

Geo-Driven Commerce & Consumer Intelligence:

Unlocking Strategic Advantage with Geospatial Analytics

If you don't understand location, you only see half the data.

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Geospatial Services & Solutions

MipMap Technologies

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MipMap at a Glance



More than 25 years of experience

ESRI Platinum partner

Operations in 5 countries

Offers a wide range of geospatial services

Joint R&D projects with MIT Senseable Lab / TU Delft / METU



SPATIAL REVOLUTION

The future of commerce is spatial.

SHIFT IN THINKING



CORE BUSINESS QUESTIONS ENABLED BY SPATIAL INTELLIGENCE

01



Optimal Placement

Where should we invest and expand?

02



Mobility Intelligence

How do people actually move and behave?

03



Predictive Insight

Where will demand and risk emerge next?



Every business decision has a location dimension.
Ignoring it means operating with incomplete intelligence.



OPTIMAL PLACEMENT

Better locations. Better decisions. Better returns.



The Golden Rule: Location decisions are long-term commitments that determine the success or failure of even the best products.

Methodology has evolved.

Beyond population counts and rental costs—modern strategy analyzes movement data to reveal the true gravity of a site.

FROM TRADITIONAL TO MODERN

TRADITIONAL APPROACH



Population Counts

+

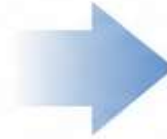


Rental Costs



Historical Reports

What happened?



MODERN APPROACH



Stay Time (Dwell Time)

+



Competitive Clustering



True Site Gravity

Why it happens?



STRATEGIC INSIGHT: PRIORITIZING CONVERSION OVER TRAFFIC

High traffic ≠ High profit.

Movement data reveals “high-conversion zones” where stay time and movement patterns align with purchasing behavior.

HIGH TRAFFIC ZONE



High volume, low conversion

VS.

HIGH-CONVERSION ZONE



Lower volume, higher conversion



Result: Smaller footprint. Higher efficiency. Greater profitability.



LONG-TERM VIABILITY: LOOKING 5 YEARS AHEAD

Strategic expansion requires a longitudinal view:

“Is this location viable for the next five years?”

Integrate Earth Observation (EO) data to anticipate changes before they appear in market reports.



Urban Growth



Infrastructure Development



Environmental Risks



Natural Hazard Exposure

TODAY



5 YEARS AHEAD



Great products need great locations. Great locations need better intel.

Make smarter location bets. Win the future.

OPTIMAL PLACEMENT

Better locations. Better decisions. Better returns.



The Golden Rule

Location decisions are long-term commitments that determine the success or failure of even the best products.



Methodology Has Evolved

Beyond population counts and rental costs—modern strategy analyzes **movement data** to reveal the true gravity of a site.



Long-Term Viability

Use **Earth Observation (EO)** data to anticipate urban growth, infrastructure development, and environmental risks—before they appear in reports.

STRATEGIC INSIGHT: PRIORITIZE CONVERSION OVER TRAFFIC

HIGH TRAFFIC ≠ HIGH PROFIT



High traffic areas may look busy, but don't always convert.



HIGH-CONVERSION ZONES



Movement patterns and stay time reveal where **intent and conversion** truly happen.



Result:

Smaller footprint. Higher efficiency. Greater profitability.



Great products need great locations. Great locations need better intel.

Make smarter location bets. Win the future.

SUPPLY CHAIN OPTIMIZATION & RESILIENCE

From fastest routes to smartest, most resilient networks



“Supply chains don’t fail randomly — they fail geographically.”

STRATEGIC SHIFT



Continuity is now as critical as cost.

GEOINTELLIGENCE OPTIMIZES THE NETWORK ACROSS 3 CRITICAL AREAS



Warehouse Placement

Where should we position capacity?



Based on real-time urban dynamics and infrastructure layers



Last-Mile Delivery

How do we deliver efficiently in real conditions?



Adaptive routing based on congestion, accessibility, environmental barriers



Inventory Distribution

Where should inventory be before demand happens?



Demand prediction using spatial signals



Resilient supply chains are not optimized for distance — they are optimized for **disruption**.



MAPPING CONSUMER BEHAVIOR AND MOBILITY

It's not the persona that changes — **it's the context.**



THE SHIFT

Customers adapt their needs, decisions, and priorities based on their physical environment.



OUR APPROACH

We map daily mobility patterns to deliver real-time, location-driven intelligence and personalization.



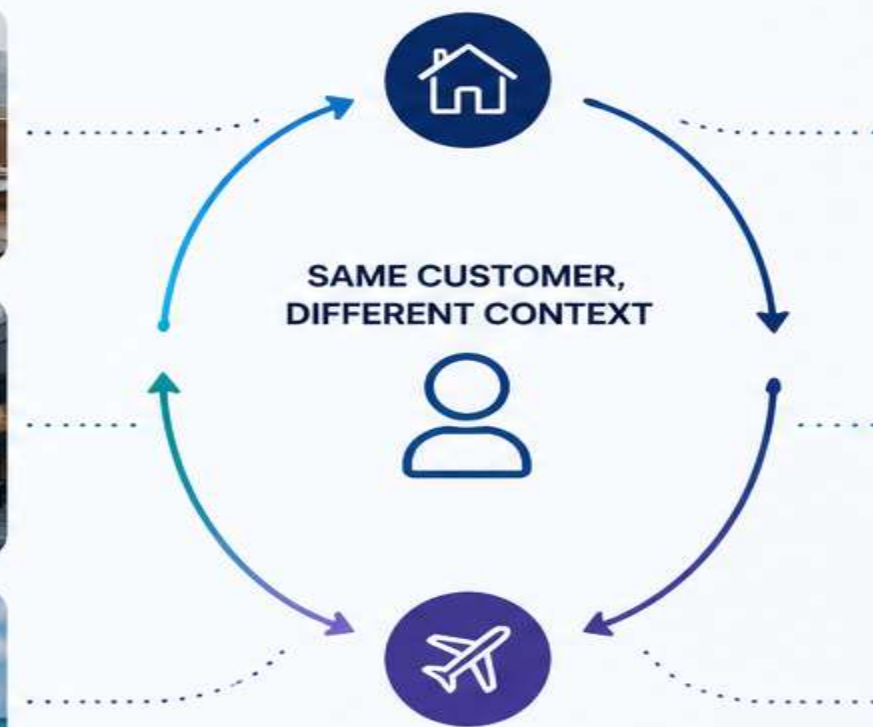
AT HOME
(Routine)



**CITY CENTER /
AIRPORT**



ON VACATION



BEHAVIORAL SHIFT

The customer acts as a “different person,” focused on routine, localized needs, and predictable consumption.



BEHAVIORAL SHIFT

The same customer shifts mindset, prioritizing speed, convenience, and comfort over price.



BEHAVIORAL SHIFT

Behavioral patterns shift entirely; price sensitivity drops in favor of experience, and convenience becomes the primary driver.



From static segments to dynamic understanding.
Right message. Right offer. Right moment. Right place.



GEO-TARGETED MARKETING AND PREDICTIVE INTELLIGENCE

From broad segments to micro-locations. From guesswork to prediction.

THE SHIFT



Traditional Marketing
Targeting broad segments
"Urban Millennials"



THE NEW APPROACH



Geo-Targeted Marketing
Targeting micro-locations
"High-frequency commuters passing through premium retail corridors during peak hours"

POWERED BY GEO-INTELLIGENCE



TIME
Right moment



VOLUME
Right density



ENVIRONMENT
Right conditions



LOCATION
Right place

Right message. Right person. Right place. Right time.

ILLUSTRATIVE EXAMPLES OF GEO-INTELLIGENCE



THE COFFEE CHAIN

Leaders use spatial data to identify high-demand office districts specifically on rainy days, triggering hyper-local promotions when commuters are most likely to seek shelter and caffeine.



Detect high-demand office zones



Rain detected



Trigger hyper-local promotion



Capture demand at the right moment



Delivering relevance when and where it matters most.



THE SPORTS BRAND

By monitoring activity levels at event venues, brands can deploy content precisely when density rises, predicting and capturing demand before it fully emerges.



Monitor activity at event venues



Detect rising density



Deploy targeted content



Capture demand before peak



Anticipate. Engage. Convert.



Geo-intelligence turns locations into opportunities
Predict behavior. Deliver relevance. Drive results.



THE MULTI-DIMENSIONAL INTELLIGENCE LAYER

EO + MARKET DATA

True foresight is achieved through a multi-dimensional intelligence layer—the fusion of Earth Observation (EO) data from agencies like **ESA** and **NASA** with demographics and economic indicators.

This convergence allows leadership to “**read the market from above before the market itself reacts.**”

“**EO turns space into foresight.**”



EARTH OBSERVATION (EO) DATA

- Satellite Imagery
- Environmental Monitoring
- Land Use & Change Detection
- Climate & Weather Data

INTELLIGENCE LAYER

Multi-Dimensional Data Fusion

MARKET & ECONOMIC DATA

- Demographics
- Economic Indicators
- Consumer Behavior
- Market Trends

01 RETAIL & URBAN GROWTH

Using urban growth detection to identify emerging markets years before competitors.

2023 → 2028 (Projected)

Identify tomorrow's opportunities, today.

02 AGRICULTURAL & SUPPLY CHAIN

Monitoring global crop health and environmental shifts to forecast stock levels and commodity pricing.

Low Health → High Health

Commodity Price Forecast

Year	Historical	Forecast
2023	Low	Low
2024	Low	Low
2025	Low	Low
2026	Low	Low
2027	Low	High
2028	Low	High

Predict. Plan. Protect value.

03 INFRASTRUCTURE & INVESTMENT

Tracking large-scale development and rising tourism hotspots to identify early-stage investment opportunities.

See potential. Invest with confidence.

From data to foresight. From foresight to impact. Better intelligence. Smarter decisions. Stronger outcomes.

SUSTAINABILITY AND ENVIRONMENTAL RISK MANAGEMENT

Sustainability is no longer a public relations initiative; it is a core component of **resilient business design**.



Geospatial intelligence transforms environmental tracking into a **quantifiable tool for financial risk management**.

“ Sustainability risks are financial risks. ”

To ensure long-term stability and ESG compliance, organizations must track **three primary environmental factors**:

01 CARBON FOOTPRINT



Quantifying and monitoring emissions across every node of the supply chain.

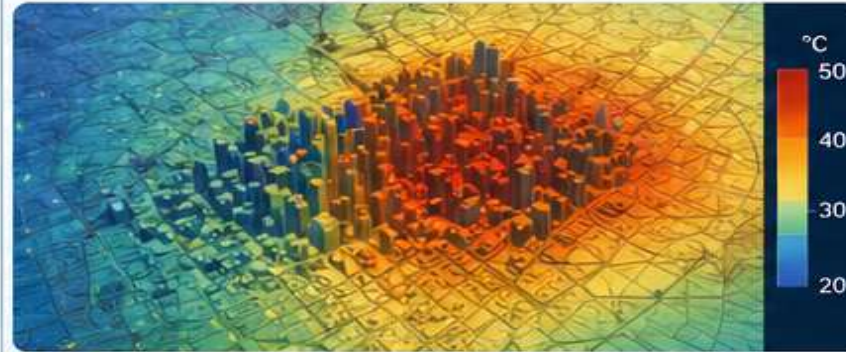


Total Emissions 128,540 tCO₂e	Change vs Last Year -18%	Supply Chain Coverage 100%
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02 HEAT ISLANDS



Identifying urban temperature risks that impact energy consumption and consumer behavior.



Urban Hotspots 236	Avg. Temp. Difference +4.3°C	Energy Impact High
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03 ENVIRONMENTAL RISKS



Mapping localized threats such as floods and pollution to mitigate physical asset damage and operational downtime.



Flood Risk Areas 147	Pollution Hotspots 89	Assets at Risk \$2.4B
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From awareness to action. From risk to resilience.
From compliance to competitive advantage.



Reduce Risk



Protect Assets



Drive Efficiency



Create Long-Term Value

The Ethical Mandate: Privacy and Trust

The power of location intelligence necessitates a rigorous ethical framework. Privacy is not merely a legal requirement; it is the strategic foundation of the modern enterprise. Organizations must adhere to an **“anonymization-first”** principle to maintain the trust of their stakeholders.



Trust is earned through privacy, transparency, and responsibility.



Respect Privacy



Ensure Transparency



Build Long-term Trust

Conclusion: The Strategic Imperative

The future of commerce is no longer a choice between digital and physical;
it is an integration of both through a spatial lens.

Geospatial analytics has transitioned from a niche capability to a core strategic function.



INTEGRATION IS THE FUTURE

The future of commerce is no longer a choice between digital and physical; it is an integration of both through a spatial lens.



CONTEXT CREATES LEADERS

The market leaders of the next decade will not be defined by the volume of data they possess, but by their ability to contextualize that data spatially.
Context transforms information into decisive action.



BUSINESS IS ABOUT PLACES

Business is not just about markets.
It is about **places**.



The organizations that understand where, when, and why
will lead the future of commerce.



Understand
the context



Act with
precision



Create lasting
value



Geospatial Services & Solutions