

Ticon and Map AI Announce Business Alliance, With Map AI To Provide Exclusive Demographic Data For Location Intelligence



Boston, Massachusetts Mar 14, 2025 ([Issuewire.com](https://www.issuewire.com)) - Ticon, a leader in location intelligence, advanced traffic analytics and data-driven solutions, is happy to announce that it entered into a strategic partnership with a demographic data platform Map AI. The partnership assures that Ticon receives an exclusive access level to the comprehensive and highly granular set of the demographic, financial, health and other data categories available via Map AI's interactive web platform.

Addition of this new capability to Ticon's unique traffic analytics suite assures that Ticon's business clients now will be able to receive an enlarged set of data for their strategic site selection process, gaining enhanced insights into their target audience. This new functionality helps substantially increase the reliability of customer-related projections.

Ticon's novel capability supplied by Map AI integrates key traffic data with highly granular demographic information, enabling businesses to more accurately predict the number of visitors for a new location, as well as monitor changing clientele for an existing one, and identify their true customer base, among other benefits.

By leveraging this innovative methodology, Ticon empowers real estate professionals and retailers to make smarter, data-driven decisions in several critical areas:

- **Site Selection:** Businesses can now pinpoint locations that are best suited to capture passing traffic, maximize customer engagement and address specific offerings.
- **Financial Forecasting:** With more accurate visit projections and average check estimation, companies can refine their financial models and improve revenue predictions.
- **Operational Insights:** The tool offers valuable data for inventory management, staffing, operation excellence control, and other operational decisions based on customer demographic profiles.

"We are excited to have instant access to a methodology that not only improves target audience

definition but also helps businesses optimize their operations and long-term planning,” said Dr. Gregory Brodski, CEO at Ticon. “In the retail sector, especially for convenience-based businesses, understanding the structure and preferences of the trade area population. This approach provides a more holistic view of who your customers are, how to serve them better, and how to satisfy customers’ demand more effectively.”

About Map AI

Map AI (<https://www.map-ai.co/>) is an interactive map-based online platform built for finding the best places to live, do business and evaluate locations, with a mile-level precision. The service, primarily concentrated on homebuyers’ needs for objective location intelligence, also provides expert insights for business site selection, revenue estimation and targeted marketing strategy development.

About Ticon

Ticon is a leading provider of advanced analytics solutions, designed to help businesses make data-driven decisions. Specializing in retail and real estate sectors, Ticon supplies accurate, fresh and high-resolution traffic data, leveraging cutting-edge technology and innovative methodologies to deliver actionable insights that empower businesses to optimize operations, refine strategies, and achieve sustainable growth.

For more information about Ticon and its new customer demographics methodology, please visit <https://www.ticon.co/> or contact the company’s media information representative.

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