

Online-Shopping Affinity Index

New product to analyze the online shopping activity and affinity

Karlsruhe, March 2nd, 2020: Michael Bauer International GmbH (MBI) created a new product to analyze the online-shopping activity and affinity of an area.

Over and above the standard MBI data offering of socio-economic data which enabling the identification of areas with high population or purchasing power, the company has developed an additional product, named Online-Shopping Affinity. The Online-Shopping Affinity is an index, which is currently available for over 80 countries. This can be used to identify target groups with a high affinity for online-shopping and is also perfect for the analysis of digital awareness e.g. car sharing, e-mobility and electronics.

The data is currently used in many different business applications: in retail e-commerce to identify target groups for online-shopping, in advertising to identify geofencing areas for online shopping, in logistics to optimize delivery networks and streaming services to access market potential for expansion.

Ray Roberts-York, Managing Director of Michael Bauer International says: „The objective was to create a product to analyze the online shopping activity and affinity. Due to the constraints with data protection and the almost endless payment options available (globally) when making purchases online, it was clear we needed to find an alternative way to identify online shopping potential of an area.“

The data is globally consistent and comparable and matches the MBI postcode, administrative and small area boundary maps for a geographic visualization. The data is subjected to a strict quality control and constantly updated by means of comprehensive research by the MBI in-house german based statistical & geographical department.

About Michael Bauer International GmbH:

MBI offers a wide range of data products for business-critical geospatial analysis. MBI's products include Population, Households, Age Bands, Unemployment, Consumer Styles as well as Purchasing Power, Retail Turnover and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MBI is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MBI is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MBI's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

For more information please visit www.mbi-geodata.com

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