



Pinpoint Customers with Rooftop Level Geocoding

Mapping U.S. customers and prospect delivery address locations reduces shipping and logistical costs and helps you make better sales and marketing decisions. Melissa Data's GeoCoder Object with GeoPoints enhances your customer and address information with rooftop level geolocation data.

GeoCoder Object with GeoPoints™

Rooftop Level Geocoding

GeoCoder Object with GeoPoints handles your most sophisticated mapping, logistics, and navigation challenges. It appends lat/long coordinates to the rooftop level so you can accurately map 99% of U.S. addresses to the most precise geographic level available.

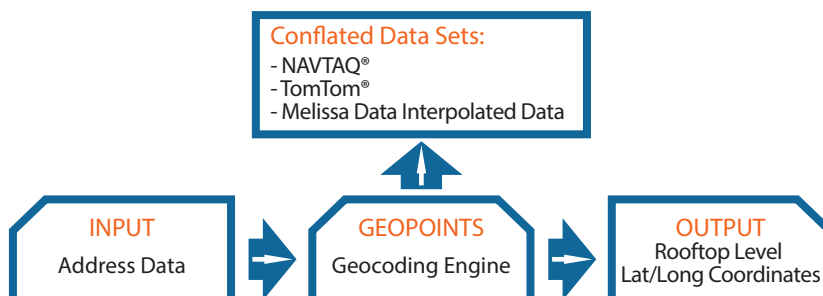
What is Rooftop Level Geocoding?

Rooftop level indicates that the returned result is a precise lat/long geocode for which we have location information accurate at parcel precision. For addresses contained in the USPS® data file, rooftop level is established when an address can be CASS® verified at the ZIP+4® level, producing the 11-digit delivery point barcode (ZIP+4+2) returned for the address.

The Power of Conflated Data

How Does GeoCoder Object with GeoPoints geocode 99% of U.S. Addresses to the rooftop level? Melissa Data incorporates spatial data from multiple data sources - including the USPS - a process called "conflation," which consolidates the datum and selects the best recorded point. It is important to understand that while there is a lot of geolocation data available, there is no comparing the value of free data to conflated address data. Instead of relying on a single source of data, Melissa Data draws from industry-leading sources such as NAVTEQ and TomTom, along with our internal knowledge of street ranges, which results in tighter matches and less false positives for our customers.

Melissa Data's Conflation Process



Features:

- Rooftop level geocoding for 99% of all U.S. addresses
- Addresses matched against NAVTEQ® and TomTom® map data
- Reverse geocoding - from lat/long coordinates, get addresses within a radius
- Appends Census Tract/Block numbers, County Name, and FIPS code*
- Geocodes Canadian addresses to the Postal Code Level

Benefits:

- Find clusters of customers/prospects for better marketing planning
- Define sales and marketing territories
- Power dealer/store location lookups
- Initiate efficient logistics operations
- Conduct spatial analysis

*for U.S. addresses only

Get a Free Trial Today

GeoCoder Object with GeoPoints provides the highest level of geolocation precision for U.S. street addresses. Get a free trial.



>> GET A FREE TRIAL: www.MelissaData.com/geocode

Make Better Business Decisions

Rooftop level lat/long coordinates allow you to map the location of your customers and make business decisions based on accurate geolocation data instead of on approximations.



Geocoder Object with GeoPoints also offers:

- "Core Based Statistical Area" (CBSA) properties, which includes Metropolitan/Micropolitan statistical areas
- Census Tract/Block numbers, County Name, and FIPS code

Looking to Geocode International Addresses?

Melissa Data geocodes address data for over 40 countries and territories. For a free trial of our International Geocoding Solutions go to www.MelissaData.com.com/gav

Multiplatform Support

GeoCoder with GeoPoints is available as a cloud-based solution and a multiplatform API.

We've got you covered across the platform of your choice:



Also available as a Web service supporting REST, JSON, SOAP, XML, and batch service.

Pricing

Starts at \$5,500 for a 100,000 record license.

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 5,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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