QUADRANT
an ◆ appen company

MAPOTECA

Delivering actionable location-based business intelligence in Latam

MAPOTECA X QUADRANT CUSTOMER SUCCESS STORY

ABOUT MAPOTECA

Website: www.mapoteca.co
Industry: Business Intelligence
Headquarters: Santiago, Chile

Mapoteca is a leading business intelligence company in Latin America specialising in spatial data science and visualisation. Their mission is to become the most agile, flexible, and accurate geospatial data hub, empowering clients to create micro-market reports. With their proprietary algorithms and visualisation platform, they build tailored audience intelligence for their customers, enabling profitable business decisions. Their SaaS platform allows businesses to tap into location and demographic signals to gain a wide variety of actionable location-based insights.
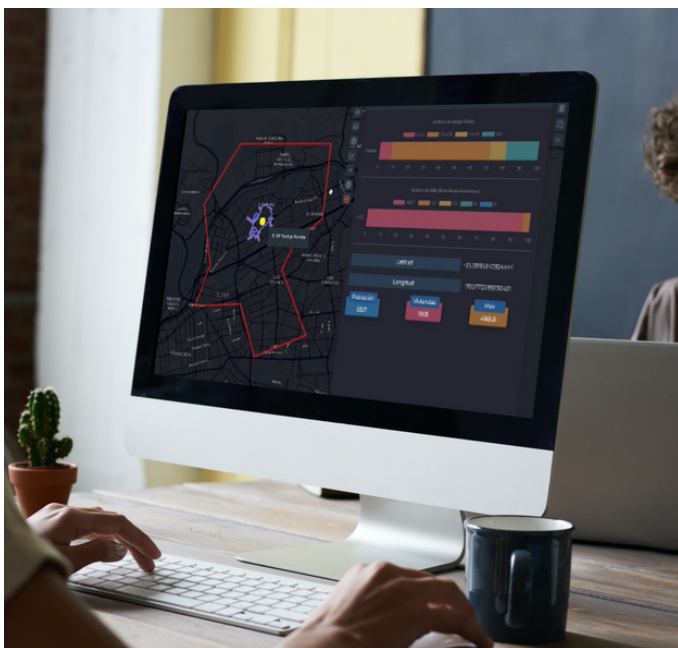
OVERVIEW

Location data has enormous potential for retailers, local businesses, and online services to maximise sales and revenue. Mapoteca automates traditional geospatial analysis to help their customers eliminate guesswork from their decision-making process. Using Mapoteca's platform powered by Quadrant's mobile location data (among other data sources), businesses can study consumer behaviour and make profitable high-stakes decisions. This case study discusses how Mapoteca's advanced data analysis and visualisation Software-as-a-Service converts raw location data into actionable audience intelligence for FMCG, retail, entertainment, pharmaceutical, and more industries.

CHALLENGES

Mapoteca worked with several data providers and assessed their data to power their platform. They found a several issues and inconsistencies with their MAU and DAU counts. In addition, for the quality of data these companies were providing, the pricing was unreasonable and didn't serve Mapoteca's purpose - making location analytics accessible and affordable.

SOLUTION

Quadrant provides raw, anonymised, and ethically sourced location data to power Mapoteca's analysis platform. Mapoteca sources Quadrant's data for many countries, including Colombia, Peru, Ecuador, Panama, Chile, Mexico, and Brazil.

Mapoteca's platform allows businesses to derive insights only with a few clicks. Using their self-service interface, companies can narrow their search to districts, towns, neighbourhoods, and specific stores, or see a broader view of activity on a country level. In addition, customers can filter data by time to monitor trends over months, days and even hours.

The platform enables clients to drill down into the performance of each store and study the activity a specific store gets throughout the day.

Comparing foot traffic to sales data helps clients address the gaps in their service offering and make accurate revenue predictions. Mapoteca also allows brands to leverage the inbuilt origin-destination (O-D) analysis capability in their platform. O-D analysis is complex and takes data scientists hours or even days to build. The O-D analysis combined with socio-economic index data helps brands revamp their strategy to serve various socio-economic groups.

With Mapoteca's platform, powered by Quadrant's quality mobility data, brands can do it themselves only with a few clicks. They can understand where their consumers come from, how far they travel and more. Here are some examples of how various companies use Mapoteca's mobility trends and visualisation offering to enable and improve their operations across marketing, logistics, and business development.

SITE SELECTION AND PERFORMANCE OPTIMIZATION FOR OXXO

OXXO is the largest chain of convenience stores in Latin America. They use Mapoteca's visualization software to study audience distribution in new cities to inform the placement of new stores. By observing mobility trends around existing stores, OXXO is also able to assess the traction a particular store is getting. Based on O-D analysis and saturation of mobility data Mapoteca's platform enables decisions like future expansion, site selection for a new store etc.
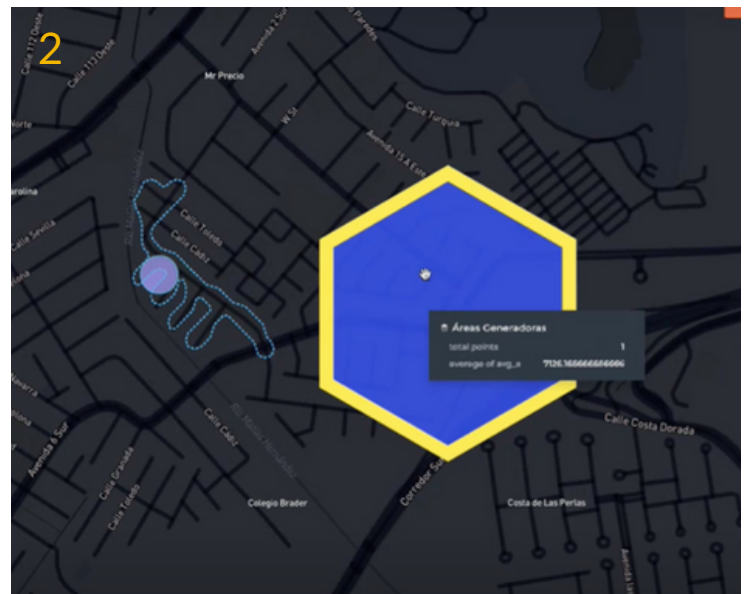

Image 1 (left) visualises the movement of people in Chile during different times of the day. This allows OXXO to identify foot traffic hotspots to determine suitable locations to expand its presence. Image 2 (right) shows a Geofence demonstrating the granularity of analysis coverage for a small neighbourhood. The graphics shown are for illustration purposes only and may not be an exact representation of the analysis or platform.

ANALYSING PERFORMANCE & FINDING NEW CUSTOMERS FOR GRUPO REY

Grupo Rey is the largest food retail platform in Panama. They use Mapoteca's platform to study audience saturation in the cities and neighbourhoods they are present in. Using Mapoteca's platform, the client can divide the city into hexagons, showing the saturation of fixed and floating audiences in an area.

Each geofence is a hexagon with 300 meters long sides, allowing the viewer to study consumer saturation on a granular level. By examining the population saturation around a particular store, Grupo Rey can determine where their consumers are and where are the potentially underserved groups they can tap into.
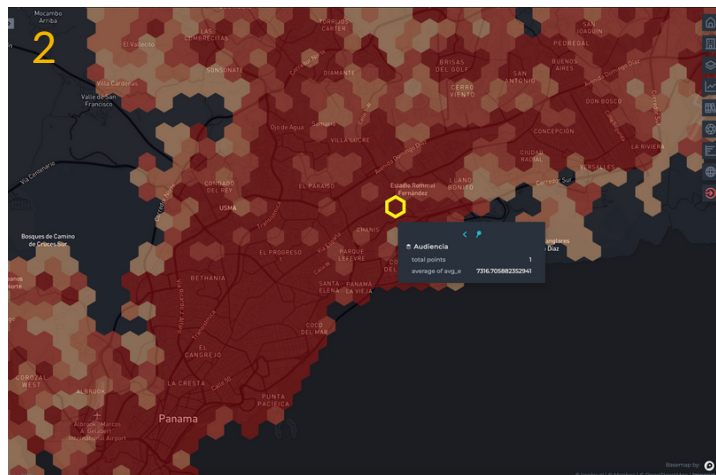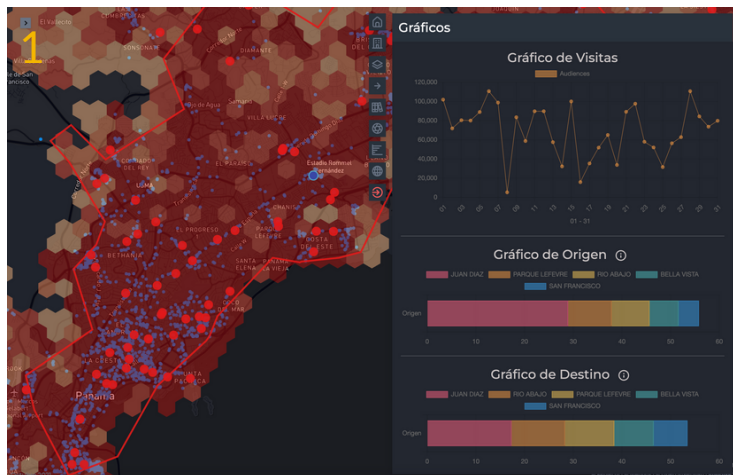

Image 1 (left) shows Grupo Rey stores plotted in a region of Panama. Using Mapoteca's SaaS platform, customers can instantly see the origin-destination reports for specific stores and areas. The map is also colour-coded for the lowest to highest saturation of potential shoppers. Image 2 (right) shows how customers can drill down to a specific geofence and derive insights into their area of interest. The graphics shown are for illustration purposes and may not be an exact representation of the analysis or platform.

OTHER USE CASES

Farmacias Similares, popularly known as Dr. Simi is the largest chain of pharmacies in Latin America. They use the Mapoteca platform to understand their market share, expand their presence, and study consumer behaviour in Chile and Mexico. Mapoteca is also working with an entertainment platform and ticketing service in Latam to inform their marketing strategies using location data. The mobility trends and O-D analysis of concert-goers help the client understand where people came from to attend the concert. This helps determine artist popularity to price tickets better and inform marketing strategies in the region to sell more tickets. Mapoteca also aims to replicate this success around the continent for similar use cases such as analysing audience for sports events.
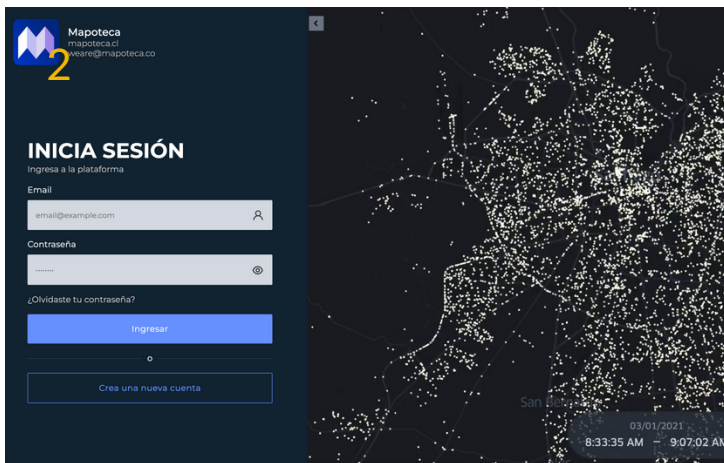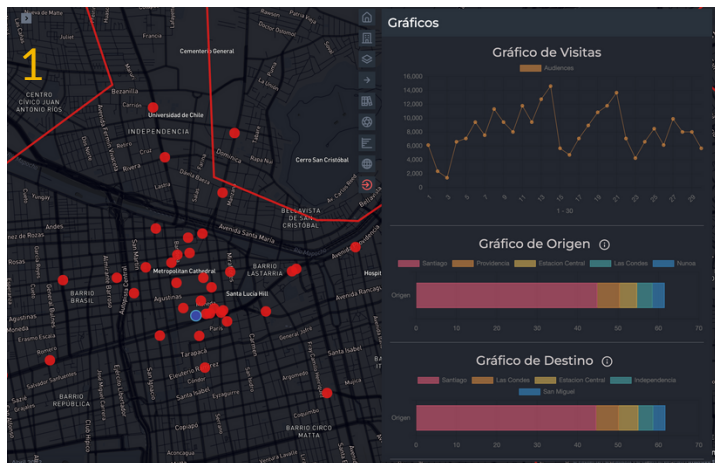

Image 1 (left) shows OD analysis and mapping for footfall and visit data around Dr. Simi outlets in Chile. Image 2 (right) shows the login screen for the Mapoteca platform. The graphics shown are for illustration purposes only.

RESULTS AND BENEFITS

To achieve this level of granular intelligence, businesses often use the services of market research and data science companies, who take weeks or even months to build manual reports. More often than not, these reports are not visually rich and require in-house data science expertise to decipher. Mapoteca allows brands and individual stakeholders to see the most relevant information, presented with easy-to-understand and aesthetically pleasing dashboards, within a few seconds with only a couple of clicks. Equally important, they do so at a fraction of the cost. This service needs a reliable, consistent, and high quality stream of data.

Mapoteca trusts Quadrant to power their platform and offers quality location insights for their customers across a host of industries. Most of their competitors use public data sources that deliver static results and do not deliver real-time insights like Mapoteca. So whether you are a small, independent coffee shop or a large brand with thousands of stores around the country – you can leverage Mapoteca's data hub and analytics platform to benefit from actionable, location-based insights.

"

Quadrant has helped us to grow faster and be more reliable to businesses in the Latin American region. Also, their immediate human assistance is one of the most important features we look for in a partner. We are happy to keep working with them. **"**

Cris Hernandez Milla
Founder and CEO, Mapoteca

Quadrant (An Appen Company) is a global leader in mobile location data, POI data, and corresponding compliance services. Quadrant provides anonymised location data and location-based business solutions that are fit for purpose, authentic, easy to use, and simple to organise. We offer data for almost all countries in the world, with hundreds of millions of unique devices and tens of billions of events per month, allowing our clients to perform location analyses, derive location-based intelligence, and make well-informed business decisions. Our data is gathered directly from first party opt-in mobile devices through a server-to-server integration with trusted publisher partners, delivering genuine and reliable raw GPS data unlike other location data sources. Our consent management platform, QCMP, ensures that our data is compliant with applicable consent and opt-out provisions of data privacy laws governing the collection and use of location data. To learn more about Quadrant's mobile location data, **talk to a data consultant today**!

REACH US AT:

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