LOCATION WORKFLOWS · CONSULTING

Location data that runs itself

Consulting & Market Research

How it works, and 13 ways teams put it to work.

300M+	1B+	54	13
POINTS OF INTEREST	DEVICE SIGNALS A DAY	BUILDING BLOCKS	USE CASES

13 USE CASES · 4 SECTIONS · 54 BLOCKS

xMap · Location Data Platform

flows.xmap.ai

sales@xmap.ai

Prepared for

Engagement teams, analysts and research leads

CONTENTS

The product, then 13 ways to use it.

Part one explains how a flow is built and what each block does. Part two is 13 worked use cases in 4 sections, grouped by what the team is trying to do. The scenarios and figures in part two are modelled, not customer results.

SUMMARY

Executive summary 03

PART ONE · THE PRODUCT

From a one-off study to something that runs 04

How a flow works 05

All 54 blocks 06

Working as a team 09

Ask xMap, the assistant 10

PART TWO · 13 USE CASES

How to read part two 11

01 **Market sizing & entry** 12
A week of walking, scored before her coffee · Count a category, city by city · Screen cities for a new brand

02 **Competitive intelligence** 14
Track a competitor's openings and closures · Benchmark footfall across rival networks · Find the white space between competitors

03 **Due diligence** 16
Check a store portfolio before a deal · Test a target's growth story · Measure overlap in a merged network · The supplier filed. Her clients knew by nine.

04 **Client delivery** 19
Turn a one-off study into a monthly service · Answer a client question the same day · Feed a client dashboard

REFERENCE

Getting started in three steps 21

EXECUTIVE SUMMARY

Location data is only useful when something acts on it.

Most location data is bought for a project, analysed once and filed. xMap Flows connects the same data to the systems your teams already use, on a schedule, so a new outlet becomes a lead, a crowded district becomes an alert and a candidate site becomes a score, without anyone running a report.

54	11	16	13
BUILDING BLOCKS	WAYS TO START A FLOW	PLACES TO SEND RESULTS	WORKED USE CASES

FINDING 01

Built by connecting blocks

A flow is a chain of blocks: a trigger, an area, xMap data, AI, your own rules and an action. There is no code, and every block explains itself.

FINDING 02

Data and delivery together

Live listings, 300M+ POIs, people, footfall, jobs, roads, ships and weather sit beside your chat apps, sheets, email and maps, and Ask xMap answers you in the app and on WhatsApp.

FINDING 03

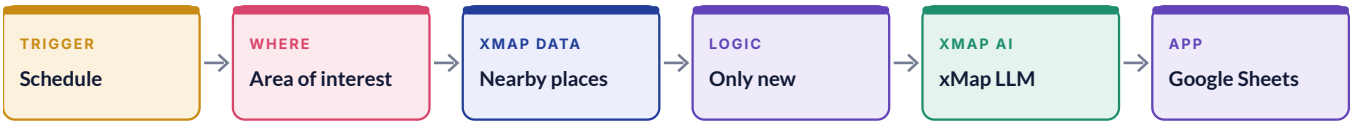
You pay for what runs

Building and testing logic is free. Credits are spent only when a run passes, on the data it read and the things it sent.

Start with one flow whose output someone will see every week. A ranked list in the team's inbox on Monday morning does more to prove the data than any study.

WHAT WE WOULD DO FIRST

ONE FLOW, READ LEFT TO RIGHT



Every morning, look in the chosen cities for newly opened outlets, skip the ones already found, let the AI score them for your products, and add each to the team's sheet. Part two has 13 flows like this one.

PART ONE · THE PRODUCT

TWO WAYS TO DO THIS

From a one-off study to something that runs.

The data is the same in both columns. What changes is whether a person has to remember to ask for it, and where the answer lands.

DIMENSION	A ONE-OFF ANALYSIS	A FLOW
What starts it	Someone asks for a report	A schedule, a chat message, new rows in a table, a change near your places, or an event in an app
Freshness	True on the day it was run	Re-run every hour, day, week or month
Effort per run	Analyst time, every time	None after the first build
Output	A file or a slide	Records, messages, rows and maps in the tools teams use
Cost	A fixed project fee	Credits per place and per action, for passed runs only
Ownership	Whoever built the spreadsheet	Shared with the team, with view or edit rights

THREE WAYS TO BUILD ONE

WAY IN 01 Build it by hand

Drag blocks from the library onto the canvas and connect them.

- Each block shows its settings and price
- Problems are flagged before you run
- Tidy up aligns the canvas

WAY IN 02 Start from a template

1,000 ready-made flows you can load and change.

- Shops that just closed: units to rent
- Companies hiring near you
- Nearest ambulance to each accident

WAY IN 03 Ask xMap

Describe what you want in a sentence. Ask xMap builds the flow, tests it and fixes what fails.

- Checks every block before you run
- In the app, or on WhatsApp from your phone
- Explains and repairs a failed run

PART ONE · THE PRODUCT

HOW A FLOW WORKS

Six kinds of block, connected left to right.

Every flow reads the same way. It starts on a trigger, looks at an area, gathers data, lets the AI make sense of it, applies your rules and ends in an action. Items travel along the lines between blocks, and each block adds to them or narrows them down.

01 Trigger

What it does

What starts the flow: a timetable, a chat message, new rows in a table, a change near your places, or something that happens in one of your apps.

Blocks

Chat · New rows · Schedule · When something changes · 7 app events

02 Where

What it does

The area the flow looks at: countries, cities, places found by search, polygons you draw, what can be reached in a travel time, and the nearest of your own points.

Blocks

Area of interest · Find nearest · Travel area

03 xMap data

What it does

What is there and what is changing: live listings, places of 5,000+ types, residents, footfall, job postings, roads, ships, satellite pictures, weather and news.

Blocks

Browser · Demographics · EV charging · Job postings · Map business scan · Mobility Footfall · Nearby places · News · Property changes · Regional data sources · Satellite images · Ships (AIS) · Traffic Flow · Traffic incidents · Weather forecast · Web page watch

04 xMap AI

What it does

Scoring, ranking and summarising in plain words, typed decisions, and AI agents that answer messages using other blocks as their tools.

Blocks

AI agent · Jev decision · Place classifier · xMap LLM

05 Your data & logic

What it does

Your own tables, database and Apollo contacts, and the rules: keep only what is new or qualifies, sort, calculate, wait for a person, run code.

Blocks

Apollo · Database lookup · Database query · Match with my table · MCP tool · My data · Save to my database · Team findings · Approval · Branch · Calculated field · Custom code · Filter · Only new · Remove duplicates · Route planner · Run another flow · Sort and limit · Split by territory · Wait · What changed · Zone alert

06 Actions

What it does

Where the result lands: email, a reply to whoever wrote, a report, messages to each person, a saved map, or any of 11 apps such as a chat or a spreadsheet.

Blocks

Email · Make a report · Outreach · Reply · Show on a map · 11 apps

IN THE EDITOR

Test before it is live

A test run shows what each block returns and would send, step by step, and what it costs.

IN THE EDITOR

Checked before deploy

A flow goes live only when every block has valid settings and a connected account.

IN THE EDITOR

On desktop and phone

The same canvas works on a phone, with touch to move, connect and zoom.

A Branch block has two exits. Items that match your rule leave from Yes, the rest from No, so one flow can approve the clear cases and send the doubtful ones to a person.

WORTH KNOWING

PART ONE · THE PRODUCT

BLOCK REFERENCE · 1 OF 3

Starting a flow, choosing where, and reading the world.

The first 23 of 54 blocks. The editor shows each block's settings and price in its settings panel.

TRIGGERS	
Chat	Starts when someone writes in a chat page or window.
New rows	Starts when rows are added to a table or a Google Sheet.
Schedule	Starts on a timetable, in any time zone.
When something changes	Starts when a place opens, closes or drops in rating, or a road closes.
WHERE	
Area of interest	Countries, cities, places, or shapes you draw.
Find nearest	The nearest of your own points to each place.
Travel area	The area within N minutes or N km by road of each place.
XMAP DATA	
Browser	A browser in the cloud does a task on a public website. It never signs in, buys, pays or sends.
Demographics	Residents, men and women and age groups, around a place or in an area.
EV charging	Public charging stations around each place or in an area, with their power and operator.
Job postings	Live job postings by keyword and place.
Map business scan	Live business listings, searched across an area.
Mobility Footfall	Footfall per day around each place, its busiest hours and days, as anonymous totals.
Nearby places	Any of 5,000+ types of place, around a place or in an area.
News	Stories from news feeds or a news page, kept by your words or by xMap AI, placed on the map.
Property changes	New owners, sales, values and uses from US county property records, or the owner of each place.
Regional data sources	National datasets, chosen by country.
Satellite images	The latest satellite picture of each place.
Ships (AIS)	Ships near a port or a coast, live from AIS.
Traffic Flow	Live road speeds, jam factor and closed roads around each place.
Traffic incidents	Live road closures, roadworks and accidents.
Weather forecast	Up to sixteen days ahead, by day or by hour.
Web page watch	Web pages watched for changes, said in plain words, or the new entries of a list on a page.

Mobility Footfall is live in the cities xMap's mobility data covers. Mobility figures are only ever anonymous totals.

PART ONE · THE PRODUCT

BLOCK REFERENCE · 2 OF 3

The AI, and your own data.

The next 12 blocks: AI that reads, scores and decides, and your own tables, database and Apollo contacts.

XMAP AI	
AI agent	Answers each message, using other blocks as its tools.
Jev decision	A yes or no, a choice, or a score for each item.
Place classifier	Clean categories, duplicates merged.
xMap LLM	Scores, ranks, matches and summarises in plain words.
YOUR DATA	
Apollo	Decision makers at each company, from your Apollo account.
Database lookup	Looks each item up in your own database.
Database query	Reads rows from your own database.
Match with my table	Matches items to your table, or skips those in it.
MCP tool	Calls a tool on an MCP server you connect.
My data	Your uploaded tables and saved lists.
Save to my database	Writes the results into your own database.
Team findings	What your other AI employees found this week, against the week before.

LIVE

Map business scan

Reads listings as they are today, across a city or a drawn area, including places that just opened.

300M+ PLACES

Nearby places

Any of 5,000+ types of place around a point or in an area, with rating, phone and website.

YOUR SYSTEMS

Your own data

Tables you upload and your own database join the flow, so it skips what you already have.

PART ONE · THE PRODUCT

BLOCK REFERENCE · 3 OF 3

Your rules, and where results go.

The last 19 blocks, and the apps. Put logic early: keeping only new items or good fits first means every later block works on less.

LOGIC	
Approval	Holds the run until a person approves it.
Branch	Splits items into Yes and No paths.
Calculated field	Adds a field worked out by a formula.
Custom code	Your own JavaScript, run safely on the server.
Filter	Keeps only the items that match a rule.
Only new	Keeps only what this flow has not seen before.
Remove duplicates	One item per place, phone or website.
Route planner	The best order to visit the stops, for each rep, with directions.
Run another flow	Runs one of your other flows with the items.
Sort and limit	Puts items in order and keeps the first ones.
Split by territory	Fair, compact territories for your reps, by area.
Wait	Holds the run for a while, or until a set time.
What changed	Places that closed, moved or changed since last time.
Zone alert	Items that entered, crossed or left a zone.
ACTIONS	
Email	One email per run, or one per item.
Make a report	A branded PDF report or slides, emailed or saved to Drive.
Outreach	A first message and follow-ups to each person, approved first, stopped when they reply.
Reply	Answers whoever started the run, where they wrote.
Show on a map	Saves the results as a map to open or share.
APPS	
11 apps	Slack, WhatsApp Business, Google Sheets, Gmail, Microsoft Teams and 6 more.
7 app events	Starts when something happens in one of 7 apps.

PART ONE · THE PRODUCT

WORKING AS A TEAM

Shared flows, clear roles, and nothing live by accident.

A flow that sends messages and writes to your systems needs the same care as any other system that acts on its own. These are the controls around it.

01 **Organisations and roles**
Each company has its own organisation with its own credits, connections and flows. Admins manage members, connections and credits. Members build, share and run flows.

02 **Sharing**
A flow can be private, viewable by the team or editable by the team. It can also be shared with named people, with view or edit rights.

03 **Company accounts only**
Sign up with a company email and a code, or with Google, Microsoft or your company's single sign-on. Free mail providers are not accepted.

04 **Deploy checks**
A flow goes live only when every block has valid settings and a connected account. The same checks run again on the server.

05 **Schedules in your time zone**
Every few minutes, hourly, daily, weekly or monthly, in any time zone, skipping public holidays if you like. The editor always shows the next runs.

06 **Results in one place**
Results land in one list and on one map, scored and explained: ask why, add a note, save a view, or send one to Slack or a sheet.

EVERY RUN

A record you can open

Each run keeps what every block returned, what it cost and who or what started it.

EVERY CHANGE

An activity log

Edits, shares, deploys and runs are listed for the organisation, with names and times.

EVERY CREDIT

A ledger

Admins see each charge against the run that caused it, and the balance left.

PART ONE · THE PRODUCT

ASK XMAP, THE ASSISTANT

An assistant in the app, and on WhatsApp.

Ask xMap answers questions about the product, your flows and what your AI employees found, and does the work you ask for, with the same rights you have.

01 **Builds and changes flows**

Say “email me new pharmacies in Madrid every Monday”. Ask xMap builds the flow, tests it on sample data and fixes what fails. When no answer is at hand, it offers to build a flow that finds one.

02 **On xMap's WhatsApp number**

Add your number once in Settings. Then write, send a voice note or call xMap's number: the same assistant, the same conversation, working as you in your organisation.

03 **Files, photos and places**

Send a photo, a PDF, an Excel or Word file and ask about it. Share your location and ask what is around you. Nearest places come back as pins, results and reports as files.

04 **Memory, reminders and tasks**

It keeps short notes about you that only you see, reminds you at a time in your own time zone, keeps your task list, and sends a follow-up only if the person has not replied.

05 **Your own files and inbox**

It answers from your team's reference files and tables and says which one each answer came from. With your own Outlook connected, it reads your inbox and calendar to answer you.

06 **Your Yes first**

Anything that changes, runs, sends or spends something waits for your Yes: a reply or a tap in the chat, never a spoken yes on a call. It sees only your own organisation's data.

ASK IT

What did my flows find?

A short answer from this week's results, with the strongest fits named.

ASK IT

Remind me Thursday at 9

A message at that time on WhatsApp, or in the bell and by email.

FOR ADMINS

Company controls

Switch it on or off on WhatsApp, let it only answer there, and download a 90-day log of what it did.

PART TWO · USE CASES

HOW TO READ PART TWO

13 use cases, all in the same shape.

Each use case is a flow you can build from the blocks in part one. They are grouped by what the team is trying to do, so each section can be routed to the people who own that work.

1. **The challenge**
   The problem in the team's own terms, and why the usual approach falls short.
2. **The approach**
   The flow as a recipe: which blocks, in what order, producing what.
3. **Illustrative scenario**
   A modelled outcome, with three metric tiles.
4. **Who uses it**
   The teams that usually own the flow or act on its output.
5. **Blocks used**
   The block names exactly as they appear in the editor library.
6. **The effort chip**
   Quick win, Standard or Advanced, as defined below.

EFFORT	WHAT IT MEANS	USE CASES
Quick win	7 blocks or fewer, using xMap data only. Buildable in one sitting.	8
Standard	Several xMap data sources combined and ranked by the AI block.	0
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	5

01	**Market sizing & entry**	Engagement teams · Research	3 use cases
02	**Competitive intelligence**	Analysts · Client leads	3 use cases
03	**Due diligence**	Transaction teams · Partners	4 use cases
04	**Client delivery**	Partners · Delivery leads	3 use cases

Every scenario and every figure in part two is modelled, to show what the flow produces. None describes a named customer.

DISCLOSURE

SECTION 01 · 3 USE CASES

01

Market sizing & entry

How big a market is and where to enter it. These flows replace the weeks of counting at the start of a study, so the team starts with the interpretation.

01 A week of walking, scored before her coffee
02 Count a category, city by city
03 Screen cities for a new brand

NO INTEGRATION NEEDED

3 of 3

run on xMap data alone

CORE BLOCKS

Google Sheets · Nearby places · Show on a map

the three this section leans on most

USUALLY OWNED BY

Engagement teams · Research

route the section to these teams first

01 A week of walking, scored before her coffee

QUICK WIN

THE CHALLENGE

Each client sends a shortlist of streets, and she walks every one at lunch and dinner, counting rival tables. A shortlist takes her a week, so she can take only three clients a month. And her memos are mostly gut feeling.

THE APPROACH

With xMap Flows, Ana built Vista. Each time a client adds a street to their shortlist, Vista counts the rival restaurants around it and how they are rated, measures how busy the roads around it are, scores the street for that client's kind of restaurant, ranks the shortlist, and emails the client a memo.

ILLUSTRATIVE SCENARIO

When a client adds six streets in Ribeira and Bonfim, the memo arrives before Ana finishes her coffee. She still walks the top two, at dinner, to be sure. She now takes ten clients a month, and her memos have numbers.

10	6	2
CLIENTS A MONTH, UP FROM THREE	STREETS SCORED IN MINUTES	STREETS WALKED, NOT TWELVE

WHO USES IT

Independent site consultant · Hospitality consulting

BLOCKS USED

New rows · Nearby places · Traffic Flow · xMap LLM · Sort and limit · Gmail

02 Count a category, city by city

QUICK WIN

THE CHALLENGE

Market sizes are usually a national figure scaled by population. The number anchors the whole study, and nobody can show the list of businesses behind it.

THE APPROACH

The flow sets the cities as the area and Nearby places lists every venue in the category, each marked chain or independent. The Place classifier cleans the categories and merges duplicates, and the counts by city are written to a sheet with every venue listed.

ILLUSTRATIVE SCENARIO

A national category was sized with exact operating counts for every city. The working estimate had been about a third too low.

Counted	City	Every venue
NOT EXTRAPOLATED	LEVEL, NOT NATIONAL	NAMED AND LOCATED

WHO USES IT

Analysts · Engagement managers · Research leads

BLOCKS USED

Area of interest · Nearby places · Place classifier · Google Sheets · Show on a map

03 Screen cities for a new brand

QUICK WIN

THE CHALLENGE

A shortlist of launch cities is often the five the client already had in mind. The evidence is collected afterwards to support them.

THE APPROACH

The flow covers every city above a population threshold, scans the competing formats, and uses Demographics and Mobility Footfall to measure the people who live there and where they spend time. xMap LLM ranks the cities on demand against supply and explains each rank.

ILLUSTRATIVE SCENARIO

The screen put two cities on the shortlist that were not in the brief, each with strong demand and almost no modern competitor.

40	2	1 method
CITIES SCREENED	ADDED TO THE SHORTLIST	APPLIED TO ALL

WHO USES IT

Strategy teams · Analysts · Partners

BLOCKS USED

Area of interest · Map business scan · Demographics · Mobility Footfall · xMap LLM · Google Sheets · Show on a map

SECTION 02 · 3 USE CASES

02

Competitive intelligence

What competitors are doing on the ground, measured the same way every week. The output is a record the client can check, not an impression.

01 Track a competitor's openings and closures

02 Benchmark footfall across rival networks

03 Find the white space between competitors

NO INTEGRATION NEEDED

1 of 3

run on xMap data alone

CORE BLOCKS

xMap LLM · Database lookup · Google Sheets

the three this section leans on most

USUALLY OWNED BY

Analysts · Client leads

route the section to these teams first

04 Track a competitor's openings and closures

ADVANCED

THE CHALLENGE

Clients learn about a rival's new branch from a press release or a drive past. The pattern across a year, which is the strategy, is never assembled.

THE APPROACH

Each week the flow scans the market for the competitor's category and compares the result with last week's list held in the firm's database. A Filter keeps what is new or gone, xMap LLM writes a short note, and the client receives an email and an updated map.

ILLUSTRATIVE SCENARIO

Over six months the record showed the rival clustering around transport hubs, three months before it announced the strategy.

Weekly
OPENINGS AND CLOSURES

6 months
OF DATED RECORD

1 email
TO THE CLIENT

WHO USES IT

Competitive intelligence · Analysts · Client leads

BLOCKS USED

Schedule · Area of interest · Map business scan · Database lookup · Filter · xMap LLM · Email · Show on a map

05 Benchmark footfall across rival networks

ADVANCED

THE CHALLENGE

Comparing store networks usually means comparing store counts. Two chains with the same number of branches can have very different numbers of visitors.

THE APPROACH

The flow loads each network's locations from the firm's database and reads visitors per day and busy hours from Mobility Footfall for every site. xMap LLM compares the networks by city and by format, and the results go to a client workbook.

ILLUSTRATIVE SCENARIO

The benchmark showed one network drawing more visitors from fewer, better placed sites, which changed the recommendation from expansion to relocation.

Per site	3	Anonymous
VISITORS MEASURED	NETWORKS COMPARED	TOTALS ONLY

WHO USES IT

Analysts · Engagement managers

BLOCKS USED

Schedule · Database lookup · Mobility Footfall · xMap LLM · Google Sheets

06 Find the white space between competitors

QUICK WIN

THE CHALLENGE

White space is easy to assert on a slide. An area may be free of competitors because nobody goes there.

THE APPROACH

The flow maps every competing site, then uses Demographics and Mobility Footfall to find areas with many residents and visitors and few sites. xMap LLM ranks the gaps and gives the reason for each, and the shortlist is delivered as a sheet and a map.

ILLUSTRATIVE SCENARIO

The client received a ranked list of gaps with the evidence for each, and dropped two areas that looked empty for good reason.

20	2	1 map
GAPS RANKED	FALSE GAPS REMOVED	FOR THE WORKSHOP

WHO USES IT

Strategy teams · Location analysts

BLOCKS USED

Area of interest · Map business scan · Demographics · Mobility Footfall · xMap LLM · Google Sheets · Show on a map

SECTION 03 · 4 USE CASES

03

Due diligence

A deal timetable does not wait for fieldwork. These flows check a portfolio from the outside in days, with the same test applied to every site.

01 Check a store portfolio before a deal
02 Test a target's growth story
03 Measure overlap in a merged network
04 The supplier filed. Her clients knew by nine.

NO INTEGRATION NEEDED

2 of 4

run on xMap data alone

CORE BLOCKS

xMap LLM · Google Sheets · Mobility Footfall

the three this section leans on most

USUALLY OWNED BY

Transaction teams · Partners

route the section to these teams first

07 Check a store portfolio before a deal

QUICK WIN

THE CHALLENGE

A data room lists hundreds of sites and their stated status. Visiting them is impossible in the time, so the list is taken on trust.

THE APPROACH

The portfolio is added to a table and New rows starts the flow. It checks each address against live listings to confirm the site is open, reads its footfall, and xMap LLM flags sites that are closed, renamed or far quieter than their peers. The exceptions go to a sheet.

ILLUSTRATIVE SCENARIO

The check found a small number of sites that had already closed and a group trading well below the rest, which went into the price discussion.

Every site
CHECKED, NOT SAMPLED

Days
NOT WEEKS

Exceptions
LISTED WITH REASONS

WHO USES IT

Transaction services · Commercial due diligence

BLOCKS USED

New rows · Map business scan · Mobility Footfall · xMap LLM · Filter · Google Sheets

08 Test a target's growth story

ADVANCED

THE CHALLENGE

Management presents rising footfall as proof of momentum. The buyer has no independent series to set against the slide.

THE APPROACH

The flow loads the target's sites and reads the footfall trend of the last 90 days from Mobility Footfall, alongside the same series for the nearest competitors. xMap LLM summarises where the target is gaining and where it is losing ground.

ILLUSTRATIVE SCENARIO

The series supported the growth claim in the capital and contradicted it in two secondary cities, which focused the remaining diligence.

90 days	Per site	2
FOOTFALL TREND	AGAINST LOCAL RIVALS	CITIES QUESTIONED

WHO USES IT

Commercial due diligence · Investors

BLOCKS USED

Schedule · Database lookup · Mobility Footfall · Map business scan · xMap LLM · Google Sheets

09 Measure overlap in a merged network

ADVANCED

THE CHALLENGE

After a merger, sites that serve the same customers must be identified quickly. Circles on a map overstate overlap in cities and understate it elsewhere.

THE APPROACH

Travel area draws a drive-time area around every site in both networks and Demographics counts the residents in each. xMap LLM ranks the pairs with the highest overlap and weighs them by footfall, and the list is delivered with a map.

ILLUSTRATIVE SCENARIO

The team identified the pairs of sites serving the same households and separated real overlap from sites that only looked close.

Drive time	Ranked	1 list
NOT DISTANCE	PAIRS OF SITES	FOR INTEGRATION

WHO USES IT

Integration teams · Network planners

BLOCKS USED

Area of interest · Database lookup · Travel area · Demographics · Mobility Footfall · xMap LLM · Google Sheets · Show on a map

10 The supplier filed. Her clients knew by nine.

QUICK WIN

THE CHALLENGE

When a key supplier files for insolvency, her clients have days to find another. The court notices are public, but nobody reads them every day. Last year a client heard three weeks late, and a production line stood still.

THE APPROACH

With xMap Flows, Lea built Lens. Every morning at seven, Lens reads Berlin's insolvency news for new filings, keeps the ones that supply her clients, writes what each filing means for the client, emails the client from Lea's inbox, and books a call with them the same day.

ILLUSTRATIVE SCENARIO

On Tuesday, Lens spots that a gear maker in Spandau has filed. It supplies two of Lea's clients. Both hear from her before nine, and by Friday each has a second supplier lined up. Neither line stops for a day.

2	3 wks	0
CLIENTS WARNED BEFORE NINE	EARLIER THAN LAST TIME	DAYS OF LOST PRODUCTION

WHO USES IT

Restructuring adviser · Restructuring advice

BLOCKS USED

Schedule · Web page watch · Match with my table · xMap LLM · Gmail · Google Calendar

SECTION 03 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Check a store portfolio before a deal	Consulting & Market Research	New rows		Quick win
Test a target's growth story	Consulting & Market Research	Schedule		Advanced
Measure overlap in a merged network	Consulting & Market Research	Area of interest	Show on a map	Advanced
The supplier filed. Her clients knew by nine.	Restructuring advice	Every morning at 7	Gmail · Google Calendar	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

SECTION 04 · 3 USE CASES

04

Client delivery

A study that is right on the day it is delivered is out of date a quarter later. These flows turn the deliverable into something that stays current.

01 Turn a one-off study into a monthly service

02 Answer a client question the same day

03 Feed a client dashboard

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

Email · Map business scan · Mobility Footfall

the three this section leans on most

USUALLY OWNED BY

Partners · Delivery leads

route the section to these teams first

11 Turn a one-off study into a monthly service

QUICK WIN

THE CHALLENGE

The final report is the end of the engagement. When the client asks for an update six months later, the work starts again from the beginning.

THE APPROACH

The flow that produced the study is put on a monthly schedule. It rescans the market, updates the client workbook and the map, and xMap LLM writes what changed since last month. The client receives an email with the summary.

ILLUSTRATIVE SCENARIO

The engagement continued as a retained monthly update, built from the flow that already existed.

Monthly	0	1 flow
REFRESH FOR THE CLIENT	REWORK TO UPDATE	FROM STUDY TO SERVICE

WHO USES IT

Partners · Delivery leads · Analysts

BLOCKS USED

Schedule · Area of interest · Map business scan · xMap LLM · Google Sheets · Show on a map · Email

12 Answer a client question the same day

QUICK WIN

THE CHALLENGE

A client asks how many competitors are within reach of a site they saw this morning. The honest answer today is that someone will look into it.

THE APPROACH

The consultant types the location on the team's chat page. The AI agent counts competitors, reads footfall and the residents around it, and writes a half page answer with the figures. It is emailed to the consultant to review and forward.

ILLUSTRATIVE SCENARIO

The answer went back within the hour, with a map, and the consultant spent the time on the recommendation.

1 hour	Reviewed	1 map
FROM QUESTION TO ANSWER	BEFORE IT IS SENT	ATTACHED

WHO USES IT

Consultants · Client leads

BLOCKS USED

Chat · AI agent · Map business scan · Mobility Footfall · Demographics · Email

13 Feed a client dashboard

ADVANCED

THE CHALLENGE

Client dashboards are fed by a file someone exports and uploads. The feed stops the week that person is on leave.

THE APPROACH

On a schedule the flow gathers the agreed measures, the Place classifier keeps the categories consistent from one run to the next, and the results are saved to the client's own database. A short report confirms each delivery.

ILLUSTRATIVE SCENARIO

The dashboard refreshed every Monday without anyone exporting a file, and the delivery report gave the client an audit trail.

Weekly	Same	Logged
AUTOMATIC DELIVERY	CATEGORIES EVERY RUN	EVERY DELIVERY

WHO USES IT

Delivery leads · Data teams

BLOCKS USED

Schedule · Area of interest · Map business scan · Place classifier · Mobility Footfall · Save to my database · Email

FROM FIRST LOOK TO A LIVE FLOW

Three steps, and the first needs no account.

Teams that get value quickly do the same three things in the same order. Each step ends with something a colleague can see.

01

DAY 1

Try it as a guest

On flows.xmap.ai pick a type of place and a city and press Run it live, without signing up. Leave your work email and the list arrives by email.

- Watch the showcase for your industry
- Change the area and the type of place
- Ask xMap to change the flow
- Size a market or track a brand
- Press Run
- Open the result on a map

02

WEEK 1

Put one flow live

Create an account with your company email, connect the place the results should go, and deploy. The deploy check tells you what is missing.

- Sign up and confirm the code
- Add a connection
- Set the schedule and time zone
- Invite one colleague
- Fix what the deploy check flags
- Share the flow with the team

03

MONTH 1

Make it routine

A flow earns its place when someone relies on its output. Give it an owner and a weekly look at what it ran and what it cost.

- Review runs and credits weekly
- Attach your catalog for the AI
- Copy the flow for another market
- Add a second destination
- Ask xMap on WhatsApp
- Name an owner

WATCH FOR

Too wide an area

A whole country at once spends credits on places nobody will act on. Start with one city.

WATCH FOR

No named owner

A flow owned by everyone is checked by no one.

WATCH FOR

Starting with the hardest

Pick the quick win whose output someone will see, then add integrations.

Business listings, places, job postings, road speeds and incidents, ships, satellite pictures, weather, residents, footfall and news are live. Where a block has no live data for a place it says so, and so does every result made from it.

WHERE TO GO NEXT

The hard part is not the data. It is getting it to the people who act on it.

Read part two with the people who would own the output. Each marks the use cases that describe a problem they have this quarter, and the overlap is the first flow to build.

01 **They start with one flow.**
One output that someone uses every week, before a second is built.

02 **They send results where work happens.**
A message to the rep or a row in the team's sheet, not another dashboard to remember.

03 **They give the flow an owner.**
One named person who looks at what it ran and what it cost.

01	Market sizing & entry	3 USE CASES
02	Competitive intelligence	3 USE CASES
03	Due diligence	4 USE CASES
04	Client delivery	3 USE CASES

Watch a showcase
A one minute story for your industry, at flows.xmap.ai/showcases.

Try it yourself
Run a flow on the home page. No account is needed to start.

Book a call
Bring the use cases you marked and we will map each one to the blocks it needs. call.xmap.ai

XMAP · LOCATION DATA PLATFORM

FLOWS.XMAP.AI

SALES@XMAP.AI