Verify 5-Digit ZIP® Codes and Add Census Data

ZIP*Data verifies 5-digit ZIP codes at point-of-entry to avoid data errors . It segments and categorizes your customer data by geographic coordinates, USPS® areas, or census demographic attributes.

>> GET A FREE TRIAL: **www.MelissaData.com/zip**

Zip*Data

Improve Data Accuracy & Profile Your Customers

ZIP*Data will save you time and improve data accuracy by allowing you to instantly verify a 5-digit ZIP Code™ at point-of-entry and automatically add the city and state information. ZIP*Data also appends latitude and longitude coordinates plus detailed Census demographics, giving you the marketing data needed to profile customers, pinpoint markets, and increase sales.

Get Better Insight with Census Data

ZIP*Data appends official U.S. Census 2010 data as well as American Community Survey (ACS) data that is updated annually. While ACS is not officially part of the 2010 Census, this dataset replaces the "Long Form" or SF3 released in prior census years. It includes variables such as income, ancestry, educational attainment, etc. For a complete list of data items returned, see page 2.

Features

- Verify 5-digit ZIP and add city, state, and county

- Append 30+ census demographics

- Target ZIPs in a radius from a central point

- Append lat/long coordinates

- Monthly & quarterly update subscriptions
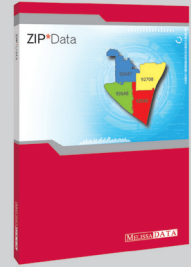
- Free, unlimited technical support

Benefits

- Reduce keystrokes and increase data entry accuracy

- Provide customers with closest dealer information

- Pinpoint your customers by location

- Profile your customers by demographics

Get Started Now with ZIP*Data

It's easy to begin with ZIP*Data from Melissa Data. We offer ZIP*Data as a single update or as a 1-year subscription available with monthly or quarterly updates.

>> LEARN MORE: **www.MelissaData.com/zip**

Official Census and American Community Survey (ACS) Data

With ZIP*Data, you can append dozens of variables to your records:

1. ZIP/County Database
- ZIP
- FIPS (Federal Information Processing Standard) Code
- County Name
- Percentage of Deliverable Addresses in County FIPS code for a ZIP
- Count (number of records used to determine the percentage)

2. ZIP Code Database
- ZIP, State, City, City Abbreviation
- Latitude & Longitude coordinates
- County FIPS & County Name
- Dominate Area Code (the 3-digit telephone area code)
- ZIP Type (ZIP Code for PO Box, Unique ZIP Code, APO/FPO ZIP Code, Standard ZIP Code)
- Last Line Indicator ("L" indicates city name is official USPS® name for ZIP)
- Facility Code (Airport Mail Facility; Branch; Community Post Office; Area Distribution Center; Sectional Center Facility (SCF); Delivery Distribution Center, General Mail Facility; Bulk Mail Center; Money Order Unit; Community Name, Former Postal Facility or Place Name; Post Office; Station; Urbanization; Unapproved Mailing Name)
- Finance Number (main Post Office that serves a city)
- CBSA (Core Based Statistical Area) Code, Title, Status, Division, Division Title, Division Status
- Organization Name
- Residential/Business Deliveries (number of active deliveries to these addresses)
- Residential/Business PO Boxes (number of active deliveries to these PO boxes)
- Total Population for Zip Code
- Population of White, African American, Indian Alaska Native, Asian, Pacific Islander, Hispanic, Multiple Race, Other
- Median Age
- Median Age Male/Female
- Education Level (Nine or Less, Some High School, High School Graduate, College No Diploma, Associates Degree, Bachelors Degree, Graduate Degree)
- Median Household Income
- Per Capita Income
- Median Home Value

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 world-wide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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