



# Global Address Database (GAD)

## 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?

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| <ul style="list-style-type: none"> <li>• <b>Optimized route planning</b> and reduced response times for first responders</li> <li>• <b>Improved resource allocation</b></li> <li>• <b>Increased security and anonymity</b> masks Personally Identifiable Information</li> </ul> | <ul style="list-style-type: none"> <li>• <b>More efficient utilities management</b> like waste collection and water allocation</li> <li>• <b>More accurate analytics</b> for risk assessment</li> <li>• <b>Less processing</b> server time</li> </ul> |
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## 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.

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| <ul style="list-style-type: none"> <li> • 120+ million street addresses</li> <li>• 22+ million P.O. Boxes</li> <li>• 51+ million apartments/suites</li> <li>• 5+ million addresses not deliverable by USPS</li> <li>• 6+ million undeveloped addresses</li> <li> • 15+ million Canadian addresses</li> </ul> | <ul style="list-style-type: none"> <li>• International coverage for Western Europe:             <ul style="list-style-type: none"> <li> • UK — 32+ million addresses</li> <li> • Italy — 26 million addresses</li> <li> • France — 25+ million addresses</li> <li> • Germany — 23+ million addresses</li> <li> • Spain — 8 million addresses</li> </ul> </li> </ul> |
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Updated country list and address totals for each country available on our Wiki page at: [melissadata.com/mak-wiki](https://melissadata.com/mak-wiki)

Get a Free Quote Now!  
[Melissa.com/gad-mak](https://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.

Melissa Address Key (MAK)	
Address Components	Information
Melissa Address Key (MAK)	Unique 10-digit number for each individual physical address
Base MAK	Identification of the record's parent address for suites, apartments and PO Boxes
Precise Address	Address Lines, City, State, and ZIP+4 Code
Parsed Address Components Address Type	PO Box, High Rise, Street Address, Rural Address, Unique ZIP Code
Residential-Business Delivery Indicator	Determine if an address is a residence or business address
Latitude-Longitude Coordinate	Precise rooftop or interpolated rooftop geocode for address
County FIPS Code	
Census Key (County FIPS + Census Tract + Census Block)	

### 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

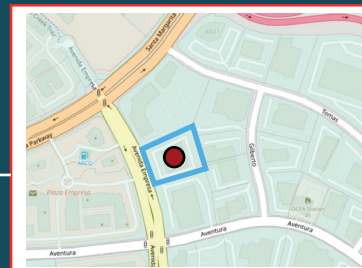
### Improve Data Management & Process Data Efficiently

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

Name	Company	MAK
	Melissa Data	8008006245
	CRITICAL MASS MEDIA	2683002248
	CONVERT-IT	4467056935
Ray Melissa	Melissa Data	2763312108



In this example, MAK 8008006245 is displayed as a dark red spot. Utilizing the MAK, a call to the Melissa Property API can be made to identify property information and shape.

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](https://Melissa.com/gad-mak)

800-MELISSA | [Melissa.com](https://Melissa.com)

**melissa**