



GeoCoder Object *with GeoPoints* for unparalleled geospatial analysis and navigation

powered by...



Work smarter and more effectively with greater precision by geocoding addresses that link to the most precise geographic and demographic data available. Two versions of GeoCoder are available to meet your most demanding geomarketing, mapping, logistics, navigation, and workforce management challenges. The standard version of GeoCoder appends latitude/longitude coordinates, census tract and block numbers, county name and FIPS code to the ZIP + 4⁺ level. The enhanced version of GeoCoder adds GeoPoints, the latitude and longitude coordinates to the doorstep level - to provide users the ultimate in accuracy pinpointing discrete, actual street addresses and property parcels.

▶ **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

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

Languages:

.Net, C, C++, Visual FoxPro, Java,
Perl, Python, Ruby, and more.

System requirements:

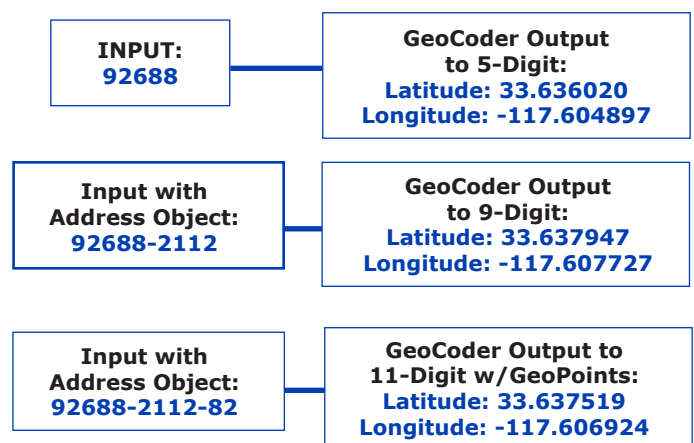
Windows ■ Linux ■ Solaris ■ AIX ■ HPUX
500 MB hard disk space ■ 1 GB RAM Minimum

▶ **Updates and pricing** GeoCoder is updated quarterly and available as an API on DVD or on our Web Service for batch or real time point-of-entry processing. Pricing is based on volume usage. The GeoPoints add-on is available for both the GeoCoder Object and the Web Service. Please call for a quote.

▶ **Develop store locator lookup routine** 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

▶ **Benefit from Cascade GeoCoding** GeoCoder alone will add the latitude/longitude coordinates to the ZIP + 4⁺, or the 9-digit postal code of an address. The GeoPoints add-on appends a more precise lat/long coordinate to the 11-digit (ZIP+4 + Delivery Point) level of the address or parcel. If unavailable, GeoCoder will append the coordinates based on (1) the ZIP+2 or (2) the 5-digit ZIP[®]. It is recommended that prior to geocoding, you verify addresses and append ZIP + 4 codes using the Address Object from Melissa Data. Address Object validates addresses to actual point of delivery (DPV[®]), and also appends the DP (delivery point) enabling the precise 11-digit geocoding of the GeoPoints add-on.



GeoCoder also returns:
Census Tract: 032026 * Census Block: 1
County Name: Orange * County FIPS Code: 06059



GeoPoints for GeoCoder API & Web Service

GeoPoints provides users with doorstep longitude and latitude coordinates, enhancing the accuracy of the standard version of GeoCoder with even greater precision for all your mapping, geotargeting, and logistics applications. The U.S. coverage represents nearly 51 million addresses as discrete points with up-to-date coverage ensuring the most current information available.

Precise GeoCoding for the Ultimate in Accuracy

Applications

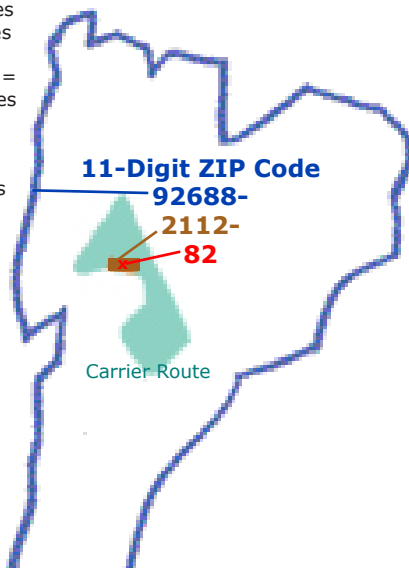
- Precise geocoding
- Location-based services (LBS)
- Point-to-point driving directions
- Emergency response
- Vehicle dispatch and tracking
- Internet and Intranet applications
- Business analysis
- Geo-marketing
- Proximity and locations searches
- Risk management
- Insurance
- Real Estate

Cascade Geocoding

To the **5-digit ZIP Code** with 26 Carrier Routes =
123 Business addresses
189 Residential addresses
203 Apartment addresses

To the **9-digit ZIP + 4** =
4 buildings, 17 businesses

To the **11-digit ZIP with Delivery Point** =
1 Doorstop, 4 businesses



Efficiency

- Faster and more accurate customer visits and house deliveries
- Higher productivity & lower costs with improved route planning and asset utilization
- High geocoding match rate; ability to perform “cascade” geocoding

Increased Health & Safety

- Ideal for Control Rooms & Rescue Services
- Precise and faster address search
- Higher coordination and greater security

Higher Customer Service

- Better information and higher quality
- Improve customer cooperation
- Solve problems regarding location of retail outlets

Better Customer Targeting

- Improved use of market potential with more accurate customer locations
- Select customers within a certain radius of a point
- Map consumer demand trends to best distribute products and advertising

Improved Risk Estimation

- Geographical segmentation of addresses into risk categories
- Cost saving avoiding expensive surveys or inspectors