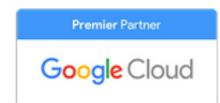


No more delivery mistakes

Is it possible?



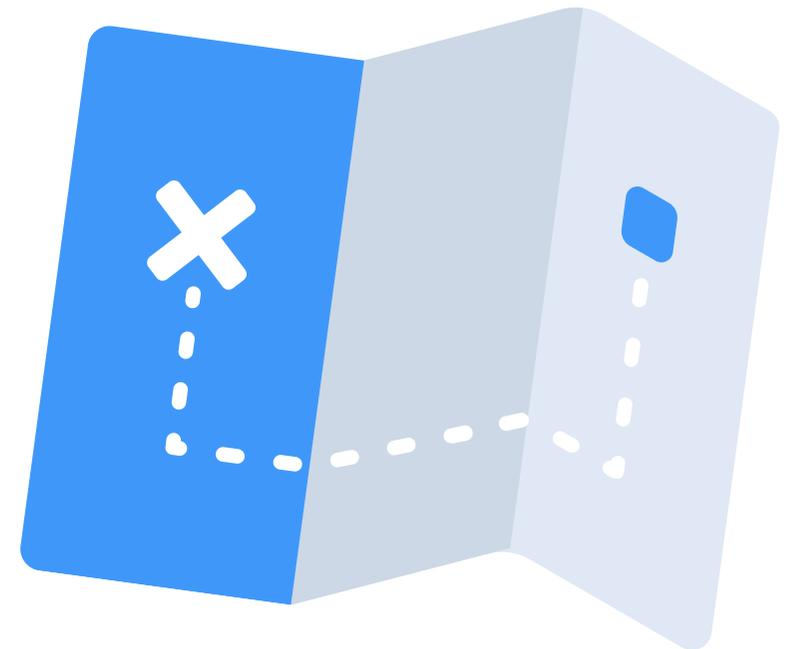
Google Maps Platform
for e-commerce



Managing an online store requires many daily routine actions. The main one is sending packages to customers.

Pack, address, send - seems easy, right?

Not always - it all depends on having the right address. It's easy to make a mistake. Many cities have streets with similar names, for example, there is 69th Street, 69th Place, and 69th Lane in Queens, New York. It can be confusing to tell them apart, especially when you are in rush and sending packages on same-day delivery.

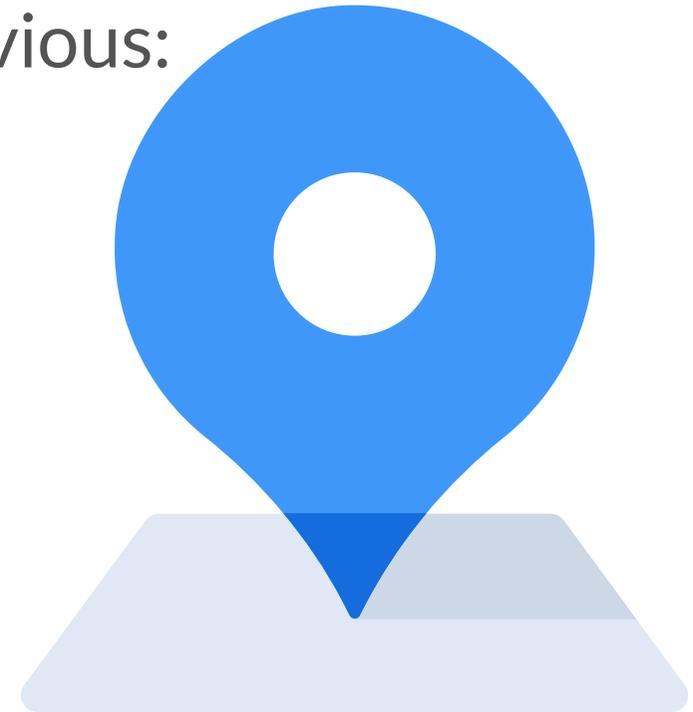


How to minimize the risk of mistakes when customers enter their addresses?

You can avoid mistakes by implementing Google's **Autocomplete API**.

The Autocomplete API suggests addresses derived from its geographic database. The benefits are obvious:

- entering the data is **faster and easier**
- **there are fewer mistakes** because the function verifies the address



How does it work?

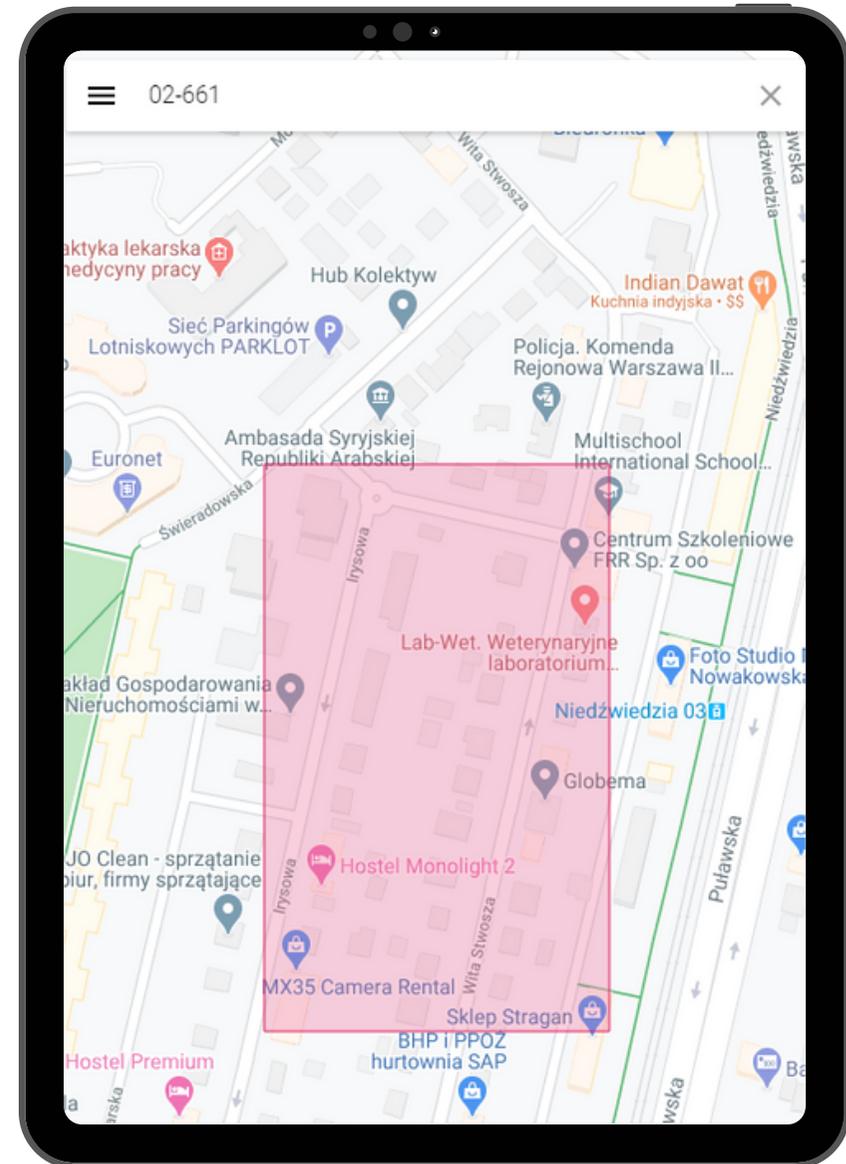
When the customer enters the address using the Autocomplete API, the precise latitude and longitude of the location are defined by the Geocoding API using the Place_ID from the Autocomplete API.



This allows you to display a map with an interactive marker that confirms the delivery address. The marker is a graphic feedback for the user. By moving the marker on the map, the customer can clarify the delivery location. The Geocoding API converts the marker's position into the precise address for delivery drivers to use.

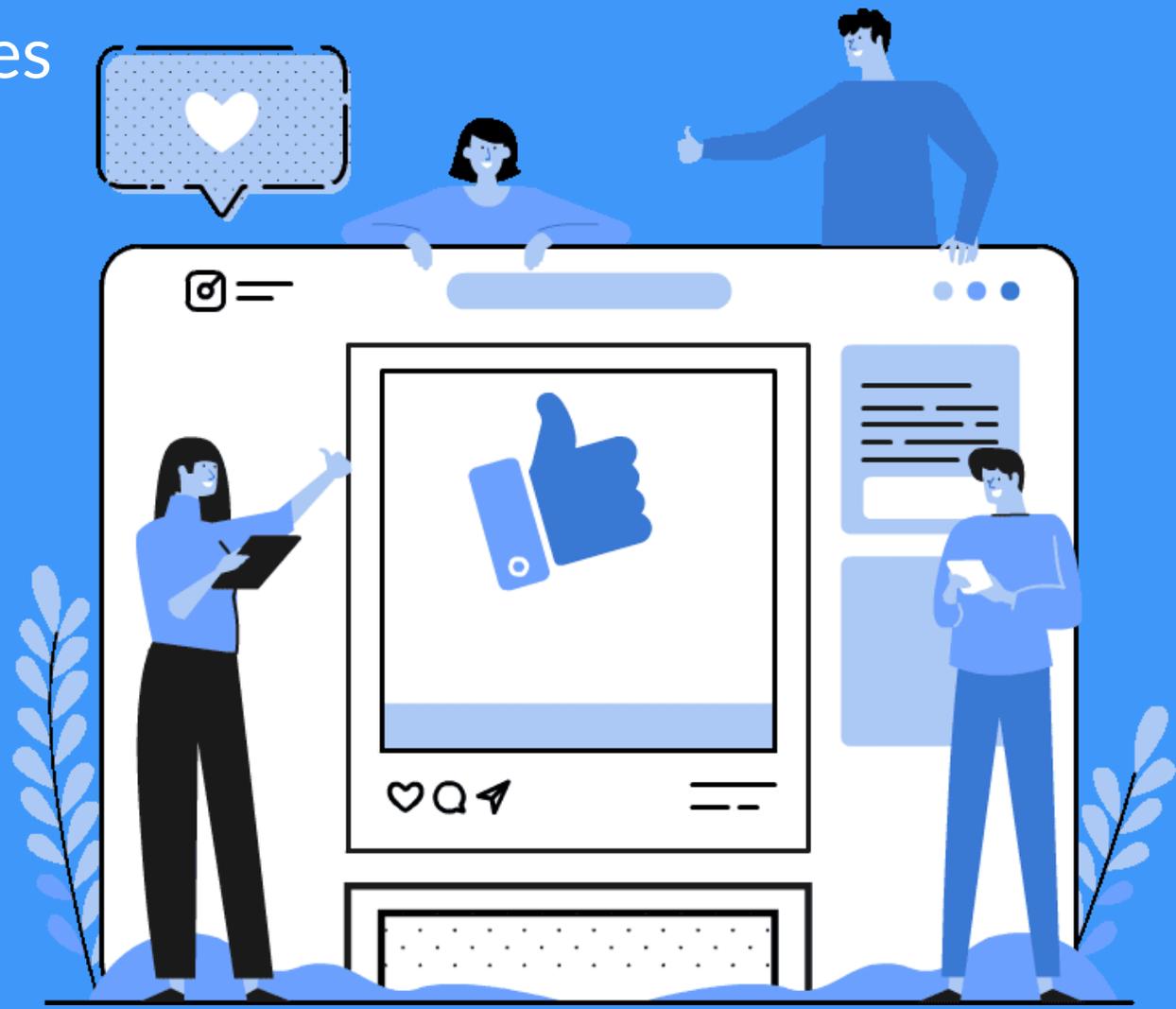
This address doesn't exist - what now?

Some places such as small pavilions or business premises located in multi-occupied buildings don't have precise, official addresses. Place Autocomplete and Geocoding APIs help by providing Plus Codes. They give exact delivery locations to delivery drivers.

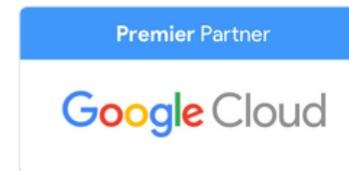


These resources might interest you!

Business Location Services
- manage your company
presence with Google



Do you have any questions? We will be glad to help you!



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