Easily Manage and Maintain Complete, Accurate Address Information

Global Address Database consolidates location information and provides accurate address details on all residences, businesses, apartments, suites and PO Boxes - with geo-coordinates, demographics and any linked data.

Every address in your GAD is assigned a unique 10-digit Melissa Address Key (MAK®) which identifies a discrete physical address and aligns a multitude of additional information. MAKs never change, so address details that can change over time are updated regularly and always accurate. GAD is readily loaded into other programs and analytics applications.

How do businesses and municipalities benefit from a complete database of all residential and business addresses, including location-based information?

- **Optimized route planning** and reduced response times for first responders
- **More efficient utilities management** like waste collection and water allocation
- **Improved resource allocation**
- **More accurate analytics** for risk assessment
- **Increased security and anonymity** masks Personally Identifiable Information
- **Less processing** server time

Worldwide Coverage

Get results based on search parameters that best fit your needs. Add all the addresses within a particular city, state or postal range, from specific school or congressional districts, or through any shape-based search.

- 120+ million street addresses
- 22+ million P.O. Boxes
- 51+ million apartments/suites
- 5+ million addresses not deliverable by USPS®
- 6+ million undeveloped addresses
- 15+ million Canadian addresses
- International coverage for Western Europe:
  - UK — 32+ million addresses
  - Italy — 26 million addresses
  - France — 25+ million addresses
  - Germany — 23+ million addresses
  - Spain — 8 million addresses

APAC Coverage:

- Singapore
- Republic of Korea
- Australia
- Hong Kong
- Vietnam
- India

Updated country list available here at: Melissa.com/gad-wiki

Get a Free Quote Now!
Melissa.com/gad-mak
Melissa Address Key (MAK)

**Unique Address Identifier Technology**

Similar to a barcode or ISBN, the Melissa Address Key (MAK) is a 10-digit number that never changes. This address key identifies a discrete physical address and aligns a multitude of additional information: Detailed street addresses, latitude-longitude, Census, county, FIPS code data (U.S. only) and more. MAKs never change, are regularly updated and always accurate. MAK technology improves address quality, tackles domestic and international hurdles, and automatically makes it easier to handle address data.

<table>
<thead>
<tr>
<th>Melissa Address Key (MAK)</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base MAK</td>
<td>Identification of the record's parent address for suites, apartments and PO Boxes</td>
</tr>
<tr>
<td>Precise Address</td>
<td>Address Lines, City, State, and ZIP+4 Code</td>
</tr>
<tr>
<td>Parsed Address Components</td>
<td>PO Box, High Rise, Street Address, Rural Address, Unique ZIP Code</td>
</tr>
<tr>
<td>Address Type</td>
<td>Residential-Business, Delivery Indicator</td>
</tr>
<tr>
<td>Latitude-Longitude</td>
<td>Determine if an address is a residence or business address</td>
</tr>
<tr>
<td>Coordinate</td>
<td>Precise rooftop or interpolated rooftop geocode for address</td>
</tr>
<tr>
<td>County FIPS Code</td>
<td></td>
</tr>
<tr>
<td>Census Key (County FIPS +Census Tract + Census Block)</td>
<td></td>
</tr>
</tbody>
</table>

**Ensure Customer Privacy and Anonymization**

MAK masks PII with a non-sequential randomly generated integer

**Accurately Match, Household and Dedupe Records**

Limit false negatives and group duplicates with BaseMAK

**Improve Data Management & Process Data Efficiently**

Automatically updates MAKs monthly with the most accurate USPS® and other postal data – no need to worry about outdated address information

**Enrich Data Easily**

Link geo-coordinates, demographics, mortgage data and more

Every address in your Global Address Database (GAD) is assigned a Melissa Address Key (MAK), so when you purchase GAD, you get complete coverage and complete intelligence on each valid address.

Get a Free Quote Now!
Melissa.com/gad-mak

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