Flightmap

One Mapping & Navigation Solution For All Your Business Needs

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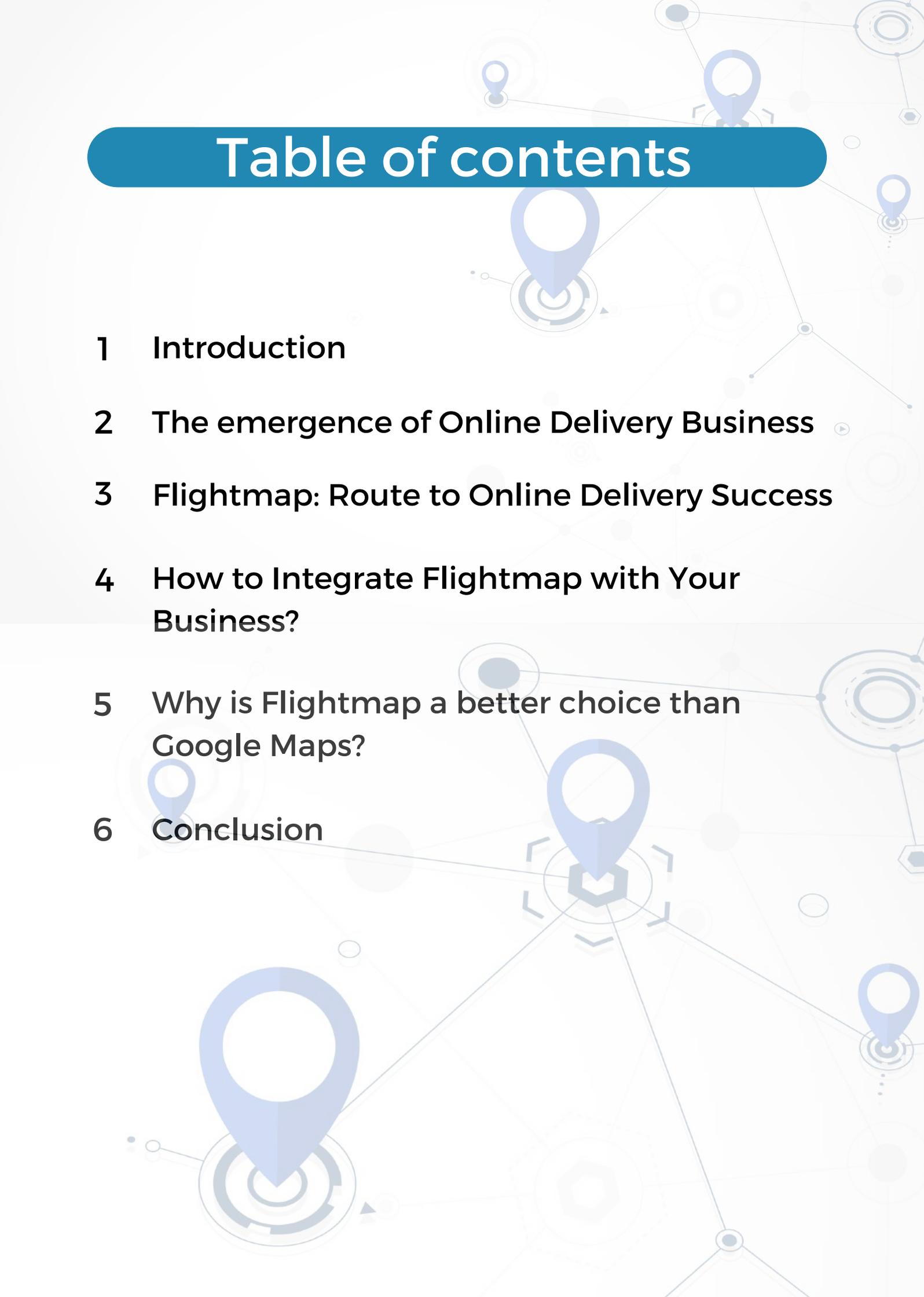
Introduction

Think of buying your favourite burger when there is a COVID wave in your city, and you don't know whether the person sitting next to you is following the protocols or not? That is where an online delivery business becomes your saviour. The recent pandemic has made the luxury of ordering online something of a necessity.

The platform-to-customer delivery segment saw a <u>massive jump</u> of about 30% between 2019-2020 and is expected to reach $791 million in 2021. From brick-and-mortar restaurants to grocery stores and even apparel, markets are now either developing in-house delivery services or hiring third-party online delivery partners.

To cope with such massive demand, online delivery businesses need to stay competitive, where a navigational feature comes into play. It can improve profit margins by reducing operational costs, increasing efficiency, and enhancing customer experiences. Here, we will explore one such solution with an analysis of the emergence of the online delivery market.

The Emergence of Online Delivery Business

What is so special about online delivery attracting millions of consumers to ditch the ambient offline restaurant interiors? The answer is simple- Comfort! Almost every consumer wants to have their food in the comfort of their home.

According to Statista, the online food delivery market is set to reach $151,526 million by the end of 2021. The market is growing at a compound annual growth rate of 6.36% and is expected to reach $182,327 in revenues by 2024.

But the emergence of the online delivery business is not limited to the food segment and has been adopted by many different business verticals. Since the on-demand delivery model was introduced by Uber, it has seen a massive surge in adoption by domains like retail, pharmacy, home services, taxi services, etc.

The recent pandemic has worked as a catalyst for the online delivery business and created a massive demand. On average, consumers spent $861.12 billion shopping on the web and mobile from US merchants in 2020. It was an astounding 44% jump in the year-over-year growth of online spending.

However, the surge in demand has not been smooth sailing for businesses. Many organizations that do not have a good delivery service are facing operational issues. Due to a massive surge in demand for online delivery, the operating costs have increased, leading to shrinkage of margins, calling for a need of a reliable navigational solution.

Flightmap: Route to Online Delivery Success

If you are an online delivery business, distance matrix API is more than just an accessory. It is a protocol that helps organizations provide travel distance and time for a matrix of origins. Such API service allows businesses to quantify distances between their delivery agents and customer location.

Though there are many different distance matrix APIs in the market, not all of them offer the customizations and automation features that your delivery business may need. Flightmap is the one-stop solution for all your navigational and mapping needs with innovative distance matrix API services that offer various features. Essentially, it:

📍 **Enables optimal routes based on the predictive traffic data**

📍 **Uses historical data of the traffic to suggest the best day and time for travel**

📍 **Helps in creating customized routes with point-to-point distance data**

📍 **Allows you to reduce the cost of delivery with shortest distance routes and lower delivery time**

📍 **Offers, with the API service, multiple waypoints for a single agent**

📍 **Supports travel-time histograms, which enable the distribution of travel times across traffic points**

How to Integrate FlightMap with Your Business?

Finding suitable mapping and navigational tools for your business can be difficult, but the integration part is quite challenging. Flightmap is the perfect solution for all your navigational and mapping needs with an easy-to-integrate API-based functionality. The distance matrix API service from Flightmap is fully customizable and easy to integrate.

Suppose you are looking for more innovative and intelligent location-based navigation for your delivery business that can offer data-driven styles. In that case, Flightmap can help you with features like time-travel histograms and point-to-point distance estimations.

Once you integrate Flightmap's API with your applications, you can start customizing the maps and routes. The generation of API keys to help you integrate the Flightmap dashboard with your delivery business software or application can be generated from the "API Key" option on the sidebar menu.
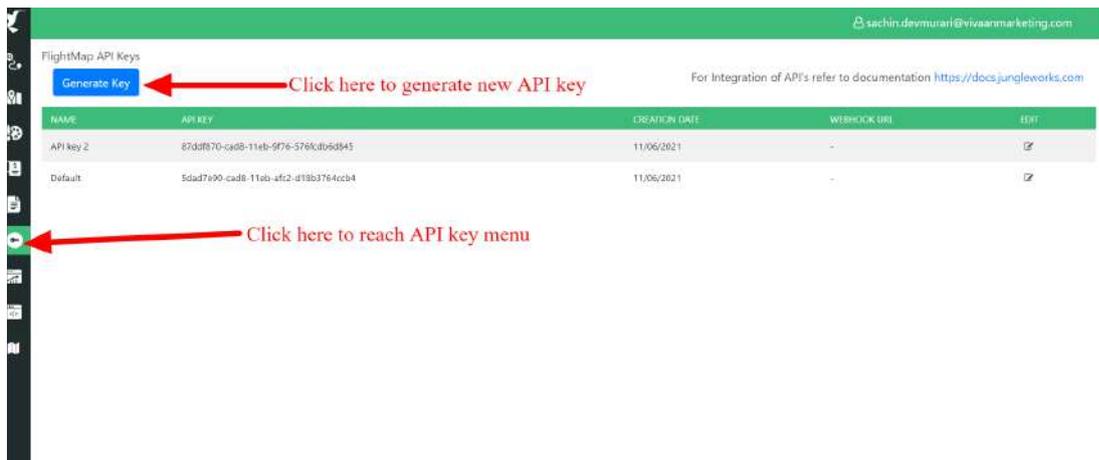
Once you click on the option, it will open a tab where you can click on "Generate Key" for an API access code that will help integrate Flightmap with your business apps. Apart from the API keys, you can integrate maps through search APIs, distance matrix APIs, direction APIs, FlightmapJs, and others available at the "developer guide" option at the sidebar menu.
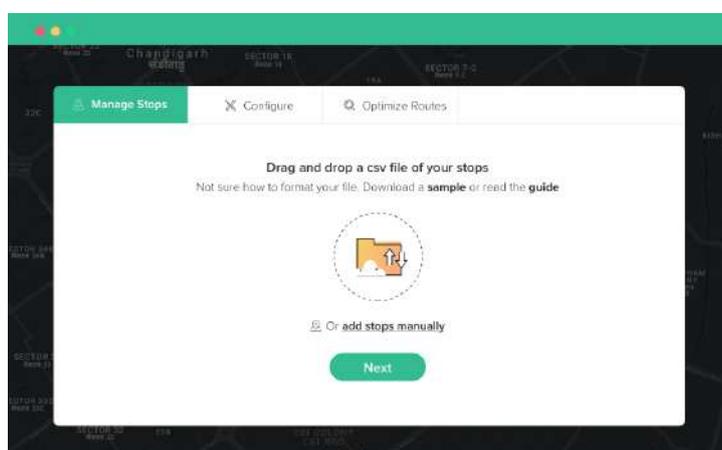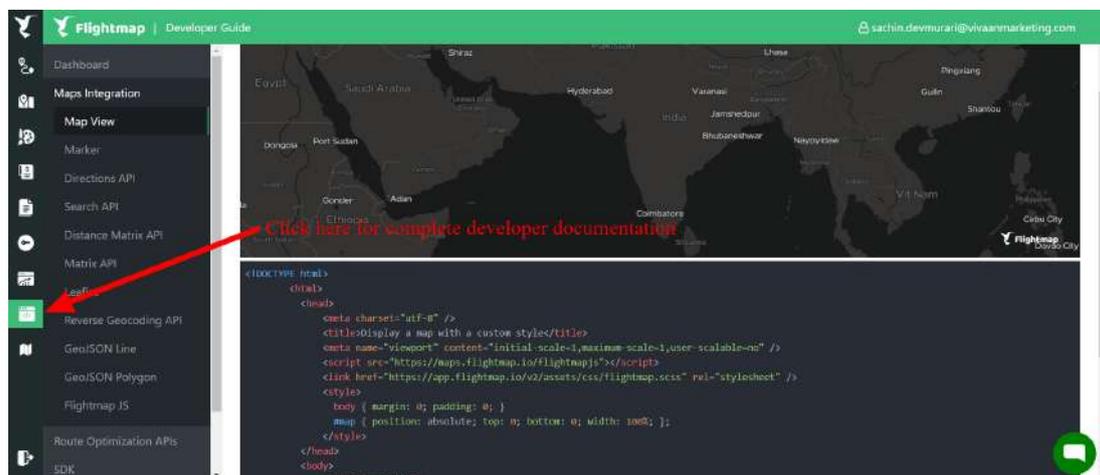

For customizations, you can upload CSVs for each stop, in bulk, which is used to auto plan routes for stops.

You can also manually manage every stop that you have uploaded on the Flightmap dashboard.
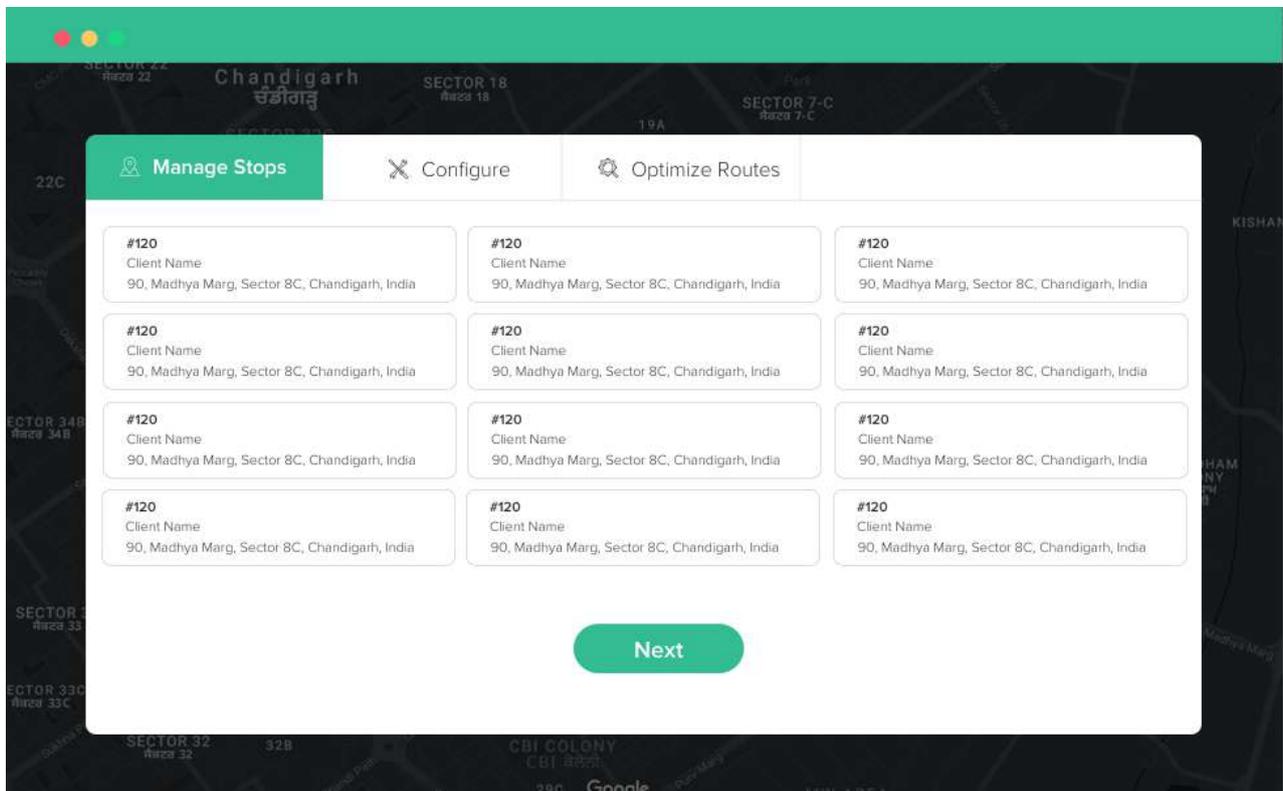
Apart from the management of stops, you can also optimize the routes for each stop to reduce delays in delivery and fuel cost. These optimized routes can be exported seamlessly for integration into your existing apps and portals for easy access to delivery agents.
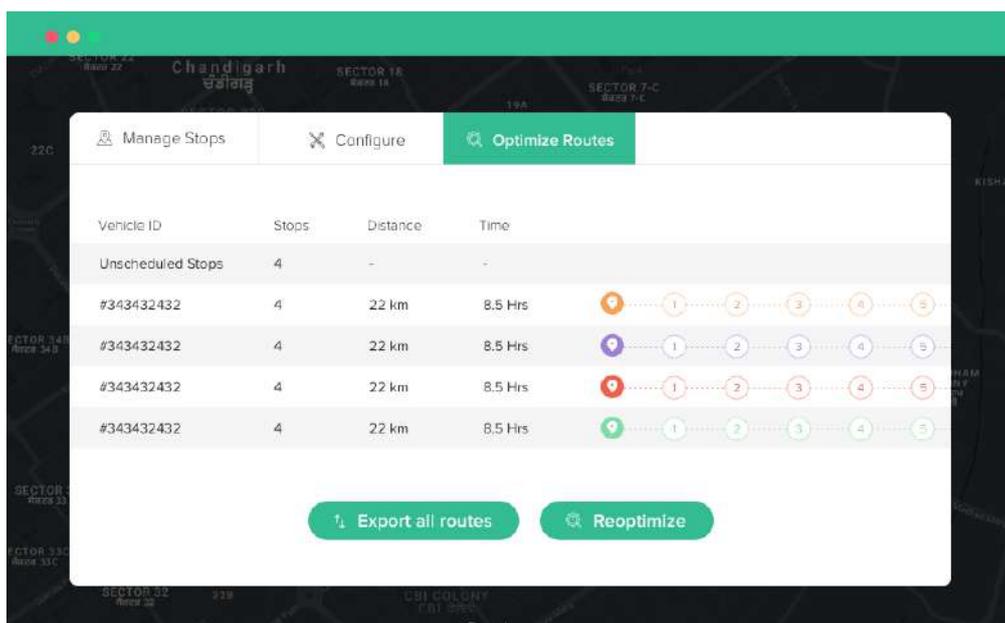
Why is Flightmap a better choice than Google Maps?

The Google Maps platform is one of the most popular mappings and navigation API services worldwide. At the same time, the level of customizations that Flightmap offers is quite attractive for many delivery businesses.

Analyzing the pricing model of the Google Maps platform, you may have to pay anywhere between $0 and $5000 based on the usage of services. It offers a $200 credit, after which your credit card will be charged for further use. Also, there are additional charges for different addons, which can go up to $1500.

Flightmap

Flightmap offers three different pricing plans for an online delivery business. The first plan is bootstrap, which allows up to 1,00,000 transactions with features like geocoding, places API, directions, and Map Loads.

The second plan is called "Growth," which offers all the features of the bootstrap plan plus advanced ones like custom map themes, chat support, mobile SDKs, and many more. It is charged at $209 per month and offers up to 1 million transactions. The third plan, known as the "Premium," offers all the advanced features with up to 2 million transactions priced at $375 per month.

Flightmap helps with customizations and enables traffic intelligence to optimize routes for faster, cheaper, and efficient delivery. The best part about choosing a solution like Flightmap is that you can use it with technologies like Google's ETA API or others.

Conclusion

Having customized navigational features not just improves operational excellence but also maximizes margins for your online delivery business. Amid a competitive market, staying afloat can be difficult, especially in a pandemic with a shortage of workforce and several operational challenges. This is where a solution like Flightmap can be a perfect boost for your business. If you still have any doubts about the navigational API solution and want to know more, you can get in touch <u>with us</u>.