LOCATION WORKFLOWS · MARKETING

Location data that runs itself

Marketing & Advertising

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

Brand, media and local marketing teams

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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.

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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

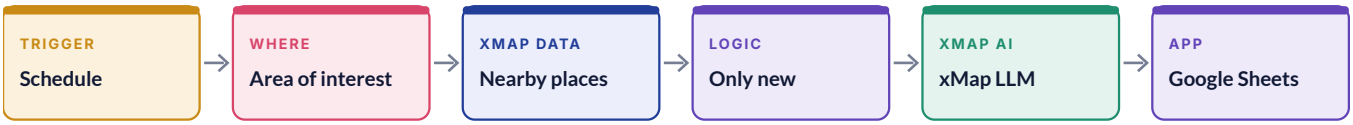
You pay for what runs

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.	7
Standard	Several xMap data sources combined and ranked by the AI block.	1
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	5

01	**Audience & location planning**	Media planning · Brand teams	3 use cases
02	**Timing & triggers**	Campaign managers · Lifecycle marketing	3 use cases
03	**Measurement**	Marketing analytics · Insight	3 use cases
04	**Local & partner marketing**	Field marketing · Partnerships	4 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

Audience & location planning

Where the audience is, in places rather than in personas. These flows choose the streets, districts and venues before any money is spent.

01 Selling every billboard to the brand next door
02 Find neighbourhoods like your best ones
03 Plan the campaign for a store opening

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

xMap LLM · Demographics · Mobility Footfall

the three this section leans on most

USUALLY OWNED BY

Media planning · Brand teams

route the section to these teams first

01 Selling every billboard to the brand next door

QUICK WIN

THE CHALLENGE

Her team sells by calling the same big brands every quarter. Meanwhile a gym chain opens three branches beside their boards and books a rival's screens. And nobody can tell a client which boards drivers sit in front of the longest.

THE APPROACH

With xMap Flows, Catalina built Spotter. Every Monday at eight, for each of her sixty boards, Spotter finds the brands that opened a branch within a kilometre, measures how slowly the traffic moves past it, writes why each brand should take that board, keeps the ten best matches, and turns them into slides for the sales meeting.

ILLUSTRATIVE SCENARIO

On Monday, Spotter finds twenty-four brands that opened beside her boards. The best ten are on the slides, each with the road speed outside. Catalina's team calls brands it had never thought of, and books four boards that week.

24	10	4
BRANDS OPENED BESIDE HER BOARDS	PITCHES READY ON MONDAY	BOARDS BOOKED THAT WEEK

WHO USES IT

Sales director · Outdoor advertising

BLOCKS USED

Schedule · My data · Nearby places · Traffic Flow · xMap LLM · Sort and limit · Make a report

02 Find neighbourhoods like your best ones

ADVANCED

THE CHALLENGE

The brand knows which stores perform. It does not know which other neighbourhoods look the same, so expansion marketing is spread evenly.

THE APPROACH

The flow loads the best stores from the company database and profiles the area around each: residents in reach, footfall and the mix of nearby venues. xMap LLM then finds the districts that match the profile most closely.

ILLUSTRATIVE SCENARIO

Marketing focused the launch budget on districts that resembled its strongest areas, instead of the whole city.

Profiled	Matched	1 list
FROM REAL STORES	DISTRICTS RANKED	FOR THE LAUNCH

WHO USES IT

Brand strategy · Customer insight

BLOCKS USED

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

03 Plan the campaign for a store opening

STANDARD

THE CHALLENGE

Every opening gets the same leaflet drop over the same radius. Some areas have nobody to reach and others are missed entirely.

THE APPROACH

A new store added to the openings table starts the flow. It draws the drive-time Travel area, counts residents, reads footfall and lists competitors. xMap LLM drafts a local plan with the streets and hours to target, sent by email.

ILLUSTRATIVE SCENARIO

Local marketing received a plan for each opening the day the lease was signed, shaped to the catchment and not to a circle.

Same day	Drive time	1 plan
LOCAL PLAN	NOT A RADIUS	PER OPENING

WHO USES IT

Local marketing · Retail marketing

BLOCKS USED

New rows · Travel area · Demographics · Mobility Footfall · Map business scan · xMap LLM · Email · Show on a map

SECTION 02 · 3 USE CASES

02

Timing & triggers

When to speak. These flows start a message when the moment arrives, instead of on the date the calendar was planned.

01 Start a campaign when a rival closes

02 Time offers to each store's busy hours

03 React when a competitor opens nearby

NO INTEGRATION NEEDED

1 of 3

run on xMap data alone

CORE BLOCKS

xMap LLM · Database lookup · Map business scan

the three this section leans on most

USUALLY OWNED BY

Campaign managers · Lifecycle marketing

route the section to these teams first

04 Start a campaign when a rival closes

QUICK WIN

THE CHALLENGE

Promotions run on the dates agreed months ago. When a rival nearby closes or slips in its ratings, the brand is silent.

THE APPROACH

Every week Map business scan reads the rivals around key stores, and What changed flags the ones that closed or whose rating fell. xMap LLM writes the reason and a suggested message, and the local marketing lead receives it on WhatsApp.

ILLUSTRATIVE SCENARIO

Local teams reached a closed rival's customers in the same week, and redemptions were higher than on planned dates.

Weekly	Closed	1 message
CHECK OF RIVALS	OR SLIPPING RIVALS	SUGGESTED

WHO USES IT

Campaign managers · Local marketing

BLOCKS USED

Schedule · Area of interest · Map business scan · What changed · xMap LLM · WhatsApp Business

05 Time offers to each store's busy hours

ADVANCED

THE CHALLENGE

Offers are sent to every store's customers at the same hour. Some arrive when the store is empty and others after it has closed.

THE APPROACH

Each month the flow loads the stores from the database and reads busy hours by day from Mobility Footfall. xMap LLM recommends a send time and a quiet-hour offer for each store, written to the campaign sheet.

ILLUSTRATIVE SCENARIO

Messages went out ahead of each store's own peak, and quiet-hour offers moved some visits to slower times.

Per store	Monthly	Quiet hours
SEND TIME	REFRESH	OFFER SUGGESTED

WHO USES IT

Lifecycle marketing · Store marketing

BLOCKS USED

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

06 React when a competitor opens nearby

ADVANCED

THE CHALLENGE

A competitor opens near one of your stores and the first response comes weeks later, once sales have dipped.

THE APPROACH

Every week the flow scans the area around each store for new competing venues and removes the ones already known. A Filter keeps those within reach, xMap LLM drafts a local response, and the regional marketer gets an email.

ILLUSTRATIVE SCENARIO

Regional marketers knew about a new competitor in its opening week and had a local offer running within days.

Weekly	New only	Days
COMPETITOR WATCH	KNOWN ONES REMOVED	TO RESPOND

WHO USES IT

Regional marketing · Competitive intelligence

BLOCKS USED

Schedule · Area of interest · Map business scan · Database lookup · Filter · xMap LLM · Email

SECTION 03 · 3 USE CASES

03

Measurement

Whether it worked, measured in visits. These flows give the campaign a number that does not depend on who is presenting it.

01 Measure footfall uplift during a campaign

02 Compare test and control areas

03 Report your share of local visits

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

Mobility Footfall · xMap LLM · Google Sheets

the three this section leans on most

USUALLY OWNED BY

Marketing analytics · Insight

route the section to these teams first

07 Measure footfall uplift during a campaign

ADVANCED

THE CHALLENGE

Campaign results are reported in impressions and clicks. Whether more people came to the stores is inferred from sales, weeks later.

THE APPROACH

The flow loads the campaign stores and reads visitors per day from Mobility Footfall each week, before and during the campaign. xMap LLM compares the two periods store by store and writes the result to the campaign sheet.

ILLUSTRATIVE SCENARIO

The report showed uplift in visits by store while the campaign was still live, and budget moved toward the regions that responded.

Weekly
VISITS DURING THE CAMPAIGN

By store
BEFORE AND DURING

Anonymous
TOTALS ONLY

WHO USES IT

Marketing analytics · Campaign managers

BLOCKS USED

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

08 Compare test and control areas

QUICK WIN

THE CHALLENGE

A regional test is declared a success because the region did well. Nobody checked whether a similar region without the campaign did the same.

THE APPROACH

The flow draws the test area and a control area and reads footfall and road congestion weekly in both. xMap LLM reports the difference between them over the test period, with a map of the two areas.

ILLUSTRATIVE SCENARIO

The team separated the campaign's effect from a seasonal rise that both areas shared.

2	Weekly	Seasonality
AREAS, SAME METHOD	SERIES FOR BOTH	REMOVED

WHO USES IT

Insight · Marketing effectiveness

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Traffic Flow · xMap LLM · Google Sheets · Show on a map

09 Report your share of local visits

QUICK WIN

THE CHALLENGE

Brand tracking says how many people know the brand. It does not say how many chose it over the store next door last week.

THE APPROACH

The flow scans each market for your stores and the competitors nearby, and reads visitors for all of them from Mobility Footfall. xMap LLM calculates your share of visits by city and emails the monthly summary.

ILLUSTRATIVE SCENARIO

Leadership received a monthly share-of-visits figure by city, alongside the usual brand measures.

Monthly	By city	1 email
SHARE OF VISITS	AGAINST NAMED FORMATS	TO LEADERSHIP

WHO USES IT

Brand tracking · Insight

BLOCKS USED

Schedule · Area of interest · Map business scan · Mobility Footfall · xMap LLM · Email

SECTION 04 · 4 USE CASES

04

Local & partner marketing

Marketing done street by street. These flows build the lists that field teams and partner managers work from.

01 Build a venue list for sampling or sponsorship

02 Brief promoters every morning

03 Find partners near each store

04 Sampling days where the young families live

NO INTEGRATION NEEDED

3 of 4

run on xMap data alone

CORE BLOCKS

xMap LLM · Google Sheets · Nearby places

the three this section leans on most

USUALLY OWNED BY

Field marketing · Partnerships

route the section to these teams first

10 Build a venue list for sampling or sponsorship

QUICK WIN

THE CHALLENGE

A sampling campaign needs venues of the right kind in the right districts. The list is assembled from memory and last year's file.

THE APPROACH

The flow covers the campaign districts and Nearby places finds venues in the chosen categories with their rating, phone and website. A Filter keeps the ones that fit the brand, and the list goes to a sheet and a map.

ILLUSTRATIVE SCENARIO

The agency received a current list of suitable venues with contact details, ready to book.

Current	Filtered	1 list
VENUES ONLY	TO THE BRAND FIT	FOR THE AGENCY

WHO USES IT

Field marketing · Sponsorship

BLOCKS USED

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

11 Brief promoters every morning

QUICK WIN

THE CHALLENGE

Promoters are sent to the same spots each day. The crowds move and the team stands where they were last week.

THE APPROACH

Every morning the flow reads each spot's busiest hours and days from Mobility Footfall and scans for events and new venues nearby. xMap LLM picks the day's spots, and each promoter receives them on WhatsApp.

ILLUSTRATIVE SCENARIO

Promoters started each day with three spots chosen from real footfall.

Daily	3	Busiest
BRIEF ON THE PHONE	SPOTS PER PROMOTER	HOURS READ

WHO USES IT

Field marketing · Activation agencies

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Map business scan · xMap LLM · WhatsApp Business

12 Find partners near each store

ADVANCED

THE CHALLENGE

Local partnerships with gyms, offices or cafes depend on a store manager knowing the area. New managers start with nothing.

THE APPROACH

Each quarter the flow loads the stores and Nearby places finds potential partners around each with their type and rating. xMap LLM suggests the three most promising for each store, written to the partnerships sheet.

ILLUSTRATIVE SCENARIO

Each store received three partner suggestions with a reason, and partnership managers worked through them from the sheet.

3	Quarterly	1 sheet
PARTNERS PER STORE	REFRESH	FOR MANAGERS

WHO USES IT

Partnerships · Store marketing

BLOCKS USED

Schedule · Database lookup · Nearby places · xMap LLM · Google Sheets

13 Sampling days where the young families live

QUICK WIN

THE CHALLENGE

The brand sells in two hundred supermarkets, and he has promoters for fifteen. He picks stores by gut, and by who answers the phone. Last month, a team stood all day in a store where hardly any young families live.

THE APPROACH

With xMap Flows, Karim built Abacus. Every Sunday at nine, for each of the brand's two hundred supermarkets, Abacus counts the young children living within a kilometre, keeps the fifteen stores with the most, writes a line on why each one, and books the sampling days in the team calendar.

ILLUSTRATIVE SCENARIO

Abacus's fifteen stores have three times the young children around them of last month's picks. The promoters hand out every sample by two, and Nasr City runs out first. The brand books three more months.

15	3x	3
STORES PICKED BY DATA	YOUNG CHILDREN AROUND THEM	MORE MONTHS BOOKED

WHO USES IT

Campaign planner · Marketing agency

BLOCKS USED

Schedule · My data · Demographics · Sort and limit · xMap LLM · Google Calendar

SECTION 04 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Build a venue list for sampling or sponsorship	Marketing & Advertising	Area of interest	Show on a map	Quick win
Brief promoters every morning	Marketing & Advertising	Schedule		Quick win
Find partners near each store	Marketing & Advertising	Schedule		Advanced
Sampling days where the young families live	Marketing agency	Sundays at 9	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.

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	Audience & location planning	3 USE CASES
02	Timing & triggers	3 USE CASES
03	Measurement	3 USE CASES
04	Local & partner marketing	4 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