

## Pinpoint Global Customers with Geolocation Data

Mapping global customers and prospects reduces shipping and logistical costs and helps you make better sales and marketing decisions. Melissa Data's geocoding solutions enhance your customer and address information with geolocation data for over 40 countries, helping you serve your international customer base more effectively.

# International Geocoding Solutions

## What is Geocoding?

Geocoding technology assigns a latitude/longitude coordinate to an address. Once a specific geographical coordinate is assigned, the data can be used for Location Based Services (LBS), which offers businesses/individuals goods and services based on their geographic location. In addition, the technology is used for distance mapping, spatial searches, and for Geographical Information Systems (GIS) where geographic data is stored and analyzed, helping management gain a more complete view of their customers and prospects.

Melissa Data's Global Geocoding Solutions match overseas addresses against multi-sourced data sets, providing precision geocoding and enabling spatial analysis. We'll take your global address data and our geocoding engine will return lat/long coordinates from over 40 countries, including Australia, France, Singapore, Mexico, and the United Kingdom. For a complete list of countries go to:

[www.melissadata.com/geocode-list](http://www.melissadata.com/geocode-list)

For a free quote of our Global Geocoding solutions: [www.melissadata.com/geocode-in](http://www.melissadata.com/geocode-in)

### Premise Level U.S. Geocoding

GeoCoder Object with GeoPoints handles your most sophisticated mapping, logistics, and navigation challenges. It appends lat/long coordinates to the 11-digit premise level so you can accurately map 99% of U.S. addresses to the most precise geographic level in the industry.

### The Power of Conflated Data

How Does GeoCoder Object with GeoPoints geocode 99% of U.S. Addresses to the premise level? Melissa Data incorporates spatial data from multiple data sources, a process called "conflation," which consolidates the datum and selects the best recorded point. It's important to understand that while there is a lot of geolocation data available, there is no

### Features:

- Addresses matched against NAVTEQ® and TomTom® map data
- International geocoding for 40+ countries
- Premise level geocoding for 99% of all U.S. addresses
- Reverse geocoding - from lat/long coordinates, get addresses within a radius
- Appends Census Tract/Block numbers, County Name, and FIPS code\*

### Benefits:

- Find clusters of customers/prospects for better marketing planning
- Define sales and marketing territories
- Power dealer/store location lookups
- Initiate efficient logistics operations
- Conduct spatial analysis

\*for U.S. addresses only

## Get a Free Trial Today

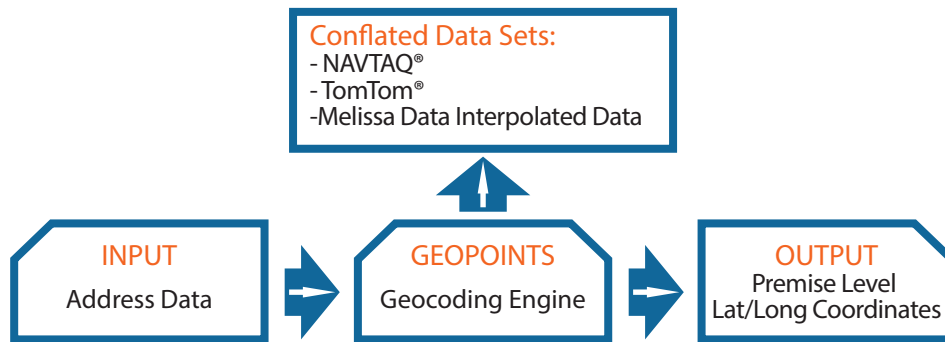
GeoCoder Object with GeoPoints provides the highest level of geolocation precision for U.S. street addresses. Get a free trial.



>> GET A FREE TRIAL: [www.MelissaData.com/geocode-in](http://www.MelissaData.com/geocode-in)

comparing the value of free data to conflated address data. Instead of relying on a single source of data, Melissa Data draws from industry-leading sources such as NAVTEQ and TomTom, along with our internal knowledge of street ranges, which results in tighter matches and less false positives for our customers.

### Melissa Data's Conflation Process



### Make Better Business Decisions

Premise level lat/long coordinates allow you to map the location of your customers and make business decisions based on accurate geolocation data instead of on approximations.



### Geocoder Object with GeoPoints also offers:

- "Core Based Statistical Area" (CBSA) properties, which includes Metropolitan/Micropolitan statistical areas
- Census Tract/Block numbers, County Name, and FIPS code
- Canadian geocoding to the postal code centroid and returns the time zone\*

\*Available only in the GeoCoder Object

### Multiplatform Support

The U.S. version is available as a cloud-based solution and a multi platform API. We've got you covered across the platform of your choice:



Java



PHP



Solaris



C#



Oracle



HP UX



Windows



Linux



AIX

Also available as a Web service supporting REST, JSON, SOAP, XML, and batch service.

### About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 5,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

Melissa Data Corp.

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