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Google Maps

Geospatial Imaging and Location Analytics

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A thick green curved line starts at the top left and arcs across the top of the slide. A thick yellow curved line starts at the bottom right and arcs upwards towards the center. The text is positioned in the white space between these lines.

What does it take
to build **world**
class maps?

What goes into world-class maps?

Global Scale

The world is a big place, and it takes a big platform to map it.



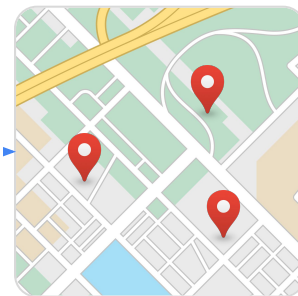
Precision and Diversity

At the same time, data must be diverse, covering a wide range of applications, and authentic to the local level.



Continual Freshness

And along the way, the world never stops changing.
Neither can its maps.



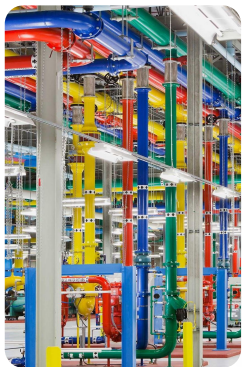
Serving **1B+ users**
as they explore
and navigate the
world



Spanning more than **60 million kilometers** of roads between them.



What goes into world-class maps?

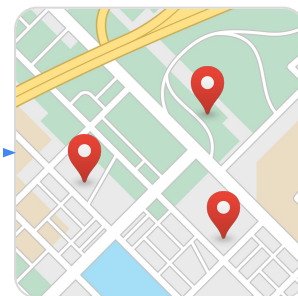


Global Infrastructure

Scale from **prototype** to **production** to **planet-scale**, without having to think about capacity, reliability or performance

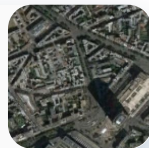
Global security

Multilayered secure infrastructure, expert engineers, and commitment to transparency.



Imagery is the foundation

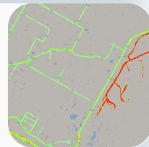
Overhead Imagery



Street View Imagery



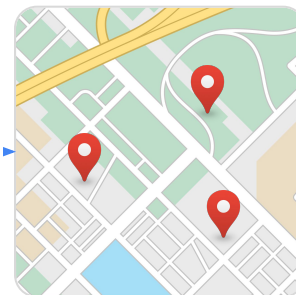
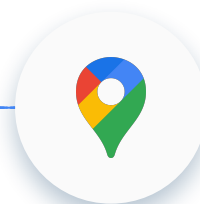
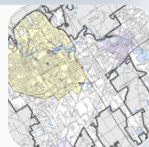
Anonymized Traffic Data



Crowdsourced Edits



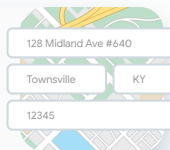
Authorities



+50M daily updates to Maps

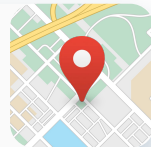
Address updates

Improvements help us keep data fresh and reduce failed queries.



Places of Interest updates

Business information, ratings, reviews and more about over 250 million businesses and places globally.



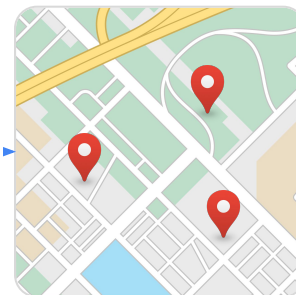
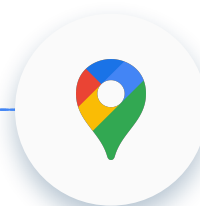
Hyperlocal Data updates

Coverage and latency improvements drive performance.



Road updates

From the changing layouts of roads themselves to their condition (weather, traffic, and more).



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Geospatial Imaging
enabling **new use**
cases



High resolution imagery & AI
enabling **Immersive Views**
of the world

Mapping solar potential
and understanding
environmental impact





Street-level imagery
helping keep the Maps
more detailed and precise

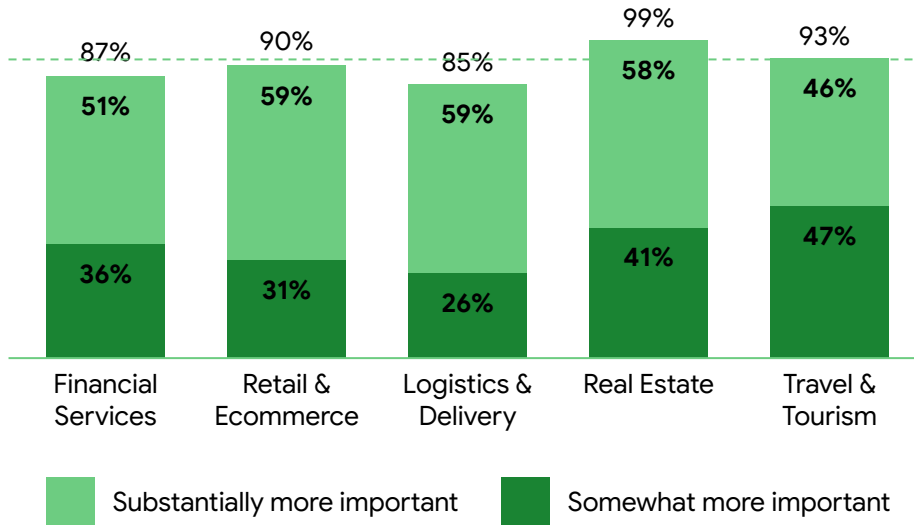
The background features two thick, curved lines. A green line starts at the top left and curves downwards towards the right. A yellow line starts at the bottom right and curves upwards towards the left, crossing the green line.

Geospatial Insights for **Retail and Commerce**

Geospatial insights have taken on central importance for a growing number of industries.



...and they're becoming more important.



91%

Of customers see geospatial intelligence becoming more important over the next 3-5 years

Experience matters at every step of the commerce process

Customers

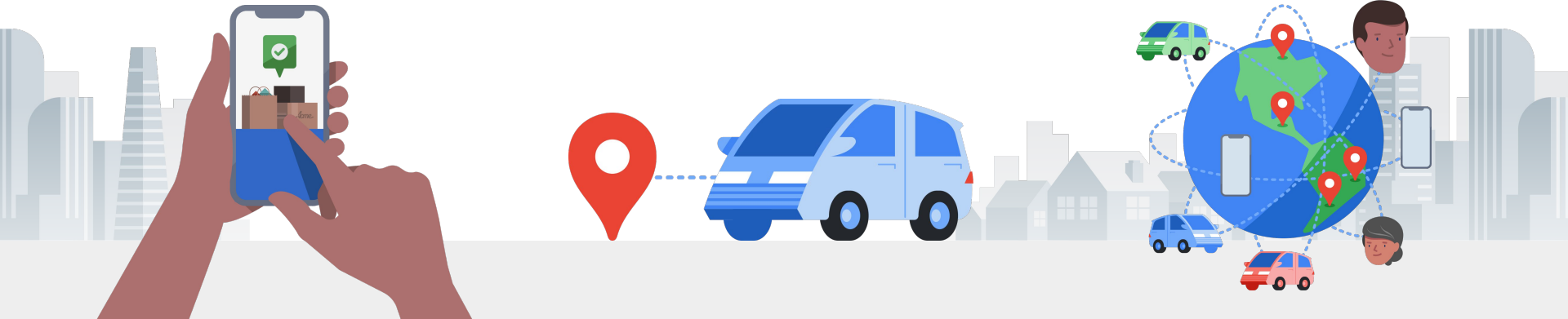
expect real-time ETAs and seamless delivery experiences.


Drivers

need efficient routes. Fast and accurate ETAs help maximize earnings.

Fleets

need to optimize driver allocation to maximize efficiency and revenues.





**Location analytics delivers the
insights that make seamless
experiences possible.**



Impact of Location Intelligence on Retail and Commerce

11%

increase in average
cart size

when using geospatial data to
deliver relevant promotions¹

10%

increase in online to
offline conversion

by displaying store-level
information such as services and
in-stock items¹

15%

increase in
conversion rates

when using Autocomplete at
checkout²

Let's build
the future **together**



Google Maps