



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
Accessing 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

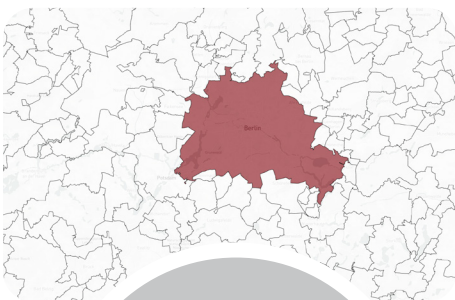
Esri Shape file (.shp)
Esri Geodatabase (.gdb)
MapInfo (.tab)
MapInfo MIF/MID

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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 admin-
istrative 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!

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