



GeoCoder®

Real-Time Global Location Accuracy and Precise Rooftop Geocoding

Convert U.S. and international addresses into geocodes, or latitude and longitude coordinates, which you can use to place markers on a map or position the map. Plus, our unique address parsing and matching algorithms help GeoCoder® fix spelling errors and complete addresses that have missing or invalid components to provide more precise results.

- **Enhance targeted marketing & define sales territories** with accurate radius search
- **Develop a detailed profile of customers** when you combine Census Tract and Block Number data with Census-based demographic data
- **Power effective business intelligence** with accurate analytics on spatial data, saturation rates, unmet demand & web traffic by geolocation
- **Improve logistics & decrease shipping costs** with precise, plotted coordinates
- **Increase customer satisfaction** when you power store locators & local search lookups

How It Works

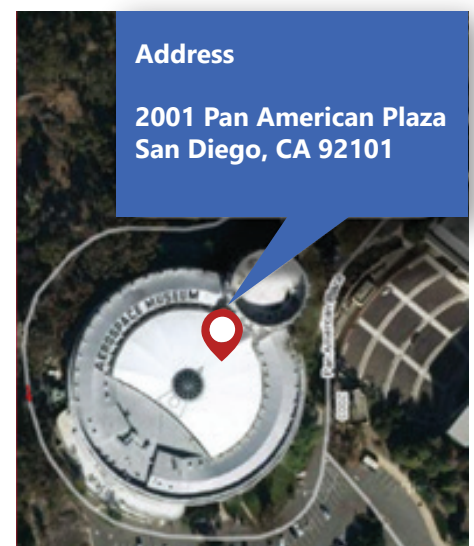
GeoCoder conflates data from multiple sources, including spatial data, navigational data and census data. It then utilizes precise mathematical location algorithms and street shape maps to select the best recorded point to add the exact latitude and longitude of the address, in many instances to the delivery point level.

Melissa provides three levels of geocoding accuracy so you can select the right one for your project and budgetary needs: Rooftop Level Geocoding, ZIP+4® Geocoding and ZIP Code™ Geocoding.

Rooftop Level Geocoding

Get the highest level of geocoding available. This “rooftop” accuracy is enough to “put the pin” right in your customer’s driveway. Melissa offers rooftop level geocoding for 95% of all U.S. addresses and 40+ other countries. You can review the current accuracy of our global geocoding by visiting www.melissa.com/geocoding.

If an 11-digit rooftop geocode is not available, GeoCoder will “cascade” down to the next level of geocoding, which is to the 9-digit level of an address. If there is no 9-digit data provided to calculate the address-level coordinates, the process will geocode to the 7 or 5-digit ZIP Code centroid. Cascade geocoding gives the most precise geographic placement of a postal address available to date, and fills in other less-accurate ZIP data.

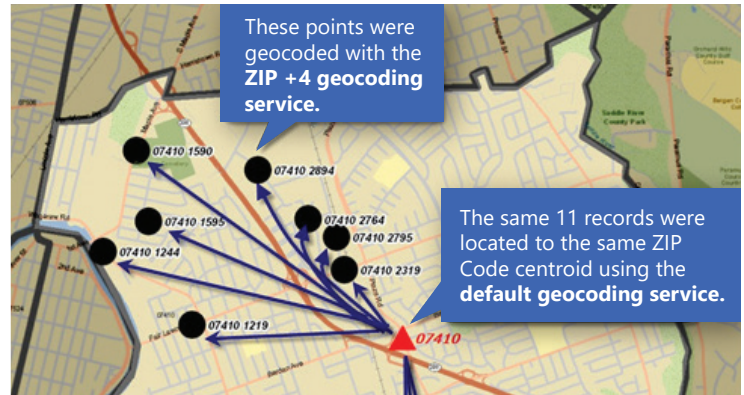


Get Started Today!

>> Get a FREE quote: www.melissa.com/geocoding

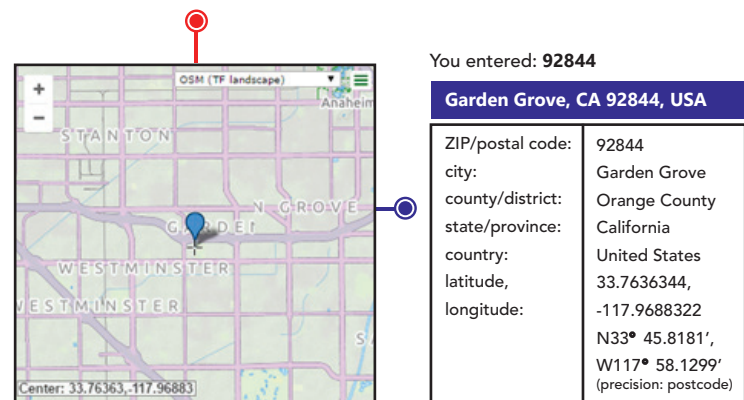
ZIP+4® Geocoding

The next level of accuracy is to the ZIP+4, which includes an area of about 10-20 households. Even though ZIP+4 geocoding validates the address data with slightly less accuracy than the rooftop level, you can still easily spot demographic and segmentation patterns to target your customers more effectively and power store locators for your business.



ZIP Code™ Geocoding

The broadest range of geocoding is ZIP Code level, which can show you the geographical area and city boundaries. ZIP Codes at this level are mainly used for USPS® sorting, but it can also help you see the general area where your customers are located to plan local or geographic-based marketing campaigns. With ZIP Code level geocoding, you'll see coordinates usually within a few miles.



The Global Geocoding Cloud Service is Available in the Following Ways:

North America Edition: Features rooftop level geocoding for 95% of all U.S. addresses (appends Census Tract/Block Numbers, County Name, and FIPS code), Canadian geocoding to the Postal Code level, and Reverse Geocoding (from a given lat/long coordinate to get U.S. only addresses within a radius).

World Edition: Features precise geocoding of address data for over 40 countries including Germany, United Kingdom, France, Mexico, Australia, Singapore, and many others.

Plugin: Access the Global Geocoding service via convenient, easy-to-use plugins for Salesforce®, Microsoft Excel®, SQL Server, Pentaho®, Magento®, Shopware® and more. A multiplatform API is also available for on-premises deployment.

Melissa

22382 Avenida Empresa RSM, CA 92688-2112 | 1-800-MELISSA | www.melissa.com