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Integrate the most commonly used APIs into your applications with 10K free* calls per SKU per month. Take it to the next level with advanced features to build more differentiated experiences with 5K free* calls per SKU per month. Transform your business with maximum flexibility and control with 1K free* calls per SKU per month. Click the info info icon to see the table of contents for this page. For India pricing, see Google Maps Platform core services pricing list - India. Usage key Costs - per 1000 events Prices - USD Ranges - number of monthly events Free usage - billable events at no cost Each Google Maps Core service price is determined on a cost per billable event. Service usage is calculated on a monthly basis. To determine the applicable volume pricing tier, Google aggregates service usage for all projects linked to the customer billing account for the applicable month. Example: If a customer has 200,000 Autocomplete Request billable events in one calendar month, the monthly cost is calculated as follows: Billable events Cost per 1000 billable events Calculated cost per pricing tier 0 - 10,000 free cap First 10,000 events $0 $0 * 10,000/1,000 = $0.00 10,001 - 100,000 Next 90,000 events $2.83 $2.83 * 90,000/1,000 = $254.70 100,001 - 500,000 Next 400,000 events $2.27 $2.27 * (200,000 - 100,000)/1,000 = $227.00 TOTAL MONTHLY COST $481.70 Additional discounts: Based on Google's discretion, you may qualify for additional discounts. An example qualification might be having 10,000,000+ monthly billable events under at least one paid core services SKU. Google reserves the sole and exclusive right to determine eligibility for additional discounts. Any additional discounts must be set forth in a signed order form. Contact your Google Maps Platform representative, either directly or using the Contact Sales form. Maps pricing lists Costs listed per 1000 events. All prices in USD. Ranges are for number of monthly events. Maps - loads SKU Name Free Usage Cap Cap - 100,000 100,001 - 500,000 500,001 - 1,000,000 1,000,001 - 5,000,000 5,000,000+ Essentials Dynamic Maps 10,000 $7.00 $5.60 $4.20 $2.10 $0.53 Embed Unlimited - - - - - Maps SDK Unlimited - - - - - Static Maps 10,000 $2.00 $1.60 $1.20 $0.60 $0.15 Static Street View 10,000 $7.00 $5.60 $4.20 $2.10 $0.53 Street View Metadata Unlimited - - - - - Pro Aerial View 5,000 $16.00 $12.80 $9.60 $4.80 $1.20 Dynamic Street View 5,000 $14.00 $11.20 $8.40 $4.20 $1.05 Elevation 5,000 $5.00 $4.00 $3.00 $1.50 $0.38 SKU Name Free Usage Cap Cap - 1,000,000 1,000,001 - 5,000,000 5,000,001 - 10,000,000 10,000,001 - 50,000,000 50,000,000+ Essentials Map Tiles API: 2D Map Tiles 100,000 $0.60 $0.48 $0.36 $0.18 $0.045 Map Tiles API: Street View Tiles 100,000 $2.00 $1.60 $1.20 $0.60 $0.20 SKU Name Free Usage Cap Cap - 100,000 100,001 - 500,000 500,001 - 1,000,000 1,000,001 - 5,000,000 5,000,000+ Enterprise Map Tiles API: Photorealistic 3D Tiles 1,000 $6.00 $5.10 $4.20 $3.30 $2.40 SKU Name Free Usage Cap Cap - 100,000 100,001 - 500,000 500,001 - 1,000,000 1,000,001 - 5,000,000 5,000,000+ Essentials Routes: Compute Routes Essentials 10,000 $5.00 $4.00 $3.00 $1.50 $0.38 Routes: Compute Route Matrix Essentials 10,000 $5.00 $4.00 $3.00 $1.50 $0.38 Pro Roads - Nearest Road 5,000 $10.00 $8.00 $6.00 $3.00 $0.76 Roads - Route Traveled 5,000 $10.00 $8.00 $6.00 $3.00 $0.76 Roads - Speed Limits 1 5,000 $20.00 $16.00 $12.00 $12.00 $12.00 RouteOptimization - SingleVehicleRouting 5,000 $10.00 $4.00 $2.00 $0.80 $0.70 Routes: Compute Routes Pro 5,000 $10.00 $8.00 $6.00 $3.00 $0.75 Routes: Compute Route Matrix Pro 5,000 $10.00 $8.00 $6.00 $3.00 $0.75 Enterprise RouteOptimization - FleetRouting 1,000 $30.00 $14.00 $6.00 $2.40 $2.10 Routes: Compute Routes Enterprise 1,000 $15.00 $12.00 $9.00 $4.50 $1.14 Routes: Compute Route Matrix Enterprise 1,000 $15.00 $12.00 $9.00 $4.50 $1.14 1 Limited access SKU Name Free Usage Cap Cap - 100,000 100,001 - 500,000 500,001 - 1,000,000 1,000,001 - 5,000,000 5,000,001+ Enterprise Navigation Request 1,000 $25.00 $20.00 $15.00 $8.00 $2.00 SKU Name Free Usage Cap Cap - 100,000 100,001 - 500,000 500,001 - 1,000,000 1,000,001 - 5,000,000 5,000,000+ Essentials Autocomplete Requests 10,000 $2.83 $2.27 $1.70 $0.85 $0.21 Autocomplete Session Usage Unlimited - - - - - Geocoding 10,000 $5.00 $4.00 $3.00 $1.50 $0.38 Geolocation 10,000 $5.00 $4.00 $3.00 $1.50 $0.38 Places API Place Details Essentials (IDs Only) Unlimited - - - - - Places API Place Details Essentials 10,000 $5.00 $4.00 $3.00 $1.50 $0.38 Places API Text Search Essentials (IDs Only) Unlimited - - - - - Places UI Kit - per Query 10,000 $1.00 $0.80 $0.60 $0.30 $0.08 Time Zone 10,000 $5.00 $4.00 $3.00 $1.50 $0.38 Pro Address Validation Pro 5,000 $17.00 $13.60 $10.20 $5.10 $1.28 Places API Nearby Search Pro 5,000 $32.00 $25.60 $19.20 $9.60 $2.40 Places API Place Details Pro 5,000 $17.00 $13.60 $10.20 $5.10 $1.28 Places API Text Search Pro 5,000 $32.00 $25.60 $19.20 $9.60 $2.40 Places Aggregate Pro 5,000 $10.00 $8.00 $6.00 $3.00 $0.75 Enterprise Address Validation Enterprise 1,000 $25.00 $20.00 $15.00 $7.50 $2.28 Places API Nearby Search Enterprise 1,000 $35.00 $28.00 $21.00 $10.50 $2.63 Places API Nearby Search Enterprise + Atmosphere 1,000 $40.00 $32.00 $24.00 $12.00 $3.40 Places API Place Details Enterprise 1,000 $20.00 $16.00 $12.00 $6.00 $1.51 Places API Place Details Enterprise + Atmosphere 1,000 $25.00 $20.00 $15.00 $7.50 $2.28 Places API Place Details Photos 1,000 $7.00 $5.60 $4.20 $2.10 $0.53 Places API Text Search Enterprise 1,000 $35.00 $28.00 $21.00 $10.50 $2.63 Places API Text Search Enterprise + Atmosphere 1,000 $40.00 $32.00 $24.00 $12.00 $3.40 SKU Name Free Usage Cap Cap - 100,000 100,001 - 500,000 500,001 - 1,000,000 1,000,001 - 5,000,000 5,000,000+ Essentials Air Quality Usage 10,000 $5.00 $4.00 $2.00 $0.50 $0.25 Solar API Building Insights 10,000 $10.00 $5.00 $4.50 $4.00 $3.50 Pro Pollen Usage 5,000 $10.00 $8.00 $4.00 $1.00 $0.50 Enterprise Solar API Data Layers 1,000 $75.00 $37.50 $33.75 $30.00 $26.25 SKU Name Free Usage Cap Cap - 100,000 100,001+ Essentials Autocomplete - Per Request 10,000 $2.83 $2.27 Autocomplete (included with Places Details) - Per Session 1 Unlimited - - Basic Data Unlimited - - Find Place - ID only Unlimited - - Places Details - ID Refresh Unlimited - - Query Autocomplete - Per Request 10,000 $2.83 $2.27 Pro Autocomplete without Places Details - Per Session 5,000 $17.00 $13.60 Find Current Place 5,000 $30.00 $24.00 Find Place 5,000 $17.00 $13.60 Places - Nearby Search 5,000 $32.00 $25.60 Places API - Text Search 5,000 $32.00 $25.60 Place Details 5,000 $17.00 $13.60 Enterprise Places - Atmosphere Data 1,000 $5.00 $4.00 Places - Contact Data 1,000 $3.00 $2.40 Places Photo 1,000 $7.00 $5.60 1This SKU will show up as $0 on your bill. The autocomplete request is free of charge, but subsequent Places Details calls are charged based on regular Places Details pricing. For more information about billing triggers for this SKU, see the pricing page. Routes APIs Legacy SKU Name Free Usage Cap Cap - 100,000 100,001+ Essentials Directions 10,000 $5.00 $4.00 Distance Matrix 10,000 $5.00 $4.00 Pro Directions Advanced 5,000 $10.00 $8.00 Distance Matrix Advanced 5,000 $10.00 $8.00 We enjoyed our first stint with Google Maps services in 2010. After 13 years of continuous dependence on Google Maps led lifestyle improvements and industry transformations, it would not be an exaggeration to claim how it has changed the way we navigate through geographies. Google Maps via google maps API serves directions on transportation methods, sets routes, and gets real-time traffic updates with verbal instructions in addition to much more. Google also created Google Maps API to help developers integrate the maps into their websites. The next-gen Google Maps API offers more advanced industry-centric solutions to drive innovation. These solutions are tailored for functionalities like asset tracking and real-time ride-sharing. Modern app developers and web developers must embed the new Google Maps navigation experience directly into their projects to optimize their customer experience. Google Maps has introduced a platform API ‘pay-as-you-go’ pricing model some time back. The revamped model ensures more flexibility and control for developers who choose to use Google Maps APIs. The developers can use a limited or large section of the API and pay for precisely what they use. Google Maps Platform has neatly compressed all the 28 individual Google maps APIs into four core products under the Google cloud tag. As websites and apps use Google Maps API to deliver customized maps, each of the core products comes with a distinct pricing structure. 1) Google Maps – Delivers customized dynamic maps, street views, photorealistic, serial views, maps embed and 360-degree views. ProductDetailPricing(per 1000/request)Aerial ViewAerial view API$16Static Maps1Maps Static API$2Dynamic Maps1Maps Embed APIMaps SDK for AndroidMaps SDK for iOSMaps JavaScript APIUnlimited$7$7$7Static Street ViewStreet View API$7Dynamic Street ViewMaps SDK for AndroidMaps SDK for iOSMaps JavaScript API$14$14$14 2) Routes – Delivers and captures driving directions and traffic updates along with computing routes and travel times. ProductDetailPricing(per 1000/request)Routes: Compute RoutesBasicAdvancedPreferred$5$10$15Routes: Compute Routes MatrixBasicAdvancedPreferred$5$10$15Dynamic Maps1Maps Embed APIMaps SDK for AndroidMaps SDK for iOSMaps JavaScript APIUnlimited$7$7$7RoadsSnap to RoadsNearest Roads$10$10 3) Places – Serves details like location names, addresses, reviews, place photos, geolocation etc. ProductDetailPricing(per 1000/request)GeocodingGeocoding API$5Address ValidationAddress Validation API$17AutocompleteAutocomplete – Per request+Autocomplete + Place Details – Per session+$2.83$17Place DetailsPlace Details API+$17Find PlaceFind Place+$17Place PhotosPlace Photos API$7Current PlaceCurrent Place+$30GeolocationGeolocation API$5Time ZoneTime Zone API$5 4) Environment – Provides data on air quality, pollen and solar. ProductDetailPricing(per 1000/request)SolarBuildings Insights APIData Layers APIUnlimited$10$75Air QualityAir Quality API$5 Above are the Google Maps API pricing for all the four categories presented in an easy to understand format. The much talked about new Geo-location API helps websites and apps scale quickly as they grow. The new ‘Pay-as-you-go’ model brings together the best of standard and premium plans and offers free customer support. While initially, developers enjoyed keyless access, the new model mandates having a valid API key to use Google Maps Platform for map calls and other geocoding services. With a valid API key as well as Google cloud platform billing account businesses can access this new version. Keyless access favors returns in the form of errors or low-resolution maps with a watermark that can deteriorate the web or app UX. All businesses need to create a billing account by sharing their credit card details to enjoy access to a valid API key. This arrangement officiates google map licensing process. Once they enable billing, companies can access a free $200 monthly usage plan to leverage Maps, Routes, environment and Places products. Initially, Google Maps for Business offered two plans, namely: Free usage per day with some additional usage (capped daily) that is billed monthly. A yearly, prepaid plan issued against credits-based license without a daily cap on usage. It comes with Google Support. With the launch of Google Maps platform on July 16th, 2018, there was a shift in policies and implementation. While the Enterprise license users of Google Maps remained unaffected, the users of the standard plan received a few updates with regards to the usage policy. The approved plan users had their daily usage caps restricted to free usage tiers, some got some credits from Google, to facilitate their transition to the enterprise license. Some users made code changes to account for keyless usage. Users who created Google Maps platform accounts after September 10, 2018, were allowed $200 credit per month per Google Maps API. The $200 credit is divided over a month, which means everyday $6.67 worth of API calls can be made for free. This new policy has led to lowering of Google Maps API cost for startups and small businesses. Google has substantially reduced the base price of Google maps premium plan to assist developers and to promote the adoption of the enterprise license. The new program is of the postpaid kind, and Google Maps APIs users will receive a bill at the end of the month-wise billing cycle, depending on their usage during the interim period. All web development and app development companies regardless of their usage, are required to have a valid API key and a Google Cloud Platform billing account. These are prerequisites for availing the free $200 credit that facilitates access to not just dynamic but also static maps. The credit line also lets developers leverage easy access to Routes and Places products of the Google Maps Platform. The price hike has had a detrimental impact on businesses, especially the ones that cater to small niches and have a relatively more limited user base. While it can be challenging to estimate the exact price difference, for most businesses using it, Google Maps API fees are one of the highest single running costs in their business endeavour. Developers with apps or websites that surpass the limit of 25,000 map views per day were required to pay $0.50 per 1,000 additional requests for up to 100,000 per 24 hours, before the price hike. However, the insight of the new changes in the pricing model the 1,000 other applications would cost $7now. Further, the number of free map calls has been reduced from 25,000 per day to 28,000 per month. When it comes to geocoding services, some transactional fees are involved. For example, “Auto-complete per character” requires a minimum price of $2.83 for 1000 calls for up to 70,000 calls per month and for “Places Details”, the minimum amount is $17.00 for 1000 requests, for up to 11,000 calls per month. When a mobile app development company or a web developer crosses the free credit limit of $200, their credit card is charged with the balance payment. Google doesn’t make any adjustments in the pricing structure for international locations, keeping the pricing uniform throughout the globe. To give a brief idea, if you make a simple map with a marker, say to point to a particular location, you’ll continue to get it for free under the new system. However, if you are making a more advanced product with the Embed API in Directions, Views or Search mode, you will be up for billing. Even updating the map with any new location details, counts as a separate call. The Google Maps API are the best in business and with clear pricing structure business of any size can choose and pick a single API and integrate it as per their budget. Since Google Maps leverages real-time data that is supplied from its massive user base, it is continually updated with more than 25 million updates and over 20 million user contributions over a single day. Developed with ML capabilities, it promises an optimized experience across devices and entities teams to continue its use despite the increase in the charges and the availability of other open-source alternatives. Development teams appreciate the unique features offered by Google maps in terms of UX and interactivity, which are far more developed when compared to its competitors. Promatics Technologies has always advocated Google Maps over its competitors as it is the gold standard. With years of experience working with Google Maps APIs our experts have in-depth knowledge about which API should be used given a particular requirement. Our team believes that the level of custom integration that we can enable with the Google Maps JavaScript API is far advanced than what they can do with other options. Businesses that stay under the set free limits granted by Google are not charged, although they sign-up for it through a credit card. However, in case they happen to exceed these limits, or if Google recalls it’s $200 monthly free credit limit, they would be billed. We believe the best way to avoid unforeseen expenses is to set billing alerts and daily quotas in advance. Schedule in a free consultation with us if you are looking at Google Maps APIs solutions. Yes, and the Cost of Google Maps API depends on the usage. For most people, it is free to use Google maps on their website or apps. Google maps provide a free credit for $200 per month per account which can be used towards any services. The most popular service of the Google Maps API is the static maps API which costs just $2 per 1000 requests. That means you can serve a whopping 1,00,000 free requests for map on your website with free monthly credits. Google Maps API pricing can look expensive if you are a very small business but still want to use maps in any manner. Google Maps provides $200 worth of free credits to be used across any service in a month. Beyond that you have to pay for all services. To maximize the free credits, you can sign up with Google Cloud as it provides free credit of $300 for first 90 days. This was you can utilize a maximum of $900 worth of free credits in 3 months as opposite to $600. To lower you Google maps API expense, it’s advisable to replace embedded maps with links leading to AJAX pop-ups or separate pages housing the map data. This ensures that the data is only loaded when a user actively requests it by clicking a link. Additionally, refrain from placing maps in footers or other global elements that load on every page; if necessary, utilize free embedded maps for these purposes. Take a moment to assess your mapping needs and consider what all places your project genuinely requires the use of Google Maps APIs. These tips will save you unnecessary costs incurred in accessing Google Maps APIs. Integrate the most commonly used APIs into your applications with 10K free* calls per SKU per month. Take it to the next level with advanced features to build more differentiated experiences with 5K free* calls per SKU per month. Transform your business with maximum flexibility and control with 1K free* calls per SKU per month. Reminder: To use the Routes API, you must enable billing on each of your projects and include an API key or OAuth token with all API or SDK requests. Requests for the Routes API are billed under the SKU for the features used by the request. Compute Routes and Compute Route Matrix each have three SKUs that determine the cost of a request. The SKU used to determine the cost is based on the service you request, Compute Routes or Compute Route Matrix, and the features that you use in the request. For example: Compute Routes requests are billed for each Request. Compute Route Matrix requests are billed per ELEMENT returned from the request. The number of elements is the number of origins multiplied by the number of destinations. For example, if a request contains two origins and three destinations, then the request is billed for six elements. The features you use determine which SKU category is billed: Essentials: Billed for requests that use only basic features with a maximum of 10 intermediate waypoints. Pro: Billed for requests that use an advanced feature, such as the TRAFFIC_AWARE or TRAFFIC_AWARE_OPTIMAL route modifiers. Enterprise: Billed for requests that use an enterprise feature, such as two-wheel routing. See the SKU details for a complete list of features that trigger these SKUs. SKU details and pricing for the Routes API The following table shows the SKU details and pricing for the Routes API. Other usage limits To review and manage your quotas and usage limits, see Quotas and quota alerts. The following usage limits are in place for the Routes API. Compute Routes Rate limit of 3,000 QPM queries per minute. Maximum allowed number of intermediate waypoints per ComputeRoutes request request is 25. Compute Route Matrix The rate limit is 3,000 EPM elements per minute, calculated by number of origins times the number of destinations. Maximum allowed number of origins and destinations that you can specify by using a place ID or address is 50. Maximum allowed total number of elements per ComputeRouteMatrix request with routingPreference set to TRAFFIC_AWARE_OPTIMAL is 100. Maximum allowed total number of elements per ComputeRouteMatrix request with travelMode set to TRANSIT is 100. Maximum allowed total number of elements per ComputeRouteMatrix request otherwise is 625. Terms of Use restrictions For complete details on allowed usage, consult the License Restrictions section in the Google Maps Platform Terms of Service. Except as otherwise noted, the content of this page is licensed under the Creative Commons Attribution 4.0 License, and code samples are licensed under the Apache 2.0 License. For details, see the Google Developers Site Policies. Java is a registered trademark of Oracle and/or its affiliates. Last updated 2025-05-28 UTC. [[["Easy to understand","easyToUnderstand","thumb-up"],["Solved my problem","solvedMyProblem","thumb-up"],["Other","otherUp","thumb-up"]],[["Missing the information I need","missingTheInformationINeed","thumb-down"],["Too complicated / too many steps","tooComplicatedTooManySteps","thumb-down"],["Out of date","outOfDate","thumb-down"],["Samples / code issue","samplesCodeIssue","thumb-down"],["Other","otherDown","thumb-down"]],["Last updated 2025-05-28 UTC."],[[["The Routes API utilizes a pay-as-you-go pricing model, billing based on the specific features used in each request and falling under either Basic, Advanced, or Preferred SKUs."],["Compute Routes requests are billed per query, while Compute Route Matrix requests are billed per element, calculated by multiplying the number of origins by the number of destinations."],["Usage limits apply to the Routes API, including query and element rate limits per minute and maximums for waypoints, origins, destinations, and elements per request type."],["You can manage costs by setting daily quota limits for the Routes API in the Google Cloud Console to prevent exceeding your budget and ensure continued access."]]],["The Routes API uses a pay-as-you-go model, billed by SKU based on the features used. To use the API, enable billing and include an API key or OAuth token. Requests are categorized as Compute Routes or Compute Route Matrix, with Basic, Advanced, and Preferred SKUs, determined by features like traffic awareness or two-wheel routing. Costs are calculated per query or element, with varying monthly volume ranges. Usage limits apply, including rate limits and maximum waypoints/origins/destinations. Manage costs by setting daily quota limits. A $200 monthly credit is available until Feb 28, 2025."]] Google Maps API is a powerful tool that allows developers to integrate maps and location services into their applications. It provides a wide range of features, such as displaying maps, geocoding addresses, providing directions, and accessing street view imagery. However, it’s crucial to understand the cost associated with using the Google Maps API and the various factors that determine the pricing. Here’s How Much Does Google Maps API Cost: Google Maps Platform Pricing Overview Google offers a flexible pricing structure for its Maps API. The pricing is based on several factors, including usage, product type, and specific features. It’s important to note that Google no longer offers a free version of the Google Maps API. However, they provide a “Pay-as-you-go” pricing model with a generous monthly free usage limit. Google Maps Platform offers different pricing plans to cater to varying usage needs. The Standard plan is suitable for most users and follows the pay-as-you-go pricing model. The Premium plan is ideal for larger enterprise customers and comes with additional features and a customized pricing structure. It is important for users to monitor their usage and manage costs effectively. Google provides a Pricing and Usage calculator to estimate usage costs based on the anticipated volume and selected services. Please note that this is a general overview, and it’s always best to refer to Google’s official pricing documentation for the most up-to-date and accurate information. Monthly Free Usage Limit Google provides developers with a monthly free usage limit for the Google Maps Platform. This free limit ensures that developers can start using and integrating Google Maps API without incurring immediate costs. As of the time of writing this article, the free limit is $200 worth of API usage. The monthly free usage limit of $200 is a generous allowance that allows developers to experiment and test their applications without worrying about immediate charges. This limit can be utilized across various services provided by Google Maps API, including map loads, geocoding requests, and direction requests. To give you an idea of what the monthly free usage limit translates to in terms of map loads, it’s approximately 28,500 map loads per month. Map loads refer to each time a developer loads a map on their application. This can include initial map loads, panning, zooming, and other interactive interactions with the map. In addition to map loads, the free limit also covers other services like geocoding and direction requests. Geocoding requests involve converting addresses into geographic coordinates, and direction requests provide users with point-to-point directions. By allowing free usage up to a certain limit, Google enables developers to explore and integrate the Google Maps API into their applications without the pressure of immediate costs. It gives developers the opportunity to understand the features, functionalities, and capabilities of the API at no financial risk. However, it’s crucial to keep track of your API usage and monitor your usage levels. Once you exceed the free limit of $200 worth of API usage, you will be billed for any additional usage according to the pricing structure provided by the Google Maps Platform. In addition to the pricing tiers, Google Maps Platform offers a range of APIs and services that can be used to enhance applications. These include geocoding, directions, distance matrix, and places APIs, among others. Each API may have its own specific costs associated with it, depending on factors such as the number of requests made or the amount of data processed. Users can access detailed documentation and examples from the Google Maps Platform website to understand the features and costs associated with each API. By exploring these options and understanding the usage costs, developers can make informed decisions to leverage the power of Google Maps in their applications while managing their budgets effectively. Pricing Tiers and Usage Costs Google Maps API offers different pricing tiers based on usage volume, providing discounts for higher usage. Usage costs depend on specific services used, such as map loads and geocoding requests. Developers can estimate costs using the Pricing and Usage calculator. Understanding pricing and costs helps optimize usage and budget effectively. Dynamic Maps Dynamic Maps are interactive maps that allow users to zoom, pan, and interact with the map. The cost for Dynamic Maps starts at $7 per 1,000 map loads. However, the pricing may vary depending on the region and the volume of requests. If your application requires frequent map interactions, it’s important to consider the potential costs associated with Dynamic Maps. Static Maps Static Maps are simplified, non-interactive images of a map. Although Static Maps do not support interactive features, they are suitable for displaying simple, static maps in applications. The cost for using Static Maps is $2 per 1,000 requests. If your application requires only basic map display without user interaction, Static Maps can be a cost-effective option. Routes Routes service provides directions and travel time estimates between locations. It’s useful for applications that require route planning functionality. The pricing for using the Routes service starts at $5 per 1,000 requests. However, the pricing may vary depending on factors such as the number of waypoints, different travel modes, or the inclusion of traffic data. If your application heavily relies on route calculations, it’s essential to consider the potential costs associated with the Routes service. Street View Street View allows users to access panoramic street-level imagery. It can enhance the visual experience of an application by providing a realistic view of locations. The cost for using Street View imagery is $7 per 1,000 “panorama requests”. If your application requires the integration of panoramic street views, it’s crucial to understand the pricing involved with using the Street View service. Places Places API provides information about various points of interest, such as restaurants, hotels, and landmarks. It can be used to enhance the user experience by displaying relevant locations on the map. The cost of using the Places API varies depending on the type of information required and the volume of requests. The pricing can range from $17 to $32 per 1,000 requests. If your application heavily relies on displaying place data, it’s important to consider the potential costs of using the Places API. Additional Considerations When using the Google Maps API, there are a few additional considerations to keep in mind. These considerations can help developers evaluate the API’s suitability for their application and plan for the potential costs associated with using it. Free Trial For new customers, Google offers a free trial of the Google Maps API. This trial comes with a $300 credit, allowing developers to evaluate the API and assess its suitability for their application. The free trial period is an excellent opportunity to explore the capabilities of the Google Maps API without incurring immediate costs. During the free trial, developers can test the functionality of the API and experiment with its features and services. It enables developers to integrate maps, geocoding, directions, and other location-based services into their applications and assess how well they meet their requirements. In addition to testing functionality, the free trial also allows developers to estimate the costs associated with their usage requirements. By monitoring their usage during the trial period, developers can get a sense of how their application will consume API resources and determine the potential costs after the trial ends. The $300 credit provided during the free trial can be used towards the API usage fees. This credit allows developers to use the Google Maps API without incurring immediate charges until the credit is exhausted. It provides developers with a significant amount of usage to explore and evaluate the API’s suitability for their application. Pricing and Usage Calculator Google provides a Pricing and Usage calculator on its website to help developers estimate the costs associated with using the Google Maps API. This calculator allows developers to input their anticipated usage volume and select the desired services to get an estimate of the potential costs. By using the calculator, developers can plan and budget accordingly for their application development. They can evaluate different scenarios by adjusting the anticipated usage volume and service choices to see how they affect the costs. This allows developers to make informed decisions about which services to include and how to optimize their usage to manage costs effectively. The Pricing and Usage calculator takes into account the pricing tiers and factors that determine the costs of each service. It provides developers with a clear breakdown of the estimated costs based on their specific usage requirements. This helps developers understand and plan for the financial implications of integrating the Google Maps API into their applications. Using the Pricing and Usage calculator, developers can have a better understanding of the potential costs associated with using the Google Maps API. It ensures that developers can make informed decisions and budget accordingly for their application development. Conclusion The cost of using the Google Maps API depends on various factors, including the type of services used, the volume of requests, and the region. While Google no longer offers a free version, they provide a generous monthly free usage limit. Developers should carefully consider their application needs and refer to the official Google Maps Platform Pricing page for accurate and up-to-date pricing information. By understanding the costs involved, developers can effectively plan and budget for integrating the Google Maps API into their applications. The Google Maps API integration has become indispensable for a lot of businesses. This API is especially important for companies that use streetview and all kinds of location services to get their clients to their physical locations. In addition, the API has numerous other capabilities. For example, the tool can be used to do accessibility studies, air quality can be studied, people can be efficiently directed from point A to point B, and so much more! Whether you run a small business or run a large corporation, understanding the cost structure and efficiently implementing the Google Maps API can make a difference in how your internal business processes work and how your clients learn how to reach you. In this in-depth article, we will tell you everything you need to know about the Google Maps API in 2024, from pricing to benefits and strategies for effectively using Google Maps API in your business. Google Maps API provides businesses with a lot of interfaces to integrate Google Maps functionalities into their own websites and (mobile) applications. It allows them to visualize location data, create custom maps, provide interactive navigation experiences, improve user experience (customer experience), optimize business processes, etc. The Google Maps APIs act as building blocks – like Lego bricks – used to develop applications and websites. They can be used individually or combined to give you the insight or information you are looking for and that will benefit your organization. Real-time location data and insights can help increase efficiency and productivity, improve customer satisfaction and grow your business! For example, your clients can easily and directly use Google Places through your company’s website. This way, your business or an important location can be shown on the map along with all the necessary information. For example, information can include reviews, point of interests (POIs), opening hours, etc. The Google Maps API includes a collection of more than 28 APIs (“Application Programming Interface”) and SDKs (Software Development Kit) that allow business owners and developers to integrate Google Maps features directly into their websites or applications. An Application Programming Interface (API) is an important part of software development. An API is a type of mediator that allows two different software applications or systems to communicate with each other. An API defines the way different software components should interact and exchange data, facilitating integration between different software products and services. A Software Development Kit (SDK), on the other hand, is a collection of software tools and libraries that provides developers with the necessary tools to build applications for a specific platform or operating system. Essentially, an SDK acts as a comprehensive toolkit that contains everything needed to facilitate the development and implementation of new software. The content of an SDK can vary depending on the purpose and platform for which it is designed, but it generally includes programming language libraries, development tools, documentation, sample code and tutorials, and even APIs. The Google Maps APIs and SDKs provide a lot of functionality for different applications. Below we list the main APIs and SDKs available under the Google Maps Platform. Google Maps APIs Maps JavaScript API: Allows businesses to integrate interactive maps into their webpages. Maps Static API: Offers the ability to create simple, non-interactive maps in image format. Street View Static API: Used for retrieving Street View images. Maps Embed API: Allows you to embed simple Google Maps views with limited interaction. Maps URLs: Provides URLs that make it easy to access Google Maps from any browser or app. Places API: Used to find detailed information about locations worldwide, including names, addresses, reviews, and more. Geocoding API: Converts addresses to geographic coordinates and vice versa. Geolocation API: Provides a way to estimate the user’s location based on network information. Time Zone API: Used to retrieve time zone information for a specific location. Direction API: Provides directions between multiple locations for different transportation options. Distance Matrix API: Gives travel times and distances between points in different areas. Roads API: Can be used to obtain traffic situation information and to correct routes on roads. Elevation API: Provides elevation data for various points on the Earth’s surface. Google Maps SDKs Maps SDK for Android: Provides tools to integrate maps and location features into Android applications. Maps SDK for iOS: Allows developers to integrate Google Maps into iOS applications. Maps SDK for Unity: Allows businesses to use real-world, customizable 3D maps for gaming applications with Unity. Maps Web Services SDK: Provides access to Google Maps Platform Web Services, such as Directions API, Geocoding API, and more, for server-side applications. Each of these tools has its own specific applications and helps businesses and developers integrate advanced and interactive map-related features into their applications and websites. To get started using the Google Maps API, you need to take the following steps: Create a Google account or log in to your existing Google account. Log in to the Google Cloud Console. Activate the Google Cloud Platform. Set up a Google Cloud project. Link a billing account. Obtain a valid API key and enable your APIs/SDKs. Obtaining a valid API key requires having a Google Cloud project with activated billing. A Google Cloud project serves as the organizational framework for managing Google Cloud services. Billing in Google Cloud is handled through a separate billing account linked to your Google Cloud project. A Google Cloud billing account is a separate account, aside from your Google account, that can be set up through the Google Cloud Console. This account determines who pays the cost of using Google Cloud resources and Google Maps APIs. Google Cloud projects must be linked to an active Google Cloud billing account to start Google Cloud or Google Maps Platform services, even if these services are free. When you first sign up to the Google Cloud platform, you get a free 90-day trial with $300 in credits. If the first billing account you create is used for a project with enabled Google Maps APIs or SDKs, the credits from your free trial can be used to pay for them. Google Cloud uses a pay-as-you-go billing system, where you only pay for the services that are active in your project. By default, you will need to link your credit card to your billing account, which will automatically debit the fees. If you work with a Google Maps Premier partner such as Localyse, you don’t need to link your credit card and fees are charged via invoice. Google also uses a pay-as-you-go billing system for APIs, where you pay for the services that are active on your website or in your application. Each API has an individual price based on monthly usage. Monthly rates generally range between $2 and $30 per thousand API requests. An API request is triggered when the API is called to retrieve data or perform a particular action, such as providing geo-coordinates or time zone information. Your requests can be viewed and managed in the Cloud Console on the quota page of the Google Maps Platform. To get you started in making a decision about which APIs to use, we’ll provide you with some deeper insights into the pricing structure: Base rates Depending on the API service, base rates vary as follows: Static cards: $2 per 1,000 requests. Dynamic maps: $7 per 1000 requests. Location data (such as address to coordinates): $17 per 1000 requests. Routes and directions: $5 to $10 per 1000 requests, depending on complexity. Other rates You get a $200 credit every month as a gift. This allows you to test the services extensively and make an informed decision about which APIs and SDKs are necessary for your business. If you want to use more advanced features such as Street View and high-volume Routes, other rates apply. You can discuss this with Google or work with a partner like Localyse. As a Google Premier Maps Partner, we can give you additional volume discounts of up to 90% off the standard rates. Want to know more about the rates that Google uses? Check them out here. The API allows you to customize and personalize maps so that they always perfectly fit your brand and the needs of your business. Using the Google Maps API helps you, your suppliers and your clients efficiently plan the route to your business and vice versa. This is ideal for logistics services and delivery services, for example. The Google Maps API provides an improved user experience thanks to the interactive maps that increase user engagement. In addition, the integration of the Google Maps API allows you to reach a global audience and provide them with local map data. The integration of the Google Maps API can make your business and work processes more efficient and optimized in a lot of different ways: Monitor usage: Take advantage of Google Cloud’s monitoring tools to manage your usage and costs. API management: Ensure efficient management of API requests to avoid unnecessary costs. Development and testing: Take advantage of Google’s extensive testing capabilities to optimize your implementation. Integrating Google Maps API on your company website or web application is not only a strategic choice, but also an important step towards digital innovation and customer satisfaction. By efficiently using Google Maps APIs and SDKs, you can significantly contribute to the visibility and accessibility of your business. Whether strengthening the user experience, increasing the efficiency of your logistics services, or simplifying the way clients find you, Google Maps API provides a versatile and cost-effective solution. With the right usage and management strategies, such as monitoring your usage and applying caching, the Google Maps API can help your business become more efficient and customer-focused. In short, implementing and effectively using Google Maps API in 2024 is a smart move that can help your business and its online visibility grow! Want more information about the Google Maps API or want help optimizing your use of the Google Maps platform? Contact us! Localyse is happy to help you optimize all your location-based strategies. How Much Does Google Maps API Cost? A Comprehensive Guide Direct Answer: The cost of Google Maps API depends on various factors, including the specific API, usage, and geographic region. Here’s a breakdown of the costs associated with each Google Maps API: Google Maps JavaScript API: Free (basic use), $7.00 (free) to $12.00 (paid) per 1,000,000 requests per day Google Maps SDKs for iOS and Android: $0.0075 (USD) per request (minimum of $5.00 per month, first 1,000,000 requests) Google Maps API Premium: $25.00 per 1,000 unique requests per day Google Maps Routing API: $0.0005 (USD) per request, with a minimum of $5.00 (USD) per month (first 100,000 requests free) Google Maps Geocoding API: $0.0005 (USD) per request, with a minimum of $5.00 (USD) per month (first 2,500 requests free) Understanding the Costs To better understand the costs associated with Google Maps API, let’s dive into the details: Google Maps JavaScript API The Google Maps JavaScript API is a popular choice for web developers who need to embed maps on their websites. The good news is that it’s free to use for basic purposes, such as displaying maps with static markers and minimal interaction. For free usage, you can make up to 50,000 requests per day without any charge. However, if you exceed this limit, you’ll need to pay $7.00 per 1,000,000 requests per day. For heavy users, the paid tier costs $12.00 per 1,000,000 requests per day. Google Maps SDKs for iOS and Android If you’re building a mobile app, you’ll need to use the Google Maps SDK for iOS or Android. The cost is based on the number of requests made to the API. The minimum fee is $5.00 per month, with a cost of $0.0075 (USD) per request. For example, if you make 100,000 requests in a month, you’ll be charged $75.00 (USD). Google Maps API Premium The Google Maps API Premium is designed for enterprise-level customers who require more advanced features and higher request limits. The cost is based on the number of unique requests made to the API per day. The premium tier is suitable for large-scale applications, such as ride-hailing services or logistics companies. Google Maps Routing API The Google Maps Routing API is used for calculating directions and routes. The cost is based on the number of requests made to the API. The minimum fee is $5.00 per month, with a cost of $0.0005 (USD) per request. For example, if you make 100,000 requests in a month, you’ll be charged $50.00 (USD). Google Maps Geocoding API The Google Maps Geocoding API is used for converting addresses to geographic coordinates. The cost is based on the number of requests made to the API. The minimum fee is $5.00 per month, with a cost of $0.0005 (USD) per request. For example, if you make 5,000 requests in a month, you’ll be charged $2.50 (USD). Additional Factors to Consider When calculating the total cost of using Google Maps API, consider the following additional factors: Data processing limits: Each API has its own data processing limits. Exceeding these limits can result in additional costs. Geographic restrictions: Some APIs are subject to geographic restrictions, which may affect the cost. IAP (Indirect Access Pricing): For large-scale applications, IAP is a pricing model that charges based on the volume of requests made to the API. Conclusion In conclusion, the cost of Google Maps API depends on various factors, including the specific API, usage, and geographic region. Understanding the costs associated with each API is crucial for planning and budgeting. By considering the above factors, you can make an informed decision about which API to use and how to optimize your usage to minimize costs. Table 1: Google Maps API Cost Comparison API Free Tier Paid Tier Google Maps Jav