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A NEW STANDARD FOR GLOBAL LOCATION INTELLIGENCE

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TABLE OF CONTENTS

I. EXECUTIVE SUMMARY

Location intelligence has evolved into a critical layer of business intelligence. Organizations across industries now rely on an understanding of where places exist, how people move through the physical world, and the ensuing market structure to guide decisions on growth, investment, risk, and operations. What has changed is not the importance of location data, but the scale, speed, and complexity at which decisions are now made.

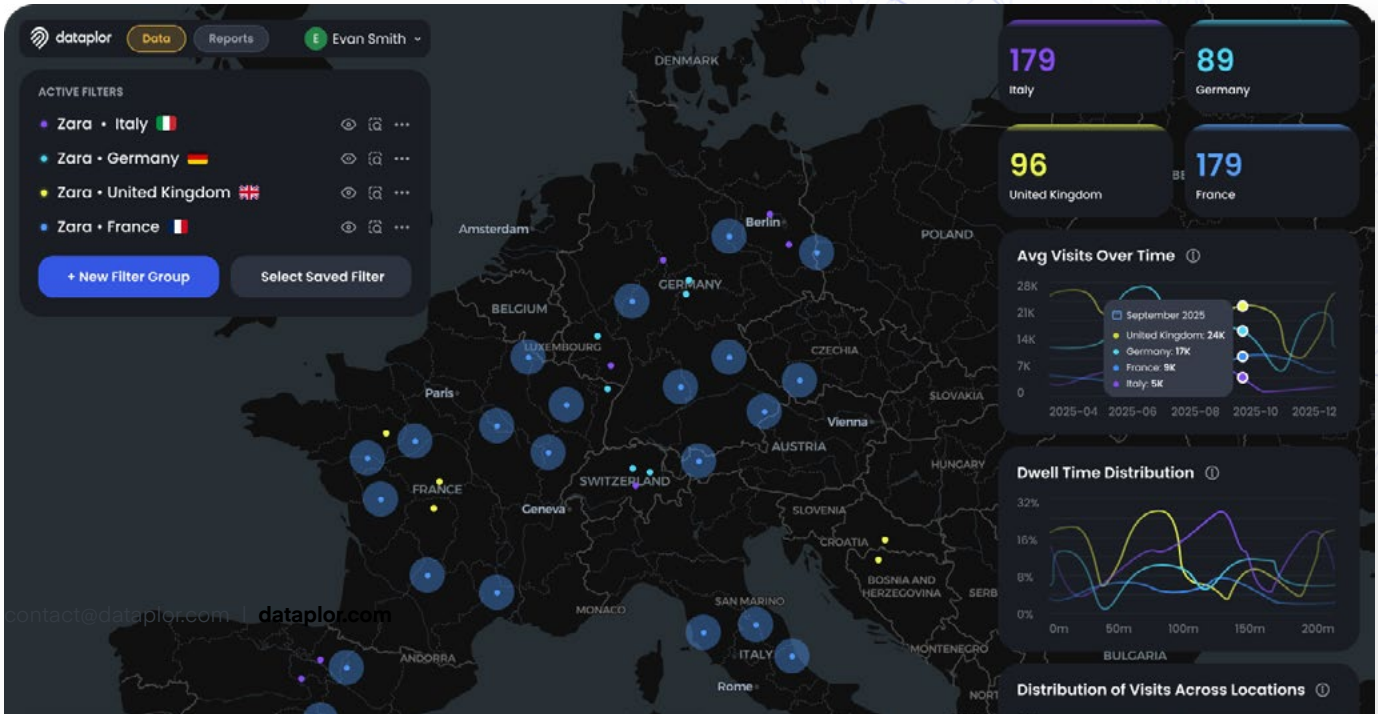
Historically, many organizations relied on static maps, limited datasets, or narrowly scoped analytics tools to answer location-based questions. These approaches were often sufficient for single-country analysis, periodic planning cycles, or highly technical teams. Today, those same approaches break down in the face of global expansion, rapid market shifts, tighter margins, and increased regulatory scrutiny.

The core challenge facing the market is not access to data. It is the inability to translate fragmented, inconsistent, and difficult-to-use location and foot traffic data into timely, confident decisions.

Teams struggle with outdated or inaccurate point-of-interest (POI) records, limited visibility outside core markets, tools that require specialized expertise, and growing concerns around privacy compliance.

Dataplor's Global Platform was built to meet this moment. By unifying best-in-class global places and foot traffic data with a purpose-built analytics platform, Dataplor enables organizations to explore markets visually, understand how people interact with places, and move from question to answer in minutes rather than weeks.

Core takeaway: The next generation of location intelligence must be global, accessible to all teams, privacy-first, and designed for decision-making at speed. Dataplor is defining that standard.



II. THE MARKET LANDSCAPE

1. Market Overview: How We Got Here

The global location intelligence market has developed in parallel with advances in mapping technology, mobile devices, and data availability. Early solutions focused on basic geographic context: static maps, address-level place listings, and manual data collection. These tools were descriptive by nature and often limited to major cities or individual countries.

As expectations for speed and precision increased, so did demand for more real-time location intelligence. Organizations no longer wanted periodic snapshots of where places existed; they needed to understand what was changing in near real time. This shift fundamentally altered both what data was collected and how it was evaluated. Freshness, update cadence, and validation rigor became as important as coverage itself. In response, the market saw an influx of new data sources promising immediacy, but often at the expense of consistency, transparency, and accuracy, especially at global scale.

In an effort to better reflect real-world change, the industry began turning to mobility and foot traffic data to understand how people actually move and interact with places. As smartphones and location-aware applications became ubiquitous, organizations gained the ability to observe how people move through the real world, how often they visit specific locations, and how behavior changes over time. This shift expanded the use of location intelligence from mapping to behavioral analysis.

This growth also introduced fragmentation. Data was sourced from multiple vendors with inconsistent methodologies, limited transparency, and varying levels of quality, forcing teams to stitch together datasets, exports, and dashboards to answer basic questions.

Today, location intelligence underpins decision-making across industries including retail, CPG, commercial real estate, logistics, financial services, insurance, and technology platforms. It supports:

- Market entry and expansion strategy
- Network and site optimization
- Portfolio and asset valuation
- Risk assessment and underwriting
- Competitive and investment

The global location analytics market is projected to grow at a CAGR of

13.93%

from 2026 to 2032, according to a new report published by Verified Market Research.

2. Market Challenges & Gaps

Despite broader adoption, fundamental challenges continue to limit the value organizations extract from location intelligence.

Data quality and freshness remain persistent issues. Many datasets rely on third-party aggregators or infrequent updates, resulting in missing locations, outdated business information, and inconsistent categorization. Tracking real-world changes such as store openings, closures, relocations, and rebrands is especially difficult at global scale.

Global coverage gaps further complicate decision-making. While some providers offer strong coverage in the U.S. or major cities, their reliability declines sharply in international, emerging, or long-tail markets. For organizations expanding globally, these blind spots introduce material risk.

Studies from MIT Sloan Management Review indicate that the cost of bad data can represent up to

25%

of a company's revenue.

According to Gartner, poor data quality costs organizations an average of

$12.9M

per year.

Technical barriers remain a constraint not because expertise is lacking, but because it is concentrated within a small group of specialists. Location intelligence tools are often built for GIS, data, and analytics professionals, whose deep expertise is essential but whose role is not always involved in day-to-day strategic decision-making. As a result, insights must be translated, requested, or interpreted, creating natural friction between data and action.

When access to information is gated in this way, decision cycles slow and clarity diminishes. Strategic leaders may receive answers too late, in overly summarized form, or without the ability to explore follow-up questions themselves. Over time, this gap reduces confidence in location-driven decisions, increases reliance on proxies or assumptions, and limits the overall return organizations realize from their location intelligence investments.

3. Competitor Landscape

Most existing location intelligence solutions were built to address specific use cases rather than the full complexity of global decision-making.

Strengths commonly found among competitors include:

- Polished visualizations for limited geographies
- Point-in-time foot traffic or visitation metrics
- Predefined dashboards tailored to specific industries

However, these strengths are offset by structural weaknesses:

- Dependence on opaque, third-party data sources
- Limited or inconsistent international coverage
- Shallow integration between place and foot traffic data
- Privacy concerns related to non-anonymized data
- Platforms that prioritize visualization over analysis

As buyers mature, evaluation criteria increasingly center on data ownership, validation methodology, privacy compliance, global scalability, and the ability to support both technical and non-technical users.

III. **WHY** NOW?

Several structural shifts have converged to make this moment critical for a new approach to location intelligence.

01 Globalization has expanded the scope of decision-making. Organizations are no longer comparing a handful of domestic markets; they are evaluating dozens of countries, cities, and trade areas simultaneously. This requires data that is globally consistent and immediately usable.

02 Economic volatility has increased the cost of uncertainty. Slower decision cycles, incomplete information, or misinterpreted signals can translate directly into lost revenue or misallocated capital. Teams need faster access to insight they can trust.

03 Privacy and regulatory pressure continue to rise. As data regulations evolve globally, organizations must ensure the insights they rely on are sourced transparently and compliantly. This has shifted buyer expectations toward privacy-first data providers.

04 Customer expectations have changed. Teams increasingly expect self-service platforms that deliver answers quickly, adapt to changing conditions, and support collaboration across functions. Static reports and raw data exports no longer meet these needs.

Together, these forces have created a clear inflection point: organizations need a modern, global, insight-driven location intelligence platform built for today's operating environment.

IV. THE DATAPLOR DIFFERENCE

1. Data Quality & Ownership

At the core of Dataplor's platform is a fundamental belief: location intelligence is only as valuable as the data that powers it. While many providers focus on analytics layers or visualization, Dataplor has invested years into building and maintaining one of the world's most accurate, comprehensive, and globally consistent places and foot traffic datasets.

Dataplor maintains more than 370 million points-of-interest (POI) across 250+ countries and territories, spanning commercial, public, and semi-public locations. This breadth is critical for organizations operating outside of major urban markets, where data gaps and inconsistencies are often most pronounced. What truly differentiates Dataplor is end-to-end data ownership. Rather than relying on opaque third-party aggregators, Dataplor controls the full data lifecycle:

- Sourcing from thousands of global inputs
- Automated normalization and enrichment
- Continuous monitoring for real-world change

This approach allows Dataplor to detect openings, closures, relocations, and rebrands faster and more reliably than competitors. It also ensures consistent categorization across regions, enabling truly global analysis without manual reconciliation.

370M+
Places

15K+
Brands

250+
Countries & Territories

100% Data completeness on core place attributes including place name, category, and geocode

Dataplor's places dataset is updated on a rolling 7-day cadence

2. Turning Data into Decisions

High-quality data alone is not enough. Organizations need a methodology that translates raw location and foot traffic signals into actionable insight. Dataplor's approach is built around the integration of place and foot traffic data to provide context that static datasets cannot capture.

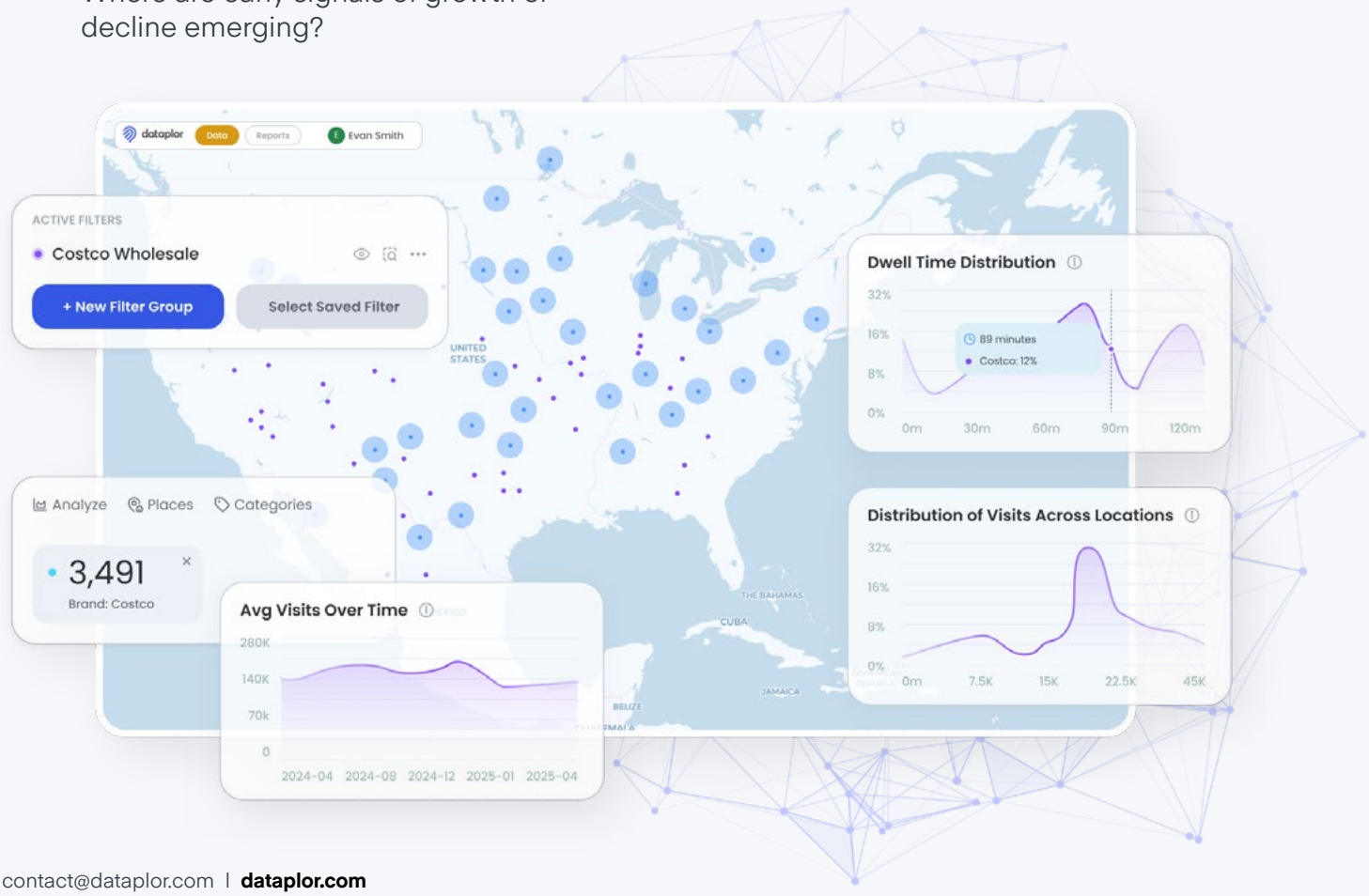
By connecting where places exist with how people interact with them, Dataplor enables organizations to move beyond surface-level metrics and answer deeper questions, such as:

- Which locations truly drive demand versus those that simply exist?
- How do trade areas differ across regions and formats?
- Where are early signals of growth or decline emerging?

Foot traffic data within Dataplor is fully anonymized and aggregated, designed from the ground up to meet global privacy standards while still delivering analytical depth. Rather than exposing individual behavior, the platform surfaces patterns and trends at scale.

This integrated methodology supports a wide range of strategic decisions, including:

- Expansion planning based on observed visitation, not assumptions
- Portfolio optimization informed by comparative performance
- Risk and exposure analysis grounded in real-world activity



3. Platform Advantage

Dataplor's Global Platform is purpose-built to operationalize this data and methodology at scale. It transforms complex global datasets into an intuitive, visual experience that supports both exploration and decision-making.

Users can begin with a global map view to explore markets visually, layering place attributes, foot traffic metrics, demographic context, and custom polygons. From there, they can move seamlessly into deeper analysis—filtering, benchmarking, and comparing locations, brands, or categories across regions.

Key platform capabilities include:

Global Visual Analysis

Explore and compare markets, regions, categories, and competitors through an intuitive global map.

Decision-Ready Market Intelligence

Identify trends, visitation patterns, trade areas, and competitive shifts shaping market performance.

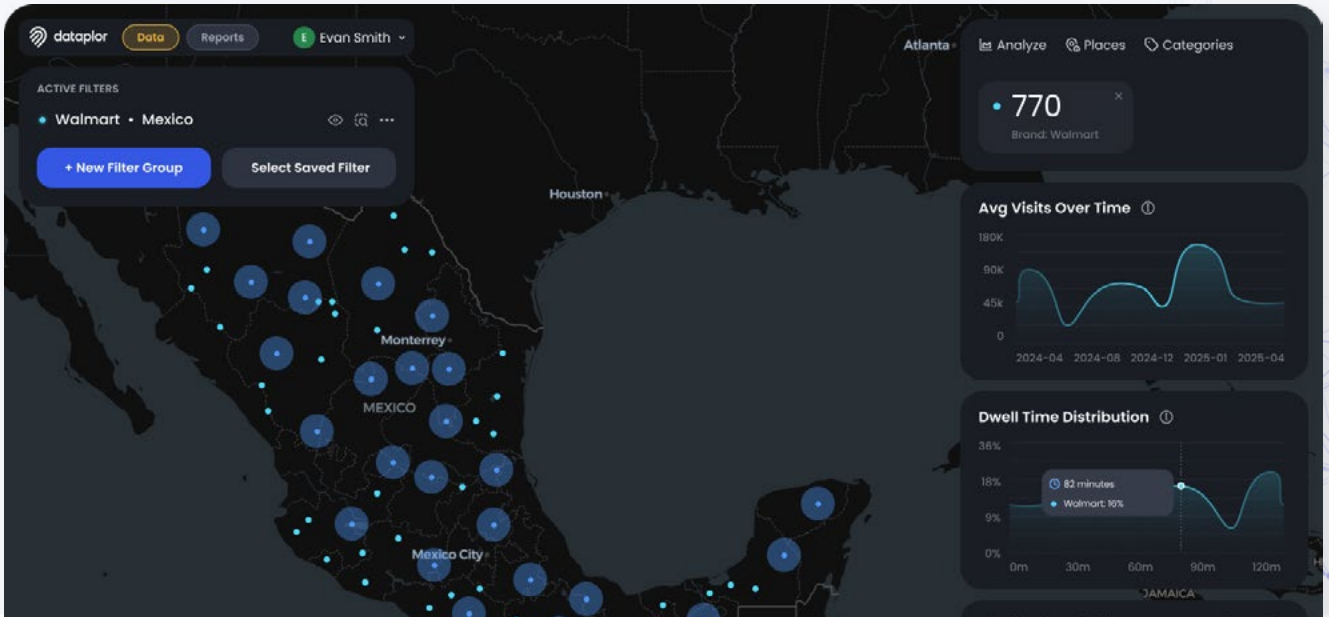
Privacy-First Mobility Signals

Measure real-world visitation and movement using fully anonymized, compliant foot traffic data.

Enterprise-Ready Reporting

Share insights, collaborate across teams, and integrate with enterprise systems using consistent, continuously updated global data.

The platform's UX is intentionally designed to bridge technical and non-technical users. Business teams gain direct access to insight without waiting on analysts, while technical teams retain the ability to integrate Dataplor data into broader workflows.



V. LOOKING AHEAD: PRODUCT ROADMAP

The launch of Dataplor's Global Platform represents a natural evolution of the company's long-standing leadership in high-quality geospatial data. It moves Dataplor beyond data delivery into a full analytics experience designed to support decision-making end to end.

Future roadmap initiatives are focused on deepening insight, expanding flexibility, and scaling with customer needs. Planned advancements include:

- More advanced AI-assisted analysis to surface predictive signals and early indicators
- Expanded benchmarking and comparative analytics across markets and categories
- Richer foot traffic visualizations that make movement patterns easier to interpret
- Additional integrations and APIs to support enterprise workflows

Critically, Dataplor's roadmap is shaped through continuous customer engagement. Design partnerships and ongoing feedback loops ensure new capabilities are aligned with real-world use cases rather than abstract feature checklists.

For organizations evaluating long-term partners, this roadmap highlights several criteria that matter for future-proof solutions:

- Clear data ownership and transparent methodology
- Commitment to global coverage and consistency
- Privacy-first architecture that scales with regulation
- A demonstrable pace of innovation grounded in customer needs

This approach positions Dataplor not just as a vendor, but as a long-term strategic partner in location intelligence.

VI. CONCLUSION: A NEW STANDARD FOR GLOBAL LOCATION INTELLIGENCE

Dataplor enables organizations to move from fragmented data to confident, timely decisions. By unifying the world's most accurate global places and foot traffic datasets with an intuitive analytics platform, Dataplor redefines how businesses understand markets, measure performance, and identify opportunity.

This is more than a platform launch. It is a new standard for global location intelligence.

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