

# ONLINE- SHOPPING AFFINITY

**GLOBALLY  
CONSISTENT  
AND COMPARABLE**

Analyze the  
online-shopping  
activity and  
affinity

Currently  
available for over  
80 countries

Identify target  
groups with a  
high affinity for  
online-shopping


Analysis of  
digital awareness  
e.g. car sharing,  
e-mobility and  
electronics




# ONLINE-SHOPPING AFFINITY

MB-International  
Worldwide Geodata

## USE CASES

**Retail & E-Commerce**   
Targeting for online-shopping




**Logistics**   
For optimizing delivery networks

**Streaming Services**   
Assessing market potential for expansion

**Advertising**   
Identifying areas for geofencing for online-shopping



## ADVANTAGES

-  Global consistency and comparability is guaranteed
-  Matches our MBI postcode, administrative and small area boundary maps for the geographic visualization
-  Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house german based statistical & geographical department

**MBI**

Worldwide  
Geodata

Globally consistent and comparable  
Trusted partner and preferred data provider to global companies  
100% GDPR conform  
Uniform database - same formats, structure and developing methodology  
190 countries covered



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## METHODOLOGY

Based on the weighted composition of significant variables (e.g. age, income, household type as well as psychographic and behavioral characteristics) within a given geographic unit – that geography is assigned an affinity score (i.e. an index based on national averages) for intensity of online shopping.

## DATA FORMATS

Tab delimited file (TXT)  
KML  
Access database (MDB)  
Excel (xls)

## GIS FORMATS

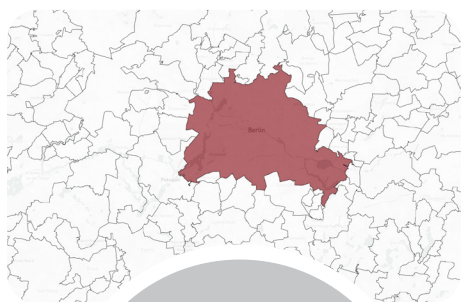
Esri Shape file (.shp)  
Esri Geodatabase (.gdb)  
MapInfo (.tab)  
MapInfo MIF/MID

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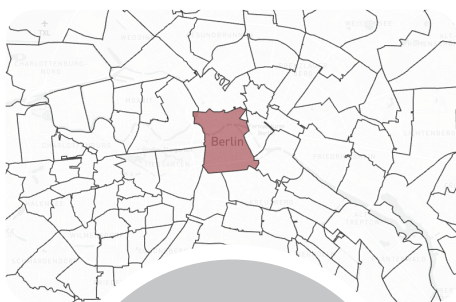


## ONLINE-SHOPPING AFFINITY IS AVAILABLE ON THE FOLLOWING LEVELS



### Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries



### Postcode Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode



### Small Area Level









Could be subdivisions of the postcode or administrative boundaries like census areas

**CONSISTENT DATA AND AREA VINTAGE**



## ABOUT MBI

MBI Office 

-  Leading global data provider
-  Preferred data provider & partner to leading IT & GIS companies
-  One of the first global HERE Technologies Distributors
-  Standardized data sets, consistent and comparable with a seamless global coverage
-  Over 20 years experience in geodata and location intelligence through various industries
-  MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
-  GDPR compliant
-  Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

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## CONTACT US

for more information on our worldwide comparable geodata offering!

### Michael Bauer International GmbH

Greschbachstraße 12  
76229 Karlsruhe  
Germany



+49 (0)721-1618566



info@mbi-geodata.com



www.mbi-geodata.com

