



GeoCoder Object *with GeoPoints*



Unparalleled geolocation information on 95% of U.S. addresses

The location intelligence provided by GeoCoder helps organizations make informed decisions about risk exposure, tax jurisdictions, sales clustering, marketing segmentation, logistics, and more. GeoCoder, available as a multiplatform API or WebSmart Service, incorporates multisourced GeoPoints technology, including precise points mathematically calculated for valid addresses where no actual GeoPoints data is found, to expand coverage to over 95 percent of all U.S. delivery addresses; business and residential. GeoCoder assigns precise latitude and longitude coordinates based on the 11-digit (ZIP+4+2) delivery point of more than 121,827,000 addresses in the United States.

▶ **Increase response rates and ROI** with targeted communications. The GeoCoder Object enables you to develop strategic marketing campaigns based on the known consumer traits of the contacts in your database. Link tract and block numbers to Census Bureau demographics for a closer look at your best market, and seize the competitive edge in an aggressive marketplace.

- Profile your best customers for common traits
- Fine tune geo-targeting efforts for greatest response
- Pinpoint customer locations & clusters

▶ **Divide and conquer** using the geographic data appended with GeoCoder and your mapping applications. Segment your sales and marketing initiatives and establish boundaries by carrier route, ZIP™, city, and county. You'll also get time zones, MSAs, and FIPS codes to help map out specific territories and travel routes.

- Define sales & marketing territories
- Enable efficient fleet management

▶ **Develop store locator lookup routines** for your online customers. Provide this valuable service, along with additional location information, to increase local walk-in business.

- Develop a dealer/store locator lookup
- Provide a valuable service to your customers

▶ **Geocode Canadian addresses** to discover the geographics associated with your customers in North America. All you need is the 6-digit Postal Code and GeoCoder will return:

- Latitude & Longitude of the Postal Code centroid
- Time Zone

▶ **Convenient and compatible** with programs written in a variety of languages. The sample source code makes it easy to customize your lookup and verification routines.

- **Languages:** Net, C, C++, Visual FoxPro, Java, Perl, Python, Ruby, & more.
- **System requirements:** Windows, Linux, Solaris, AIX, HP-UX, plus 500 MB hard disk space, 1 GB RAM min.

Applications

- U.S. & Canadian addresses
- Precise geocoding
- Location-based services (LBS)
- Point-to-point driving directions
- Emergency response
- Vehicle dispatch & tracking
- Internet & Intranet applications
- Business analysis
- Geo-marketing
- Proximity & locations searches
- Risk management
- Insurance
- Real Estate
- Presentation-quality maps

Updates and pricing

GeoCoder is updated quarterly and available as an API or WebSmart Service for batch or real time point-of-entry processing. Pricing is volume based. Please call for a quote.

Basic GeoCoding

The Basic version of GeoCoder adds the latitude/longitude coordinates to the ZIP + 4® level - the 9-digit postal code of an address. If the 9-digit ZIP Code is not available, GeoCoder will append coordinates based on (1) the ZIP+2 or (2) the 5-digit ZIP.

Note... It is recommended that prior to geocoding, you verify addresses and append ZIP + 4 codes using Address Object. Address Object validates addresses to the actual point of delivery (DPV®), and also appends the delivery point – enabling the precise 11-digit geocoding of GeoPoints.

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