



Global Geocoding Cloud Service

Convert Worldwide Addresses to Locations on a Map

Melissa Data's Global Geocoding Cloud Service will assign precise geographic data including latitude/longitude coordinates to the domestic and international addresses in your database. Accurate location data impacts every aspect of the enterprise, from market analysis and risk assessment to targeting and logistics, enabling you to make better informed business decisions.

World-Class Geocoding with Rooftop Level Accuracy

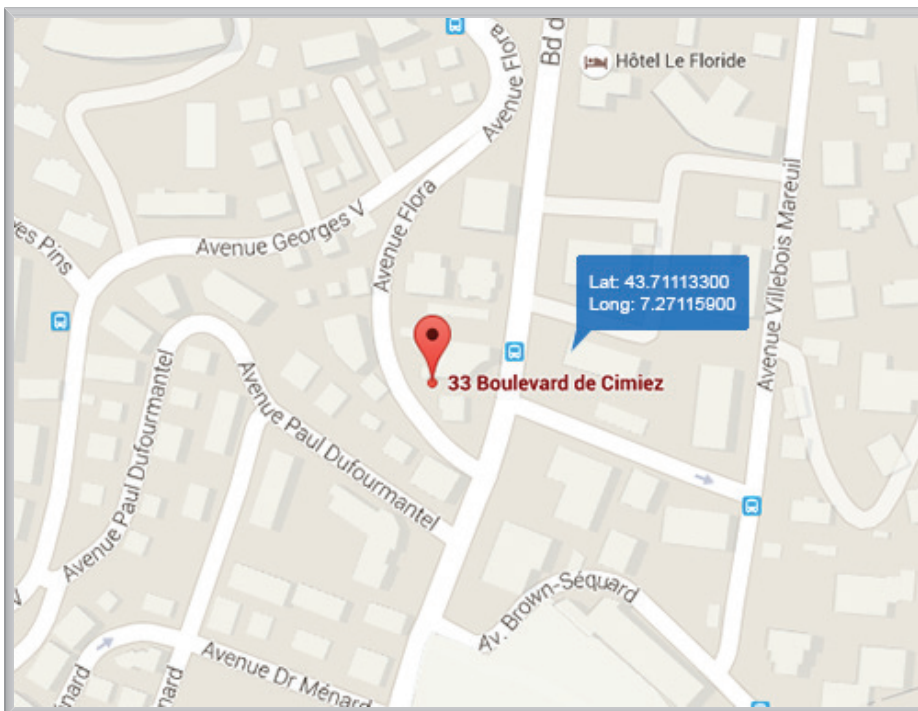
Melissa Data conflates data from different sources to add the exact latitude and longitude of the address, in many instances to the delivery point level. This "rooftop" accuracy is enough to "put the pin" right in your customer's driveway. Melissa Data offers rooftop level geocoding for 95% of all U.S. addresses, and other countries as well. You can review the current accuracy of our data for over 40+ countries by visiting www.melissadata.com/geoaccuracy.

Benefits:

- Define sales & marketing territories
- Find clusters of customers/prospects
- Power dealer/store locator lookups
- Initiate efficient logistics operations
- Conduct spatial analysis
- Profile web traffic by geographical location

Features:

- Geocoding for 40+ countries
- Rooftop level geocoding for 95% of all U.S. addresses
- Reverse geocoding (U.S. only): from lat/long, get addresses within a radius
- Free unlimited technical support



Input: 33 Boulevard de Cimiez, Nice 6000 France

Geocode: Latitude: 43.71113300

 Longitude: 7.27115900

Try Geocoding Cloud Service for Free

Want to try Geocoding Cloud Service for free with no obligation?

>> Get a Free Trial Now: www.MelissaData.com/GGCS



What Can You Use it For?

Geocoding data can be used in many ways, including:

- **Enhanced targeted marketing** – perform accurate radius searches to target households or businesses within a certain number of miles from a central point like a store or office.
- **Define sales territories**
- **Locate the closest distribution point** or dealer for your customer based on their address.
- **Combine Census Tract and Block Number data** with Census-based demographic data to develop a more detailed profile of customers (U.S. addresses only).
- **Analyze customer saturation rates** and determine areas of unmet demand.

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

1. **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 get U.S. only addresses within a radius).
2. **World Edition:** Features precise geocoding of address data for over 40 countries including Germany, United Kingdom, France, Mexico, Australia, Singapore, and many others.
3. **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.

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 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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