Search…   SEARCH

Advanced Navigation

Market Map FAQs

Skip ahead to

Overview

Frequently Asked Questions

What's a market map?

How are market maps created?

Can I customize a market map?

How many segments can I create?

What are subsegments and how do I create them?

How many subsegments can I create?

Does the market map include every company in my search?

Can I change how companies are sorted on the market map?

Can I make a market map on all public companies?

Can I save my search results?

Can I upload a custom list and then create a map from there?

Can I export my market map?

Do the logo downloads go against my downloads?

Overview

Market maps allow you to visually group companies. We've created the following frequently asked question list to help you understand how market maps are developed and how you can use them.

Frequently Asked Questions

What's a market map?

A market map is a visual representation of companies grouped by a commonality. They help to visually tell a story and communicate ideas. Market maps have several use cases from understanding a market landscape to communicating competitive positioning. Typically, a market map is used as a supporting deliverable as part of a larger analysis (see our Emerging Tech reports () for an example).

How are market maps created?

By default, we use machine learning to create the segments for the market map. This allows us to be more flexible if the search doesn't neatly fall into one industry.

   How it works:
- Starting with the full scope of companies in the search, we look at the descriptions and keywords of the companies and create grouping of the most similar sets of companies.
- The machine learning model then tries to pick the most central keyword to that group and uses that as the segment name.
- In some cases, our confidence level in how the model classified a company might be low. If this happens the company is not added to a segment by default. You can navigate to the View All tab to access all the companies in the search and classify the companies the models could not predict

Can I customize a market map?

Yes! There are several ways you can customize market maps:
- **Edit Segments:** Segments group logos within the market map commonality like industry group, location, or baking status. You can also create custom segments. For details on editing segments, visit our article on Using Market Maps (https://help-pitchbook-com.proxy.library.emory.edu/s/article/Market-Maps#Segments).
- **Edit Companies:** You can include more logos then the default. A few ways to modify the logos: Drag logos off the map or between segments, click "Add Companies" to add more logos directly or find all the companies from your search on the lists tabs and use the **Include in Map** and **Hide from Map** buttons to modify the map while working in the list. Please note that companies can only be added to one segment or sub-segment at a time. For details on editing companies, visit our article on Using Market Maps (https://help-pitchbook-com.proxy.library.emory.edu/s/article/Market-Maps#Companies).
- **Edit Design:** Change the look of your market map by editing colors, logo shapes, and more. For details on editing design elements, visit our article on Using Market Maps (https://help-pitchbook-com.proxy.library.emory.edu/s/article/Market-Maps#Design).

- **Edit Data Labels:** Change segment level data and company level data that's included in the market map. For details on editing data label, visit our article on Using Market Maps (https://help-pitchbook-com.proxy.library.emory.edu/s/article/Market-Maps#Datalabels).

How many segments can I create?

You can create up to 12, with over 200 total companies.

What are subsegments and how do I create them?

Subsegments allow you to create two levels of segmentation in your market map. You can add and modify segments and subsegment from the same location. To get started, click "Edit Map" and select "Edit Segments". After you've chosen the segments you want to include in the map, click the "Subsegments" tab. From here, you'll see the segments you are currently including in your market map on the left. Select the segment you want to add subsegments to, choose which segmentation method to use and then pick the subsegment that you'd like to include. You have the flexibility to use a different segmentation method for each segment.
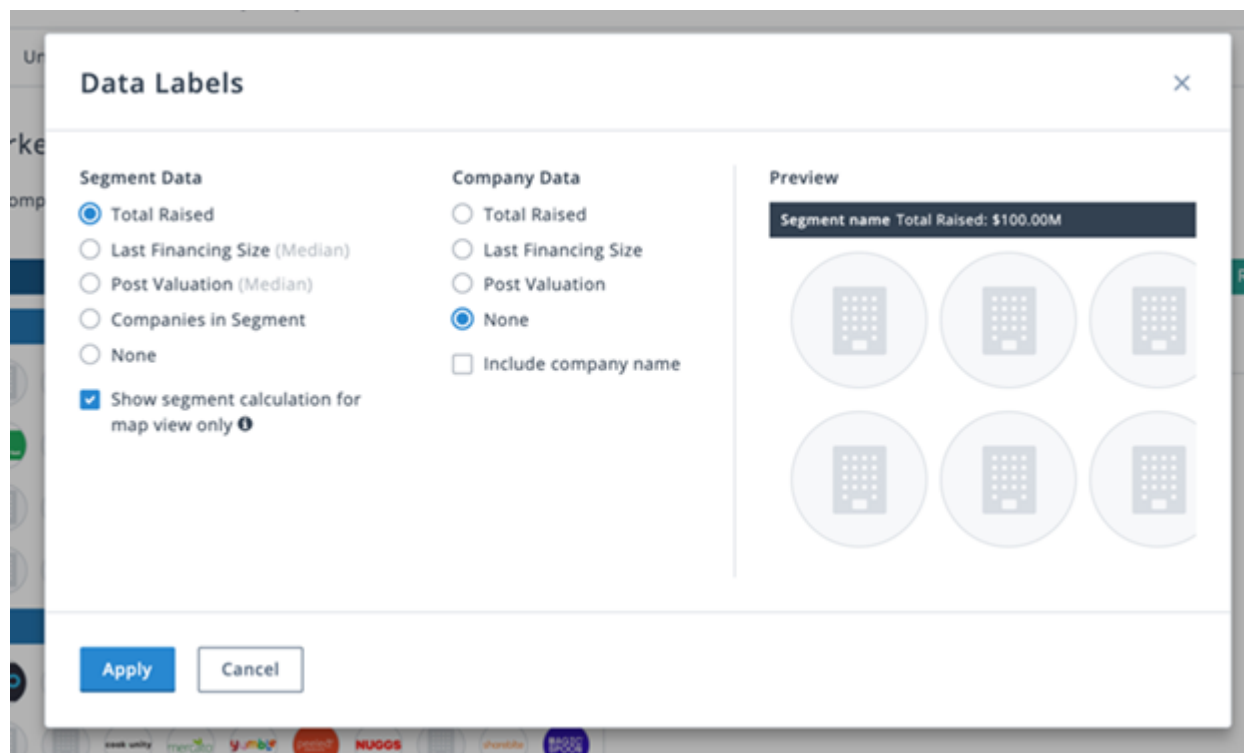
How many subsegments can I create?

You can create up to 6.

Does the market map include every company in my search?

Most likely not. Market maps are meant to be a representation of the larger landscape. Given the map needs to be exported, there is a cap on the number of logos that can be included. Access the View All and other segment list tabs to see the full set of companies in that segment and make adjustments to what is included as needed.

Are the data label metrics for all the companies in the search or only the companies visible in the map? There are two kinds of data labels available. You can include company level datapoints in the map, which will display below each logo. You can also include segment level data. Segment level data is the aggregate calculation of the individual companies in each segment. By default, the segment level data is calculated for only the companies currently visible in your map. Deselect "**Show segment calculation for map view only**" to have segment data calculated for all the companies in each segment.

Can I change how companies are sorted on the market map?

Yes, the default logic is to show the companies with the highest total raised values. You can quickly change this by navigating to the View All tab, sorting on your desired column and clicking "Apply Column Sort to Map".

Can I make a market map on all public companies?

Yes! Because Market Maps are built off of Companies & Deals search, any search you run can be market mapped. To create a market map of public companies, target that universe with your initial search criteria. Alternatively, if you already have market map you're working off of, you can navigate to the View All tab, filter for the private companies and then remove them from the search or Hide from the Map that way.

Can I save my search results?

You can save your desired sorting logic (i.e. the logic that is used to decide which companies appear in the map). To do this navigate to a list tab (such as View All), sort on the desired default sorting logic, then save that search results layout as your default layout.

Can I upload a custom list and then create a map from there?

Yes! Market maps work on all existing saved lists too.

Can I export my market map?

Yes! You can export a market map as a PDF and PNG. You can also export the image files and excel data.

Do the logo downloads go against my downloads?

No, these are just image files. The excel download does count towards downloads however.

Market-Map-FAQs

Market Map FAQs

Knowledge Manager (/s/profile/00539000006J5qEAAS), 1/19/2021 9:29 AM

1/19/2021 9:29 AM

Was this article helpful?

👍 0   👎 0

Fi... (0) (/s/relatedlist/ka63p000000L6VBAA0/AttachedContentDocuments)   Poll   Post

Title	Owner	Last Modified	Size

Related Articles

Download FAQs (/s/article/How-to-Download-Data-from-the-Platform)

Real-Time Research Entitlements FAQ (/s/article/3rd-Party-Research-Entitlements)

How to use Market Maps (/s/article/Market-Maps)

How to Download Data (/s/article/How-to-Download-Data)

Collaborating on Lists, Searches & Market Maps (/s/article/Collaborative-Lists)

Didn't find what you were looking for?

Contact Support