



Everything You Need to Know About Google Maps Platform

We answer your most frequently
asked questions



Google Cloud
Partner

Expand your business with Google Maps products and services with Partner support

Are you ready to elevate your business to the next level? Curious about how Google Maps can enhance your operations? Or perhaps you're already using Google Maps but aren't sure if you're leveraging its full potential?

We are here to help you! As a Premier Partner of Google, we've been helping businesses unlock the power of map data for years. We can guide you through the various Google Maps and Google Cloud Platform solutions that will truly benefit your company, and we'll manage all the administrative details for you.

Here, you'll find answers to the most frequently asked questions about using Google Maps and collaborating with a Partner. If you have any doubts or questions, we're always here to help.

Enjoy the reading!
Globema Team



Table of Contents

- 🔍 Can I use Google Maps Platform for free?
- 🔍 How do I start using the free 200\$ credit?
- 🔍 Who can use Google Maps Platform for free and what are public programs?
- 🔍 How can I estimate my monthly Google Maps usage?
- 🔍 Is it necessary to use a credit card to activate my Google Maps Platform account?
- 🔍 Is working with a Google Partner related to extra costs?
- 🔍 What is volume pricing?
- 🔍 How can I eliminate blacked-out maps and the “for development purposes only” error?
- 🔍 Which map services do I need?
- 🔍 Can I control my spendings on Google Maps services?
- 🔍 What are the benefits of working with a Google Partner?



Can I use Google Maps Platform for free?

Yes, you can use Google Maps Platform for free in certain situations. Google provides **a recurring \$200 monthly credit for each billing account**, which can cover some or all of your usage depending on the number of requests to Maps services.

To activate your Google Maps Platform account, you need to provide **billing information** such as a credit card, or use a sub-account created by a certified Google Partner.

If your monthly usage stays within the \$200 credit limit, **you won't be charged**.

For detailed information on fees, please refer to the Google [pricing table](#).

How do I start using the free 200\$ credit?

The free \$200 monthly credit is **automatically added to every Google Maps Platform billing account**. It can be used to cover any Google Maps Platform services within a month.

To get started, register and provide your **billing information**, such as a credit card, or use a sub-account created by a certified Google Partner.

Note that unused credits do not roll over to the next month.



Who can use Google Maps Platform for free and what are public programs?

Google has created **public programs** that support **nonprofit organizations, startups, emergency response organizations, news media, and educational organizations**. In order to increase the availability of the Google Maps Platform, Google makes every effort to ensure that developers support these organizations and programs.

Existing Google for Nonprofits users who have received grants will have their funds transferred to Google Maps Platform.

Organizations that meet the requirements can apply for funds on the Google Maps Platform under these programs:

- **Non-profit organizations** can apply to participate in the Google for Nonprofits program and activate funds on the Google Maps Platform
- **Emergency response organizations** can learn more about our emergency response activities.
- **Media organizations** can learn more about Google News Initiative.
- Startup organizations can apply to the Google Cloud **Startup Program**.
- Faculty in educational organizations can apply for **funding and learning** on Google Cloud
- **Public transportation** companies can apply for funds on the Google Maps Platform.

All Google Maps Platform users receive recurring monthly funds in the amount of \$200 to their accounts with payments enabled.



How can I estimate my monthly Google Maps usage?

Your monthly fees depend on various factors, including **the number of requests to Maps services, the types of services used** (basic or advanced), and **the optimization level** of your solution. Google's [pricing table](#) provides detailed information on service fees.

Use our expertise!



As a Google Cloud Premier Partner, we can help you estimate your projected Google Maps Platform usage costs, suggest ways to optimize your services, and potentially lower your expenses.

We also offer **volume pricing** discounts for high usage of specific APIs.

Is it necessary to use a credit card to activate my Google Maps Platform account?

Yes, you need to provide billing information and set up a payment method to use Google products.

You can do this in two ways:

- **By yourself:** Add your credit card to your Google Maps Platform account for automatic payments.
- **With our help:** We can handle settlements with Google and provide you with invoices in PLN or other currencies.

Is working with a Google Partner related to extra costs?

No, there are **no extra fees** for settling your API usage through a Google Partner. You gain **additional benefits** such as help with API usage optimization, technical support, volume pricing, invoices in your local currency, and extended payment periods, all at no extra cost compared to using a credit card.

What is volume pricing?

Volume pricing offers **discounts for using specific APIs** when request numbers exceed certain thresholds. The first volume threshold starts at 500,001+ requests. This pricing is only accessible through a Google Partner.



How can I eliminate blacked-out maps and the “for development purposes only” error?

Evaluate the following reasons for these issues:

- Lack of an API key.
- Lack of a defined or activated billing account (e.g., expired credit card).
- Your maps project isn't associated with an active billing account.
- Exceeding your daily API request limit.
- API key limits.

[Visit our blog to learn more about fixing the error](#)

Which map services do I need?

The choice of map services depends on your specific requirements. Below are some **basic capabilities of Google Maps APIs**:

I want to embed a map in my Android/iOS app	Maps SDK for Android or Maps SDK for iOS
I need to embed a custom, interactive map on my website	Maps JavaScript API
I need to embed a simple map on my website	Embed Maps API
I want to embed a static map on my website	Static Maps
I want to display a Street View imagery	For static imagery – Street View Static API, for dynamic imagery – Street View Dynamic API
I need to display directions from point A to point B on a map	Directions API and Routes API
I want to calculate travel times between many points	Distance Matrix API and Routes API
I need to determine coordinates for a specific address or vice versa	Geocoding API

Which map services do I need?

I want to display nearby businesses and points of interest along with info about their addresses, opening hours, customer reviews, and more	Places API
I want to use address suggestions/autocomplete features	Autocomplete API
I want to verify address accuracy	Address Validation API
I need access to data about air quality	Air Quality API
I need access to data about pollen levels	Pollen API
I want to create custom map visualizations using 2D, 3D, and Street View imagery	Map Tiles API
I want to create and display aerial videos using geospatial 3D imagery	Aerial View API
I need access to data about solar energy potential	Solar API

[Visit our blog to learn more about types of Maps](#)

Can I control my spendings on Google Maps services?

Yes, you can **manage your Google Maps Platform spending effectively**.

- You can monitor your spending related to used services within Google Maps Platform.
- To avoid unexpected charges, define a budget for your Google Maps expenditures. Setting a budget does not block API access but notifies you if your spending exceeds the defined thresholds. Configure **alerts** based on percentage thresholds for your budget.

What are the benefits of working with a Google Partner?

- **You get access to discounts** for using individual APIs above certain request volume thresholds.
- **Payments via invoices in PLN or EUR** (without credit/debit card) with individually agreed payment deadline
- **Technical support** from our experts
- **Useful tips** for optimizing the use of API services



Let's keep in touch!

Are you convinced that the Google Maps Platform is the tool your company needs and ready to partner with an expert? Or perhaps you're still unsure if it's the right choice?

Reach out to us! Our team of experienced experts will answer your questions, address your concerns, and help you select the perfect solution tailored to the unique needs of your business.

 **Contact us at** google-geo@globema.com

 **Visit our website:** google.globema.com

