

# MAPQUEST

## THE MARKET

According to the old saw, "If you don't know where you're going, any road will take you there." One corollary to that statement could be, "If you're planning on ending up in a certain place, not just any road will do."

The oldest maps have been traced back 7,000 years. Few companies can say that evidence of their product's existence goes back that far. While the accuracy of the mapping function has certainly improved over that time, the basic purpose of the product remains the same: letting people know where places are and giving guidance on how to get there.

One thing that has changed a great deal in recent times is the method of delivery, and that's where MapQuest comes in. MapQuest created the online mapping category and has led it since its launch in February 1996. The popularity of this category is quite evident: according to the August 2004 Pew Report, *The Internet and Daily Life*, 87 percent of Internet users that ever need maps or driving directions use an online resource.

## ACHIEVEMENTS

MapQuest.com customers are an ever-expanding community. In June 2002, 20 million unique visitors per month visited MapQuest.com. June 2003 saw that number rise to 30 million unique visitors per month, and in March 2005, MapQuest.com was pulling in traffic from 40 million unique visitors per month. The concept of "unique visitors" is an important one for advertisers and for trackers of Web traffic. While some Web sites simply report a number of "hits," that number doesn't distinguish when a person might visit the site again and again within a short period of time, or perhaps even return to the site after clicking somewhere else within a given session. MapQuest.com's draw of 40 million unique visitors in a given month speaks not only to the popularity of the site, but also to the broad range of people who are attracted to its features. While so many Web sites are created for smaller and smaller interest groups, MapQuest.com offers a service that virtually everyone needs.

The screenshot shows the MapQuest homepage with three main navigation buttons: 'FIND IT' (magnifying glass), 'MAPS' (globe), and 'DIRECTIONS' (car). Below these are three main sections:

- Find It:** A search box with the text "Look up addresses and phone numbers" and "Find millions of places: airports, hotels, post offices, restaurants, schools and more." A "Search for Locations" button is below.
- Maps:** A section with a "Get Map" button and fields for "Address or Intersection", "City", "State", and "ZIP Code". A link for "Outside U.S. & Canada" is also present.
- Directions:** A section with a "Get Directions" button and the text "Enter a start and end point to get directions and a map of your route. New! Now with road signs to help you navigate."

On the right side, there is a promotional banner for a coupon booklet with over \$250 in value, featuring a witch and a Super 8 Motel sign. Below the banner is a message in Spanish: "¡Atención hispanohablantes! MapQuest quiere saber vuestras opiniones acerca de su servicio a través de una corta encuesta. Ayúdenos a mejorar nuestro servicio. Acceso a la encuesta".

Ranked within the top-10 most powerful U.S. brands on the Internet by NetRatings and as both the number-one mapping site and number-one directories site by comScore Media Metrix, MapQuest.com is the world's leader in helping people find places.

## HISTORY

Most people think of dot-coms as companies that have sprung up over the last five to fifteen years, but MapQuest's roots reach far deeper. MapQuest has been helping people find places for almost 40 years.

MapQuest began life in 1967 as the Cartographic Services division of R.R. Donnelley & Sons, the world's largest commercial printer, in Chicago.

The Cartographic Services division produced printed road maps for free distribution at gas stations. By 1971, after a move to Lancaster, Pennsylvania, the company began a 30-plus-year relationship with Best Western, the world's largest hotel chain, and to this day the company continues to produce Best Western's hotel directory publication.

In 1974, the company began to focus on a market that would eventually materialize as MapQuest.com. In that year, the R.R. Donnelley division began creating quality mapping content for academic, travel, and reference publishers. Two years later, they created the first maps ever published in a telephone directory, for NYNEX, part of the Bell Telephone System.

In the late 1980s, the company's focus turned toward the wave of the future: computers. Donnelley created the mapping division's first applications in textbook and directory mapping, as well as for Apple Macintosh workstations. Delivery of computerized mapping files was another service that the

Donnelley division offered.

In the 1990s, the face and function of the old Cartographic Services division began to change. The American Automobile Association (AAA) developed their first TripTiks in 1937; fifty-eight years later, MapQuest's predecessors brought TripTiks into the computer age. In 1994, MapQuest's predecessor emerged as its own



independent company: GeoSystems Global Corporation, owned jointly by R.R. Donnelley & Sons, venture capitalists, and management. Denver, Colorado, became home to the company in 1995, and on February 5, 1996, the group launched the Web site [www.MapQuest.com](http://www.MapQuest.com). GeoSystems changed the company name in 1999 to MapQuest.com, Inc., and completed an initial public offering. America Online, Inc., acquired MapQuest.com, Inc., in June 2000. The company is now headquartered in Denver and in Mountville, Pennsylvania.

### THE PRODUCT

MapQuest has four distinct product segments: Internet, wireless, business solutions, and publishing.

**Internet.** Since 1996, the leading consumer internet site [MapQuest.com](http://MapQuest.com) has been helping people find places both near and far and getting them there. In addition to providing maps for the United States and Canada, worldwide maps and driving directions are available on [www.mapquest.de](http://www.mapquest.de) (Germany), [www.mapquest.fr](http://www.mapquest.fr) (France), and [www.mapquest.co.uk](http://www.mapquest.co.uk) (United Kingdom).

**Wireless.** MapQuest Wireless products are relatively new and currently include MapQuest Mobile, MapQuest Find Me, and MapQuest Traffic, all cell phone subscription services.

**Business Solutions.** MapQuest Business Solutions is a leading provider of software and platforms that empower organizations to location enable Web and wireless applications. These products serve over 1,400 global organizations in key industries including travel and hospitality, directories and local search, retail, real estate, health care, banking, and insurance.

**Publishing.** MapQuest publishes printed products that help people find places while on-the-go. MapQuest also empowers publishers and corporations to develop custom map and atlas publications.

### RECENT DEVELOPMENTS

MapQuest is finding its way beyond the personal computer. MapQuest launched its first mass market cell phone subscription service, MapQuest Mobile, in 2003. Two years later, the company introduced two additional cell phone subscription services: MapQuest Traffic and MapQuest Find Me. These three services, under the umbrella of MapQuest Wireless Services, are available for between \$3 and \$6 per month on most of the major wireless carriers in the United States. Additional versions of the services as well as new mobile phone GPS/guidance-related services are coming soon.

In May 2005, MapQuest announced the summer 2005 release of a series of atlases, customized maps, and "bookazines" designed for use by American travelers. Six versions of a road atlas for North America will include large-print and pocket-sized editions. The customized maps will include guides to recreational opportunities, such as zoos, parks, historic sites, golf courses,

The screenshot shows the MapQuest website interface. At the top, there's the MapQuest logo and navigation links for 'FIND IT', 'MAPS', and 'DIRECTIONS'. Below that, there are links for 'Directions', 'Print', 'E-Mail', 'Send to Phone', 'EDA', and 'New Directions'. The main content area shows a route from Los Angeles, CA to San Francisco, CA. It includes a search bar for 'San Francisco, CA' and a list of 'San Francisco Offers' such as Hotels, Vacations, Schools, Insurance, Flights, Resorts, Dining, Homes, New Cars, Apartments, Jobs, and Real Estate. A table of maneuvers is displayed, detailing 10 steps from starting in Los Angeles to reaching San Francisco, including distances and map links for each step.

Maneuvers	Reverse Route	Revise Route	Distance	Maps
1: Start out going NORTHWEST on E 1ST ST toward N MAIN ST.			0.1 miles	Map
2: Turn RIGHT onto N BROADWAY.			0.3 miles	Map
3: Merge onto US-101 N toward HOLLYWOOD FWY/HARBOR FWY.			0.2 miles	Map
4: Merge onto CA-110 N toward PASADENA.			2.0 miles	Map
5: Take the I-5 FWY N/GOLDEN STATE FWY exit on the LEFT toward SACRAMENTO.			0.7 miles	Map
6: Merge onto I-5 N.			308.4 miles	Map
7: Take I-580 W toward TRACY/SAN FRANCISCO.			62.1 miles	Map
8: Merge onto I-80 W via the exit on the LEFT toward SAN FRANCISCO (Portions toll).			7.8 miles	Map
9: Take the exit toward NINTH STREET/CIVIC CENTER.			0.1 miles	Map
10: Take the ramp toward 9TH ST/CIVIC CTR/FELL ST/GOLDEN GATE BR.			<0.1 miles	Map

and similar attractions. The bookazines focus on travelers' particular interests. For NASCAR fans, for example, MapQuest is offering the Auto Racing

Track Guide and Atlas to locate all NASCAR racing sites and to provide race track diagrams, as well as information on lodging and dining near NASCAR tracks. MapQuest's publications will be available at



most major book outlets, such as Barnes & Noble, Amazon.com, Wal-Mart, and Target, and in specialty map and travel stores; they are distributed through Time-Warner Books.

### PROMOTION

To date, most promotion for MapQuest.com has been through one of the most effective, efficient,

and entirely nontechnical means available: word-of-mouth. When one Internet user asks another if he or she has performed an online search for directions, the question is frequently phrased as, "Have you gone to MapQuest?" As has happened with some other popular online services, the name of the company has become synonymous with the generic function.

MapQuest has also engaged in search engine marketing and search engine optimization. In addition, thousands of Web sites link directly to [MapQuest.com](http://MapQuest.com) to offer its customers directions to their physical places of business.

### BRAND VALUES

For MapQuest, the values are simple and simply stated: Build a great product first, and be helpful. While these values are implied in the missions of most companies, the traffic and business that MapQuest are generating clearly demonstrate that the company is succeeding in living up to the values it holds most highly.

### THINGS YOU DIDN'T KNOW ABOUT MAPQUEST

- The [MapQuest.com](http://MapQuest.com) Web site actually started as an intern project in 1995: The goal was to see if maps and directions could be presented on the World Wide Web. It worked . . . and [MapQuest.com](http://MapQuest.com) was launched in February 1996.
- MapQuest Publishing produces more than 1.5 billion pages of printed maps every year.