In LATAM, 75% of small businesses have no online presence and are thereby unsearchable. For businesses that are found online, 50% of the time the data available is incorrect, or outdated.

Many of the world's largest companies utilize dataPlor data to enhance their business operations.

75%
Small businesses have no online presence

50% of the time, the data available is incorrect

Use Case: Sales & Marketing

How American Express Utilized dataPlor to Expand its Footprint in Mexico

American Express is a globally integrated payments company, and one of the world's largest providers of credit cards to consumers.

American Express was interested in expanding its footprint by specifically targeting high-end small businesses in Mexico, which had patrons that were commonly American Express cardholders. However, after utilizing a competitor's dataset, their sales and marketing team realized 90% of the records were bad data, resulting in significant operational inefficiencies, unqualified leads, and wasted time and money.

In licensing its database, dataPlor was able to provide American Express with an effective tool: a hand-collected, human-verified dataset uniquely suited to their needs.

The American Express sales and marketing team was able to utilize dataPlor's dataset that was 90% qualified, dramatically improving their rate of customer acquisition.

American Express footprint was expanded in Mexico

dataPlor provided highly-accurate and comprehensive records

90% qualified dataset
improved the rate of customer acquisition

dataPlor's database is available through an annual license. If you would like to learn more about how dataPlor could help drive your business, please contact:

sales@dataplor.com
www.dataplor.com

Use Case: Mapping

How Google Utilized dataPlor to Enhance its "Google My Business" Product in Mexico

Google is the world's leading search engine. Its product, "Google My Business," is a tool that allows businesses to establish a free profile, enabling them to easily connect with customers across both search and maps.

Google needed to increase the number of small businesses on its platform to supplement its "Google My Business" product, but were finding that 80% of small businesses in Mexico weren't verified.

dataPlor deployed its field team to hand-collect and human-verify data on 200K+ small business in Mexico, drastically increasing the number of businesses available on "Google My Business."

200K

small businesses
in dataset
provided to Google

80%

80% of data
provided was new
to Google platform

## Use Case: Sales & Marketing

How Uber Eats Utilized dataPlor to Increase the Number of Restaurants on its Platform in Mexico

Uber Eats is the leading worldwide food delivery platform and is ranked number one in Mexico. Uber Eats utilizes routing, mapping, and in-place infrastructure to drive its success.

Uber Eats approached dataPlor with a unique challenge: it wanted to increase the number of restaurants on its platform in areas of Mexico where it was already operating, but coverage was weak. They were finding that the data they were relying on to populate their platform was missing the majority of restaurants.

dataPlor licensed its database to Uber Eats, which included records that were hand-collected and human-verified by its 100K+ field team in Mexico.

Out of the complete dataset provided by dataPlor, Uber Eats was able to convert 57% of the businesses to active restaurants on its platform.
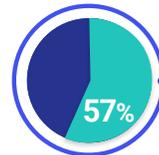
57%

57% of businesses
converted

100K

field team that
hand-collected data

dataPlor offers the only accurate database of small businesses in Mexico. With 1M+ continuously updated records, our dataset is hand-collected, human-validated, and refreshed quarterly.

1M+

dataPlor's database
includes 1M+
continuously
updated records