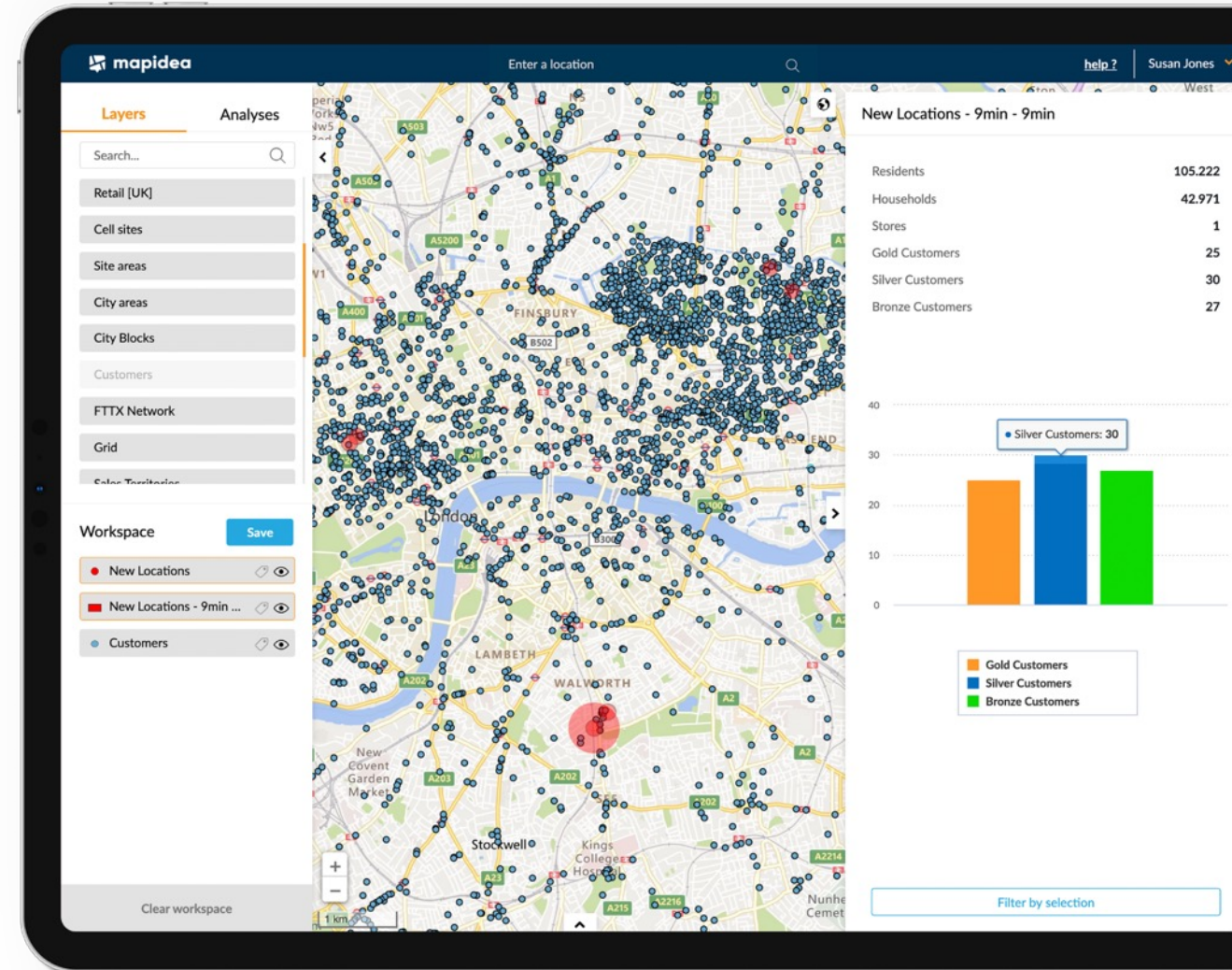


Use cases Infrastructure

- Find the best place to open a new store or place a **new asset** (network, cables, antennas, distribution points)
- Define delivery areas, assess competition **footprint**

RETURN ON INVESTMENT

Reduce costs and the time to open new stores (more than 100%), increase the quality of decisions (direct impact on the top-line).

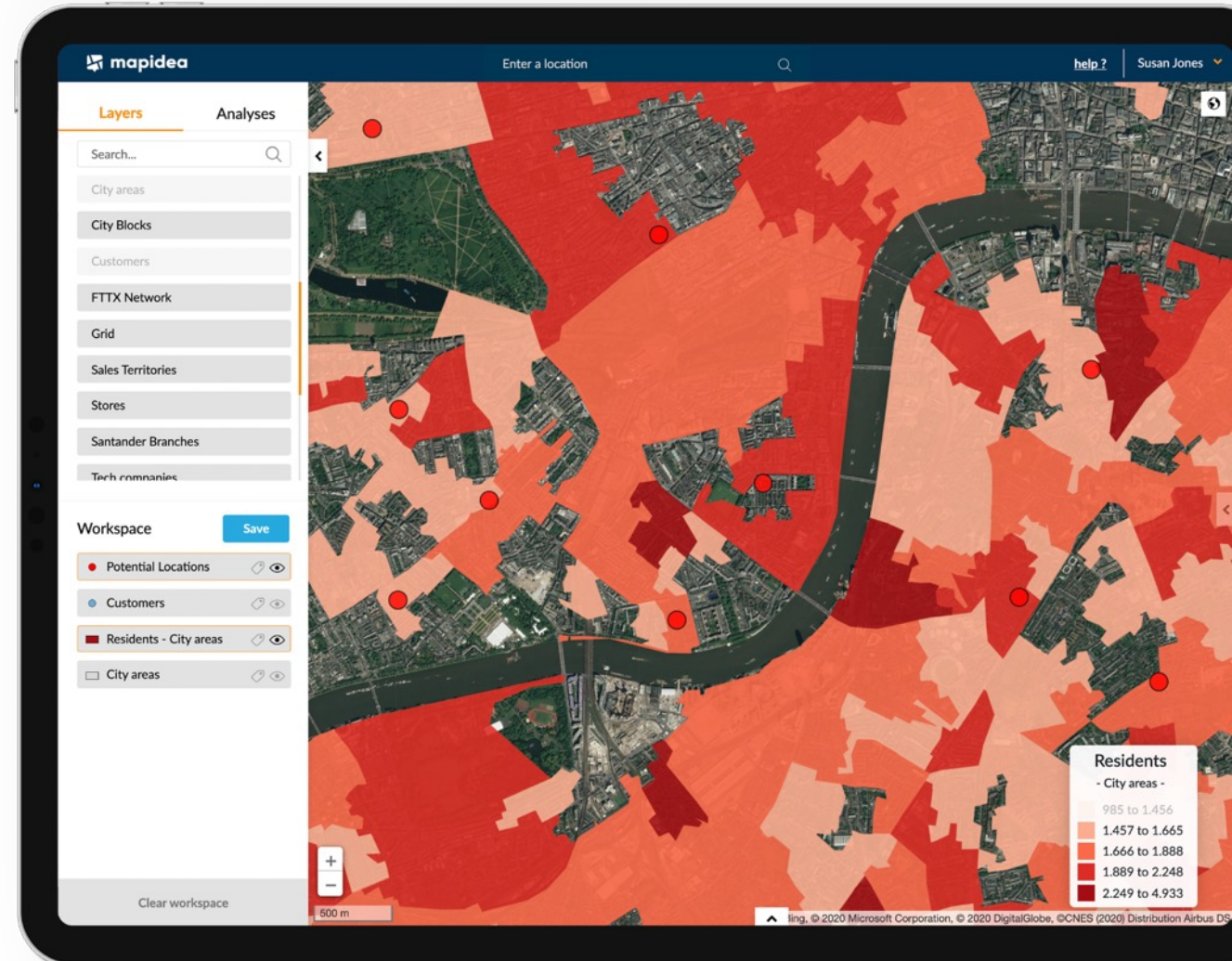


Use cases Marketing

- Understand customer distribution
- Create geographical customer segmentation
- Create location-based campaigns
- Monitor competitor campaigns across the territory

RETURN ON INVESTMENT

Better segmentation and ability to define campaigns in smaller territories result in more effective campaigns for acquisition, up/cross-sell, retention.

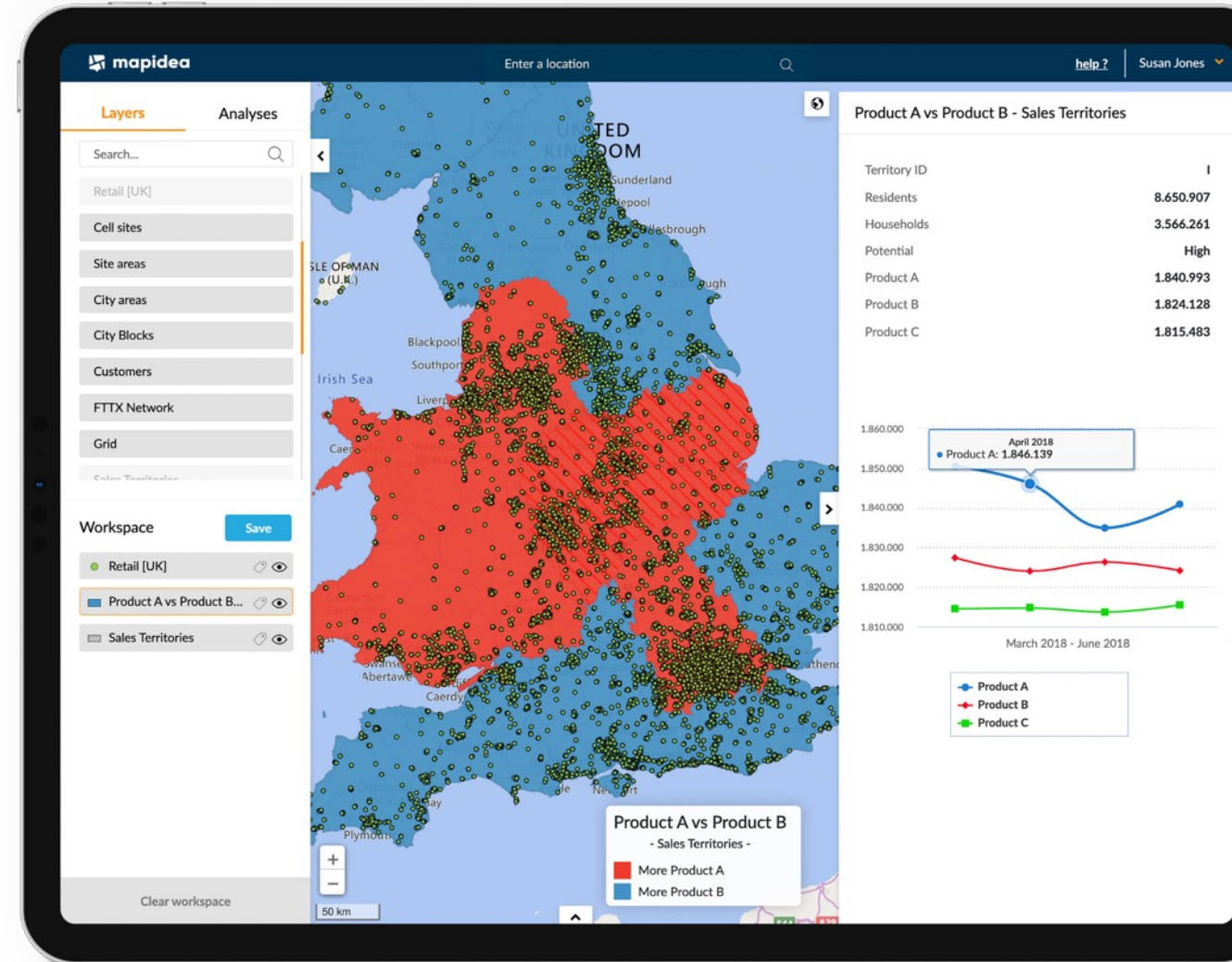


Use cases Sales

- Define/refine sales territories
- Understand geographical share-of-wallet
- Monitor territorial sales performance
- Correlate visits or campaigns with sales results

RETURN ON INVESTMENT

Reduce costs and speed up territories (re)definition (more than 200% gain), increase sales productivity (better allocations), detect competitor moves earlier.

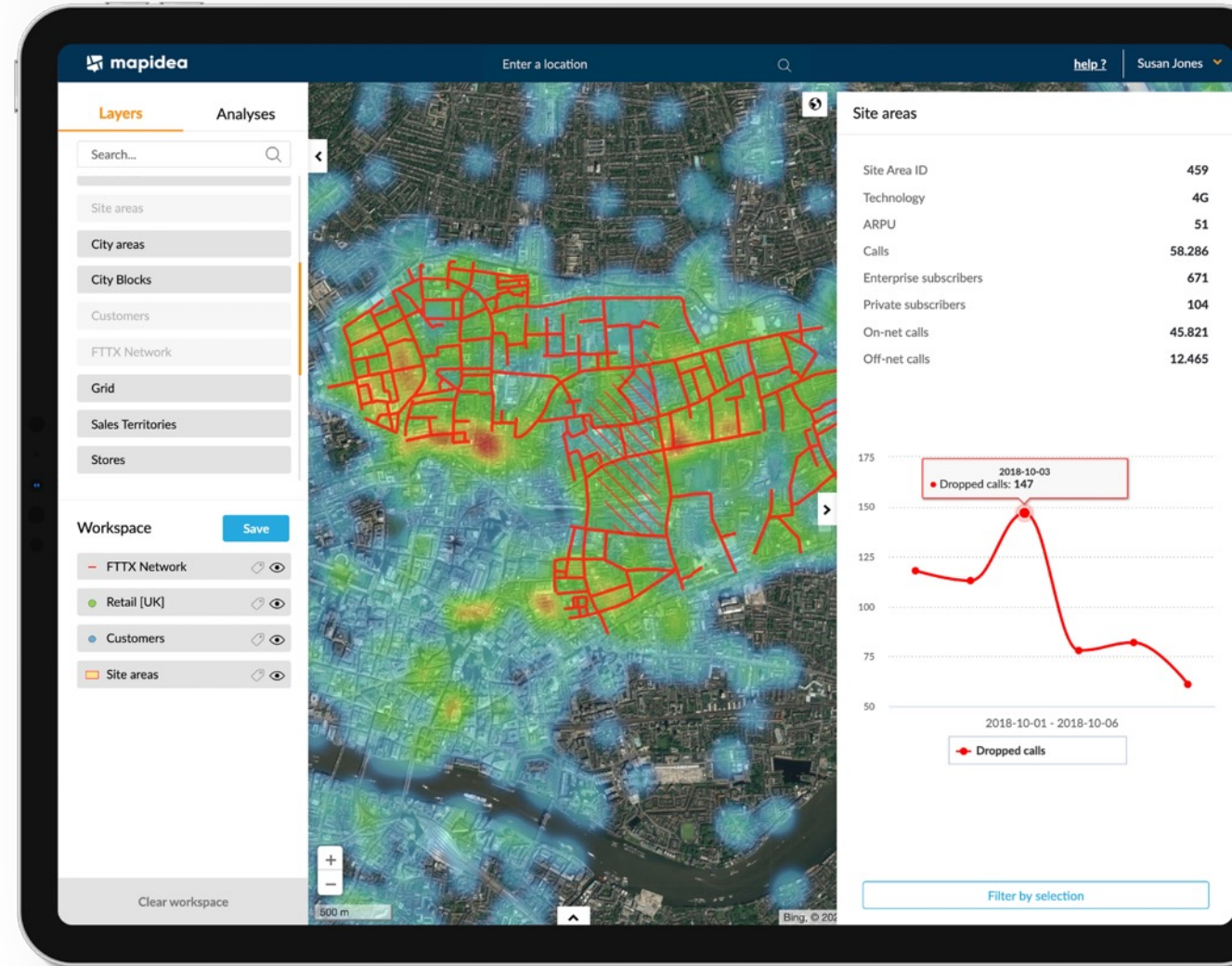


Use cases Service & Logistics

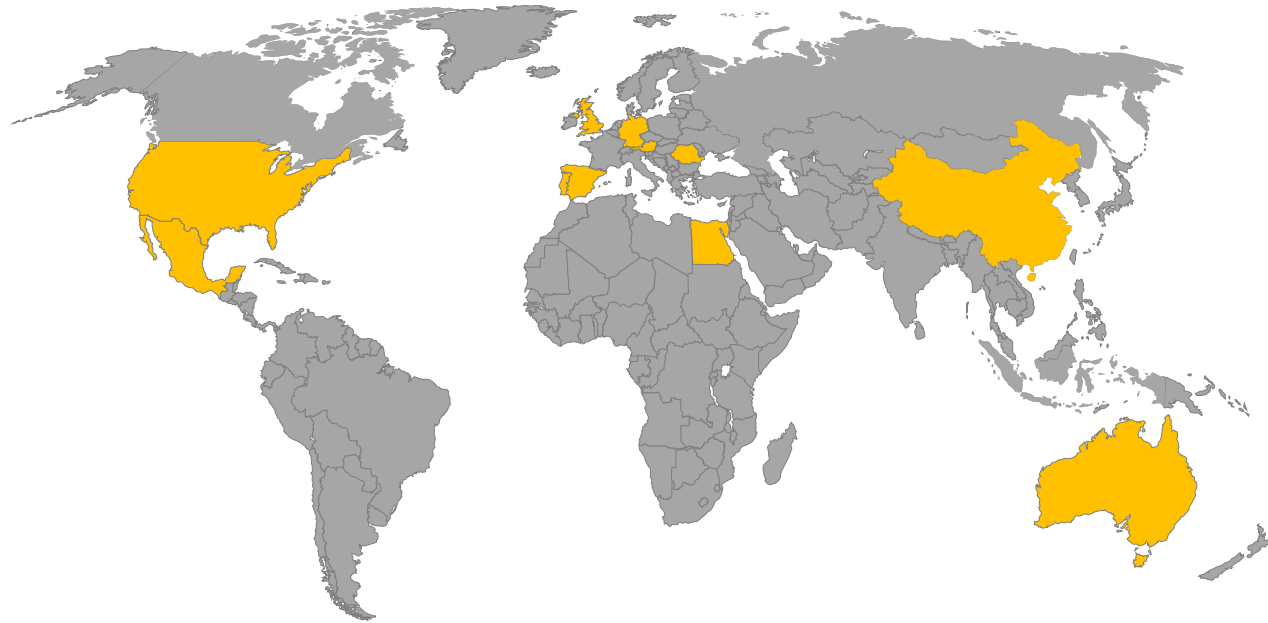
- Analyse and monitor requests geographically
- Optimize territorial distribution of service teams
- Identify congestion/problematic areas

RETURN ON INVESTMENT

Optimize resource allocation by up to 100%, reduce time and cost to detect abnormal patterns of faults/issues.



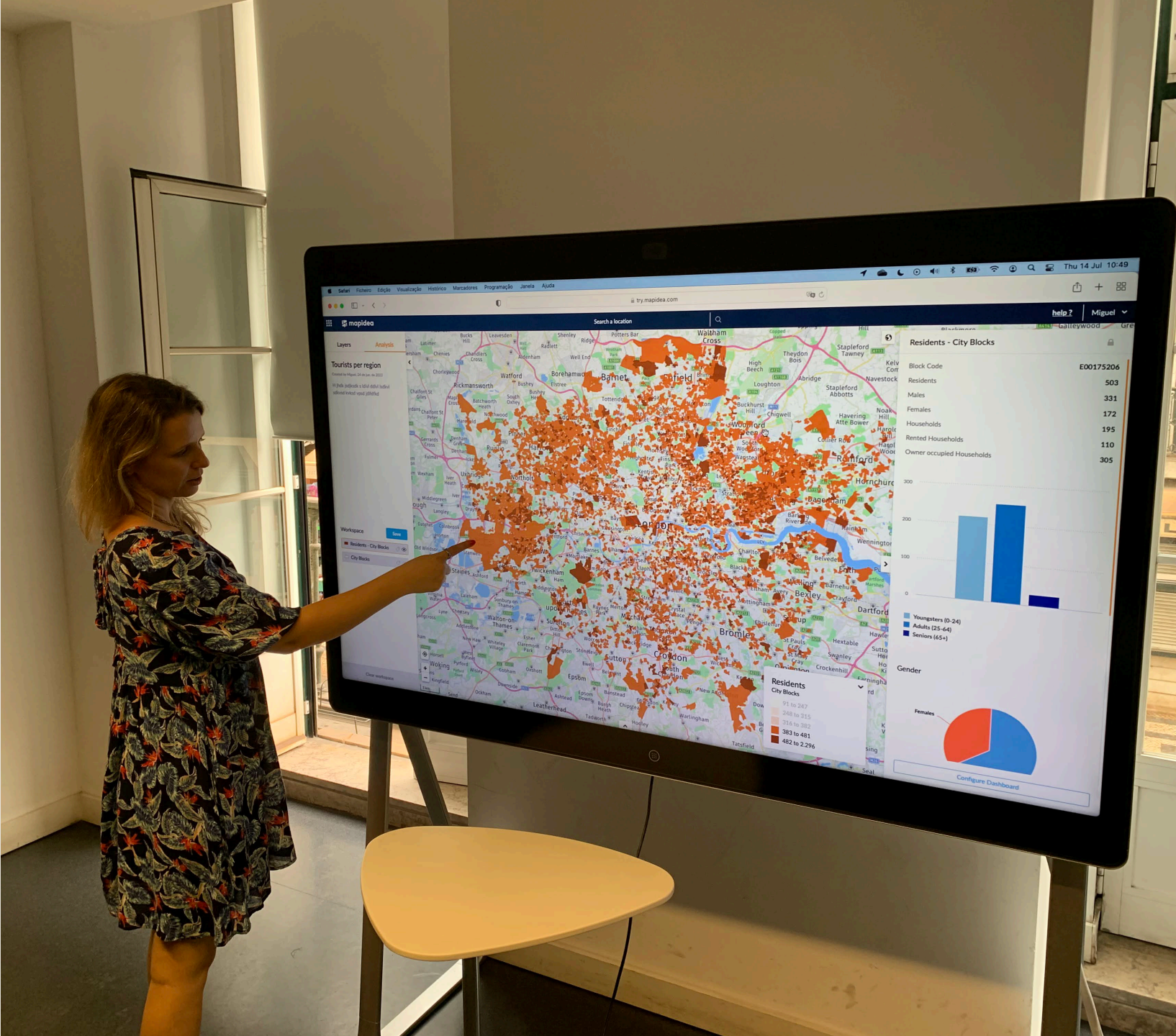
Footprint



11 Countries and counting



Some meetings are boring. Others have maps.



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