Building Useful and Beautiful Maps

4 Requirements for
Spatial Analysis

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Influencer Marketing

A Step-by-Step Guide for Ecommerce Marketers

wishpond

Why use maps?

Mapping is the best way to see, understand, and act on your geographic data. Since maps are familiar, using them as visualizations immediately orients your audience to the data and its impact.

Does one product category outshine another in a specific territory? What about inventory levels in the North versus the South? Is California experiencing higher levels of the flu virus than Massachusetts, and are vaccines being distributed appropriately? Are student test scores varying significantly between districts or by city?
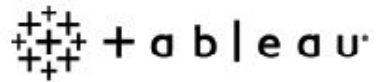
Why use influencer marketing?

Influencer marketing - paid promotion of your product by people trusted by your target market - has taken the digital marketing world by storm.

It is currently one of the top performing ways to promote your products and content on social media, and offers an awesome return on your ad investment.

This guide will give you a great foundation in influencer marketing, enabling you to use it to drive traffic and sales.

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When you're exploring data, you want to ask meaningful questions and get answers that are easily understood. And because geographic data is now more prevalent than ever, visualizations plotted on a map are even more integral to effectively communicating data discoveries. Armed with a strong, self-service mapping solution, the question "Where?" becomes a valuable tool that provides insight and helps you make an impact in your organization.

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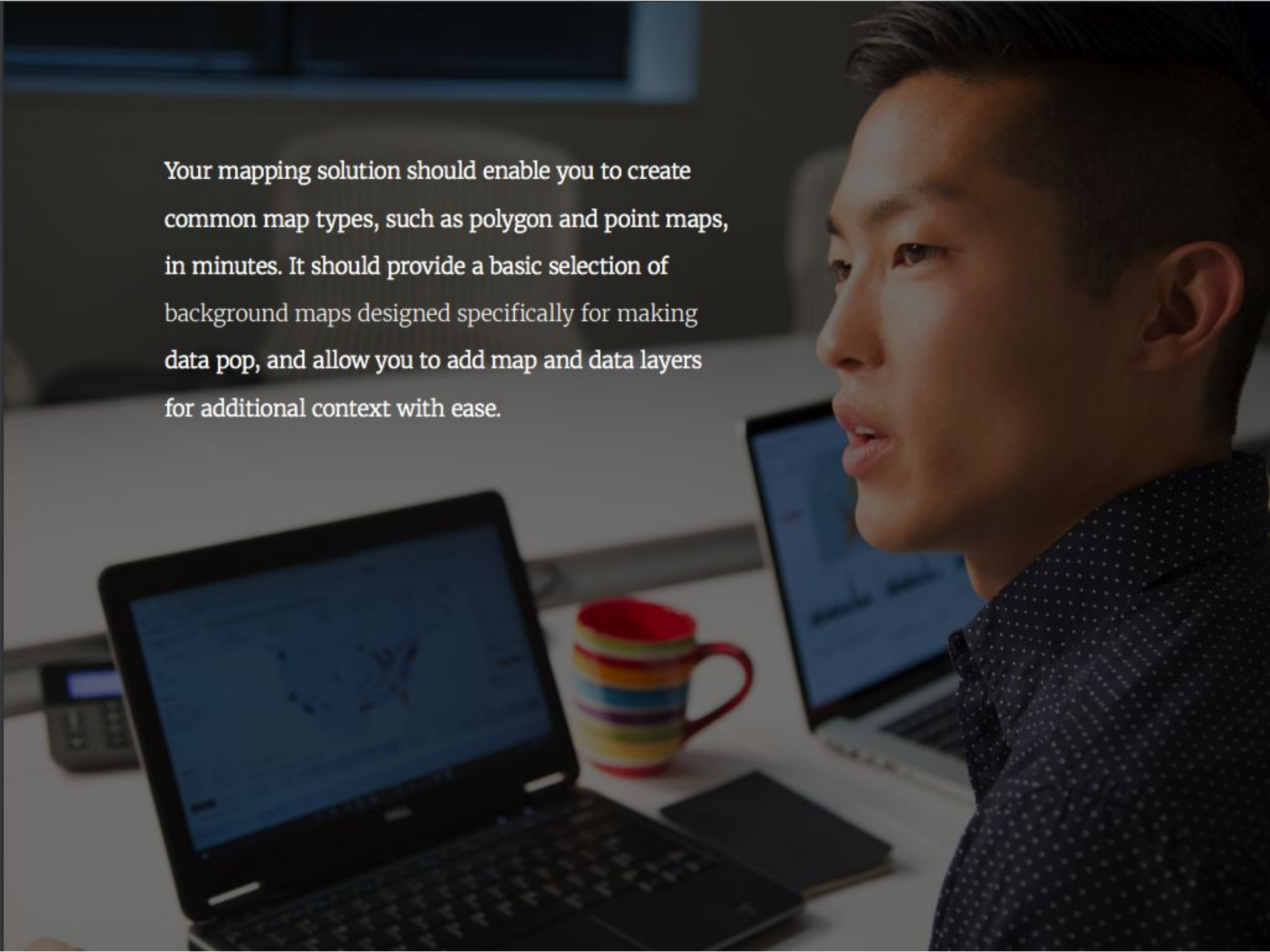
To incorporate maps into your dashboards and reports, use a self-service mapping tool that enables you to:

- Create maps fast
- Visualize multiple types of data
- Add interactivity to find answers
- Customize regions, backgrounds, and more

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- ❏ Influencers are one of the most trusted sources of information.
- ❏ Your business is inherently biased when it comes to your own products.
- ❏ They introduce your business to a new audience of prospective customers.

Your mapping solution should enable you to create common map types, such as polygon and point maps, in minutes. It should provide a basic selection of background maps designed specifically for making data pop, and allow you to add map and data layers for additional context with ease.

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