



GeoScope South Africa

GeoMAPS

Unlocking the Power of
MAPS* for Targeted
Market Insights & Retail
Planning

- The Marketing All Products Survey (MAPS) is a product of the Marketing Research Foundation (MRF) who partners with GeoScope in developing GeoMAPS



Why Choose GeoMAPS?



Next-Level Consumer Analysis

Understanding the consumer's location is critical to strategic decisions. GeoMAPS helps marketers dig deeper, see a bigger picture, grow market share, and make strategic decisions faster with more accuracy.

Detailed Consumer Profiling

Segment your consumer base geographically to ensure targeted messages reach the right audience using the right media.

Identify New Consumer Segments

By understanding existing customers better, you can successfully target new consumers with similar profiles and purchasing behaviors.

Maximize Marketing ROI

More accurately understanding consumers at a neighborhood level helps in maximizing ROI by focusing marketing spend in the most profitable geographic areas.



Key Features

GeoMAPS?



Geo-visualize Consumer Data

Gain a comprehensive view of consumer data down to the neighborhood level.

Retail Optimization

Understand demand, supply, access, and consumer behavior to optimize retail networks.

Small Area Estimation

Using Artificial Intelligence MAPS consumer data is accurately mapped down to the neighborhood level areas, enhancing the data reliability and precision.

Circle Point Analysis

Quickly visualize MAPS survey results to understand patterns in consumer data.

KasiMAPS

Provides consumer data for townships across the country & allows comparison to non-township urban areas

10 Reasons to invest in **GeoMAPS?**

1

Access latest demographics & consumer data at neighbourhood level

2

Understand your & your competitors' customer purchasing behaviour

3

Understand brand preferences & market share

4

Size the market

5

Develop targeted media campaigns

6

Data covers the entire country including urban & rural areas

7

Time series data that can be accessed on a quarterly basis

8

Access to additional data & services

9

Capacitated to use the data in 3 user-centric phases

10

Support to conduct further analysis (eg retail network strategy)



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*Creating new business opportunities,
predicting future trends, and providing
actionable insights.*

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