

Maponics Shopping Boundaries™

According to the Google Mobile Ads Blog, searches on mobile devices grew by 400% in 2010. Local businesses are clearly looking for new ways to tap into this audience and target mobile ad campaigns in an effort to increase traffic and attract new customers.

Shopping areas—including malls, districts, centers and outlets—are central to the shopping experience, but in terms of location-based targeting, they have only been available as simple map coordinates. As a result, developers have had to use crude radius calculations in targeting ads to nearby mobile users.

Maponics has solved this problem for mobile app developers, service providers and ad agencies with Shopping Boundaries, a dataset that includes geographic boundaries around shopping areas across the U.S. Developers can leverage Maponics Shopping Boundaries as geofences (geographic perimeters) to determine when potential customers enter and exit shopping areas, including parking facilities.

Dataset Use Cases

With the Shopping Boundaries dataset, mobile ad providers can enable a new level of targeting that allows their clients to:

- Avoid marketing to consumers who may be nearby but not actually within the shopping area
- Push ads as soon as potential customers are in the “shopping zone”
- Aggregate offers for a set of retail locations within a shopping area

Dataset Contents and Features

Shopping Boundaries is a unique dataset that includes over 3,100 shopping areas in the top 125 metros across the U.S. and Canada with growing coverage each quarter. In addition to the shopping boundary, the dataset also includes the official name, main address¹, telephone number¹, location coordinate and type (e.g. mall, outlet, and district).

Shopping Boundaries is available as a stand-alone product but can also be used alongside other [Maponics products](#) that define where people live, work and play. Taken together, Maponics product line offers a geographic data stack that includes vast coverage of social and administrative spaces that offer unique map views, provide location context, improve search results and ultimately, enhance the web and mobile user experience.

1 - data may not be available for all records



Formats available:

GIS ready formats:

ESRI Shape File, MapInfo TAB

Database-loadable text:

WKT, MySQL, PostGIS

Other format: KML



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The Maponics logo consists of a stylized blue wave icon to the left of the word 'maponics' in a lowercase, sans-serif font. A registered trademark symbol (®) is located to the upper right of the word.

**Read about our
Quality Assurance Program**

About Maponics: We specialize in location-based data and information for businesses, including school, neighborhood, subdivision, city, carrier route and ZIP Code boundary data. Local search, real estate, mobile, social media and marketing firms rely on Maponics to power ultra-local interactive search, mapping, and ad targeting platforms, including Twitter®, Trulia®, Citysearch®, Yellow Book USA®, infoUSA®, D&B, AccuData®, Zvents®, HelloMetro, Monster.com®, Zillow®, Lowe's® and many others. The Maponics Online Store, powered by Maponics data, is where the USPS.com refers its business customers for postal maps. We are located in Vermont.