MELISSA DATA®

Move Marketing Forward with Reverse Geocoder

Strategically build a mailing list for targeted marketing that hones in on closest valid addresses based on lat/long coordinates. Melissa Data's Reverse GeoCoder Cloud Service also can be used to create mobile apps for emergency location purposes and roadside help.
Reverse GeoCoder: Speed & Accuracy to the "nth" degree.

Reverse Geocoder Cloud Service

Turn U.S. Lat/Long into Valuable Postal Addresses

Geographical locations—latitude and longitude—can play an essential role in finding out more about a customer or prospect by gaining indispensable area postal addresses for marketing campaigns. Reverse GeoCoder from Melissa Data is a Cloud Service that can be leveraged by Web and mobile app developers, mailers, and vehicle tracing for location-based services.

App developers can use the service to create apps for a variety of uses for companies, nonprofits, government entities, and more. In addition to valid U.S. addresses returned, the service will return location information plus an AddressKey — a unique identifier — that can be used with other Melissa Data Services such as RBDI (Residential/Business Indicator) and Property Information to further enhance your data and knowledge of your customers.

Exhaustive Matching Process

Reverse GeoCoder provides the nearest valid address to a latitude and longitude coordinate. It is useful for applications where you have a GPS signal with Lat/Long and want information about the address or place this location represents or it can be applied to mobile apps for emergency situations such as roadside service.

Benefits:

- Create a mailing list within a specific geographic radius for targeted marketing
- Use in mobile apps for emergency location purposes, roadside help, or directions for pick-up
- Enrich your data
- Affordable use of marketing & business dollars through timely & personalized communication

Features:

- Returns suite name & number of suites
- Works with nearly any platform & programming language
- Multisourced for accuracy & detailed data return
- Returns up to 100 addresses for each inputted Lat/Long coordinate
- Returned results report
- Returns a unique address identifier (AddressKey) that can be used with other Melissa Data Services to further enhance your data
- Protocols include REST/SOAP/XML/JSON/JSONP

Try Reverse GeoCoder Cloud Service for Free

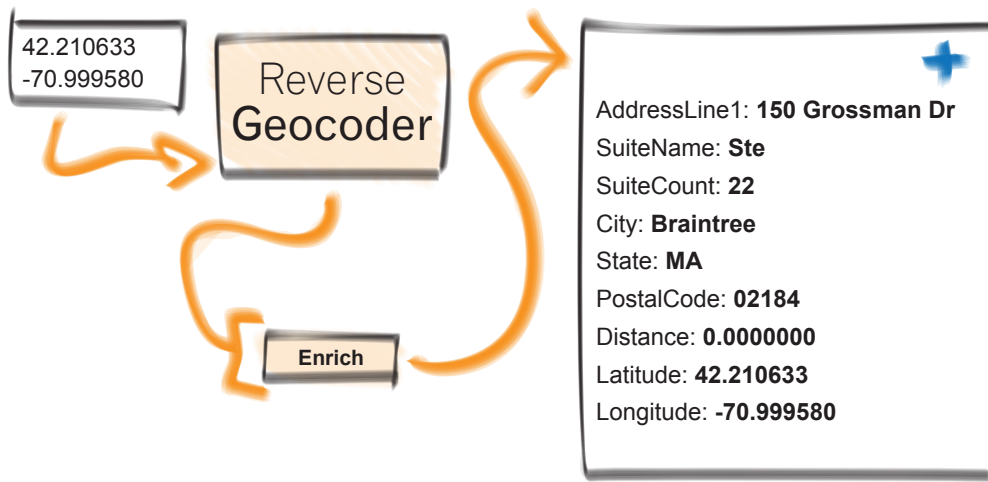Want to try Reverse GeoCoder Cloud Service for free with no obligation?
A trial is easy to start.
Call 1-800-MELISSA (1-800-635-4772) for more information.

>> GET A FREE TRIAL: **www.MelissaData.com/reverse-geo**

Data Returned by Reverse Geocoder

```
42.210633
-70.999580
```

Reverse
Geocoder

Enrich

AddressLine1: **150 Grossman Dr**
SuiteName: **Ste**
SuiteCount: **22**
City: **Braintree**
State: **MA**
PostalCode: **02184**
Distance: **0.0000000**
Latitude: **42.210633**
Longitude: **-70.999580**

• Address Line 1 - The street address (street number and street name) that
corresponds to inputted Lat/Long coordinate

• Suite Name - Returns the suite name of the address returned

• Suite Count - Returns the number of suites in a particular building; a "0" is
returned if the address has no suites (a single delivery point)

• City - Returns address city name

• State - Returns address state name

• Postal Code - Returns address postal code

• Lat/long - Returns address Lat/Long coordinates

• Distance- Returns distance between input and output coordinates

• AddressKey - Unique identifier for an address

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 for improved
communications and ROI. More
than 10,000 companies rely on
Melissa Data to gain and maintain
a single, accurate and trusted view
of critical information assets.

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