

HERE Places Footprints can be useful in optimizing route planning for last mile delivery. Getting shipments to the desired destination within large commercial or industrial complexes faster and with fewer errors can result in increased efficiency and customer satisfaction, shorter transit times, and improved cost structures.

Places Footprints can enrich advertising algorithms as well as enhance audience segmentation, location targeting and campaign measurement, for a more efficient campaign spend.

HERE Places Footprints enhances the shop-search experience and guides customers directly to the front door. The product can be used to allocate commercial spaces for shops, offices, services, restaurants and other amenities in multi-tenant facilities.

How does the product work?

To create HERE Places Footprints, we build an accurate association among three different HERE data sets: Building Footprints (a building layout), Point Address (a point adjusted to the road with a precise address of the building location), and HERE Places (POIs contained inside of a multi-tenant building). We generate the POI-to-building associations using our proprietary

algorithms and update them using machine learning. Then we collect ground truth data to validate those associations and our understanding of reality. Finally, we assign a confidence score, from 1 (low) to 5 (high) to each association to enable data selection by specific use case.



Differentiators

Accuracy

HERE Places Footprints is built on a proprietary IP that ensures a high level of accuracy.

Precision

POIs associated to the actual building footprint, rather than a generalized radius, allow for a more visually engaging and intuitive user experience while remaining accurate.

Content proprietary quality

HERE Places Footprints is based on HERE's own rich, fresh and highly accurate navigation maps, as well as Places and 2D Footprint data sets.

Parking and tenant information

The product includes 800+ parking areas and tenant space content in 700+ municipalities in North America to provide location content for more granular analysis.

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and www.here.com.

Want to talk? We do, too. [Get in touch here.](#)

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