

# GEO\*Data

## Link customer records to geographic and demographic data

Create your own dynamic duo using your custom program and the raw source data in Geo\*Data for precision marketing strategy, dealer location lookup programs, and customer modeling applications... complete with:

- Latitude & longitude coordinates
- Census tract & block numbers
- County FIPS codes

Geo*Data File	
ZIP+4 .....	92688-2112
County FIPS Code .....	06059
Latitude .....	33.6468
Longitude .....	-117.6002
Census Tract .....	032026
Census Block .....	1002

- Geocode to the ZIP+4 (9-digit) level
- Create custom lookup routines
- Fine-tune marketing efforts
- Identify common traits of your best customers
- Target consumers by exact locality
- Quarterly updates provide current ZIP+4 data

### Address data becomes practical & powerful

Geo\*Data offers businesses a gateway to increased customer understanding by appending valuable geographic information linked to the address. Turn simple customer address data into practical and powerful customer information.

- Assign geocodes and latitude/longitude information for marketing, spatial analysis, and trading area definitions
- Analyze customer geographically and determine area of under demand, as well as over saturation
- Calculate distances for proximity and site location analysis to help identify the nearest distribution point or dealer closest to your customer
- Makes it easy to enhance your address files with third-party demographic data for use in profiling, market analysis, and modeling applications.

### Find out exactly where your best customers are located

Geo\*Data provides you with highly accurate latitude and longitude coordinates to use with your mapping and distance applications to pinpoint customer clusters, refine sales territories, or provide customers with the location of your business closest to them. This also enables you to search your database to find all records that are nth miles from a central point using the ZIP+4 Code of the origin address.

### Link to Census Bureau demographics to increase response rates... and ROI

Geo\*Data appends census tract and block numbers to link the addresses in your list to 2000 Census demographics to identify your best customers, and find more just like them.

#### What is a census tract?

A census tract is a small statistical division of a county. Census tract data allows a user to find population characteristics, economic status, and living conditions. Census tracts usually have between 1500 to 8000 persons and do not cross county boundaries. A single community may be composed of several census tracts.

#### What is a county "FIPS code?"

Federal Information Processing Standards (FIPS) codes are a standardized set of numeric or alphabetic codes issued by the National Institute of Standards and Technology (NIST) to ensure uniform identification of geographic entities through all federal government agencies, including the U.S. Census Bureau. They are used in Geographic Information Systems (GIS). Each code uniquely identifies a state, territory, or commonwealth within or of the U. S. including counties and county subdivisions.