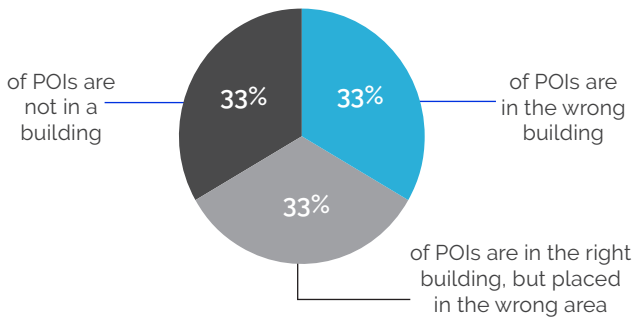


## SOCIALRADAR POI DATA

In today's world, hailing a cab service is no easy feat. Often times, waiting outside a front door can lead to frustration as the cab arrived in the back alley nearby.

Recognizing the pitfalls and tribulations of many products utilizing POI data available on the market today, MapQuest acquired SocialRadar – a cutting edge location services company.



\*Data derived from SocialRadar performed research

To fill the POI accuracy gap within the geospatial industry, SocialRadar's POI dataset, available now exclusively through MapQuest, not only provides precise POI placement, but also enables flawless directions and accurate answers.



## With SocialRadar POI data, you can:

- Grow your brand reputation and knowledge:**  
 With accurate POI placement, get your users to where they actually want to be, execute better targeted and customized marketing campaigns and access true visitation data.
- Improve user experience, increase operational efficiency and watch your wallet grow:**  
 With correct storefront and front door data, users are lead to the actual entrance and not to an alleyway or wrong building, ultimately creating happier customers or minimizing driver error and wasted time in the field.
- Improve overall search experience:**  
 Leverage this dataset to provide a better and more robust search experience that gets you and your users the answers they are looking for.

## More than just a dot on the map

Using algorithmic automation and human verification, SocialRadar provides the exact latitude and longitude of a business's storefront and entry point. In conjunction with other MapQuest services, you can understand if consumers are outside of your store vs. in the middle of it and message to them appropriately.



Contact us today at [sales@mapquest.com](mailto:sales@mapquest.com) to get your hands on this exclusive POI dataset.

# SocialRadar POIs available through Search API v2 or a downloadable file

When using MapQuest Search API v2, reference `mmap.6750_social_radar` table. This table will return points of interest from the SocialRadar dataset:

Field Name	Field Type	Description
<code>mmap_id</code>	String	Unique ID for this location
<code>socialradar_id</code>	String	Unique ID for this location, using SocialRadar ID format
<code>Name</code>	String	Name of the location
<code>Address</code>	String	Address of location, incl: street, city, state & postal code
<code>Street_address</code>	String	The street address of the location
<code>Floor</code>	String	The building floor of the location, if applicable
<code>Suite</code>	String	The suite number of the location, if applicable
<code>City</code>	String	City of the location
<code>State</code>	String	State of the location
<code>ZIP</code>	String	ZIP/Postal Code of the location
<code>Country</code>	String	Country of the location
<code>Phone</code>	String	Phone number for this location, if applicable
<code>Hours</code>	String	Hours of operation for this location, if applicable, listed by day of week in json format
<code>Closed</code>	Boolean	Value to indicate if the location is permanently closed, if applicable
<code>Website</code>	String	Website for this location, if applicable
<code>Parent_venue</code>	String	The venue in which this location is located, if applicable
<code>Category</code>	String	The overarching category of this location, in the form of a name
<code>Subcategory</code>	String	The overarching subcategory of this location, in the form of a name
<code>bld_center_lat</code>	Double	The latitude coordinate for the center of the building for this location
<code>bld_center_lng</code>	Double	The longitude coordinate for the center of the building for this location
<code>bld_ctr_gjson</code>	String	The center of the building for this location, expressed in geojson format
<code>drv_dir_pnt_lat</code>	Double	The latitude coordinate to be used for generating a route to this location
<code>drv_dir_pnt_lng</code>	Double	The longitude coordinate to be used for generating a route to this location
<code>drv_dir_pnt_gjson</code>	String	The coordinates to use for generating a route to this location, expressed in geojson format
<code>label_disp_pnt_lat</code>	Double	The latitude coordinate to be used for displaying a (map) label for this location
<code>label_disp_pnt_lng</code>	Double	The longitude coordinate to be used for displaying a (map) label for this location
<code>label_disp_pnt_gjson</code>	String	The coordinates to use for displaying a (map) label for this location, expressed in geojson format
<code>label_disp_heading</code>	Double	The location in which a label should be placed (on a map) or this location
<code>storefront_ctr_lat</code>	Double	The latitude coordinate to be used for the center of the storefront for this location
<code>storefront_ctr_lng</code>	Double	The longitude coordinate to be used for the center of the storefront for this location
<code>storefront_ctr_gjson</code>	String	The coordinates to use for displaying the center of the storefront for this location, expressed in geojson format
<code>main_door_lat</code>	Double	The latitude coordinate to be used for the main door for this location, if applicable
<code>main_door_lng</code>	Double	The longitude coordinate to be used for the main door for this location, if applicable
<code>main_door_gjson</code>	String	The coordinates to use for displaying the main door for this location, expressed in geojson format
<code>all_doors_gjson</code>	String	A multipoint feature that contains a set of coordinates for all doors for this location, expressed in geojson format, if applicable
<code>Storefront_gjson</code>	String	A linestring to display the storefront boundary for this location, expressed in geojson format, if applicable