

- <http://nextjuggernaut.com/blog/google-vs-mapbox/>
 - 3 factors that have enabled the on demand economy through mapping tech
 - Transparency
 - Real time updates on map view of both the service provider's location and the job status
 - Optimized routes
 - Can calculate the shortest routes for delivery and the cost associated with such a job
 - Certainty
 - Customers can see the service/provider live on a map view approaching their location
 - How do Google and Mapbox compare?
 - Pricing
 - Google Maps API offers 2,500 map loads per day free of cost
 - Charged \$0.50 per 1,000 additional requests up to 100,000 requests per API per day
 - Map box offers 50,000 views/month for \$50 with 3 custom styles
 - Customization
 - Ability to upload 3 custom styles
 - Built its tech on OpenMapStreet data
 - Customization is its core strength
 - Accuracy
 - Google is more accurate than Mapbox
 - Associated services
 - Google maps API has built in services which Mapbox does not
 - EX:
 - Places
 - Business
 - Streetview
 - Satellite Imagery
 - Etc
 - Components of digital mapping
 - Expected time of arrival
 - Real time tracking
 - Turn by turn navigation
 - Routing/cost
 - Off site services