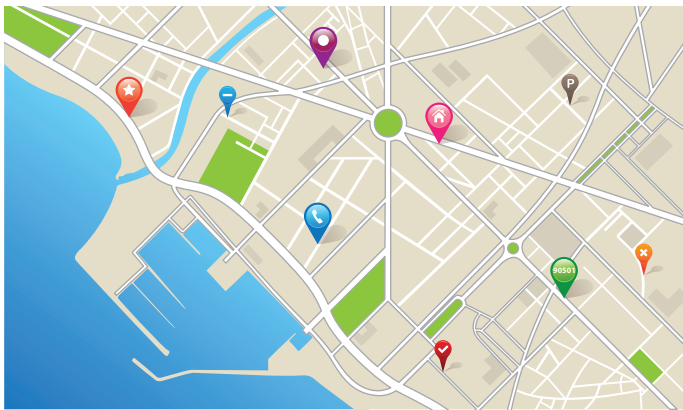




Improve Data Accuracy & Profile Your Customers

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.



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

Get Started Today!

>> Get a FREE quote: www.melissa.com/direct/reference-data/zip-data

Find us on:     

About Melissa Direct

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct.**

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