



Product Information

Target mailings through map coordinates Eliminate non-revenue producing advertising Reduce costs • Increase profits

Direct customers to the nearest service point

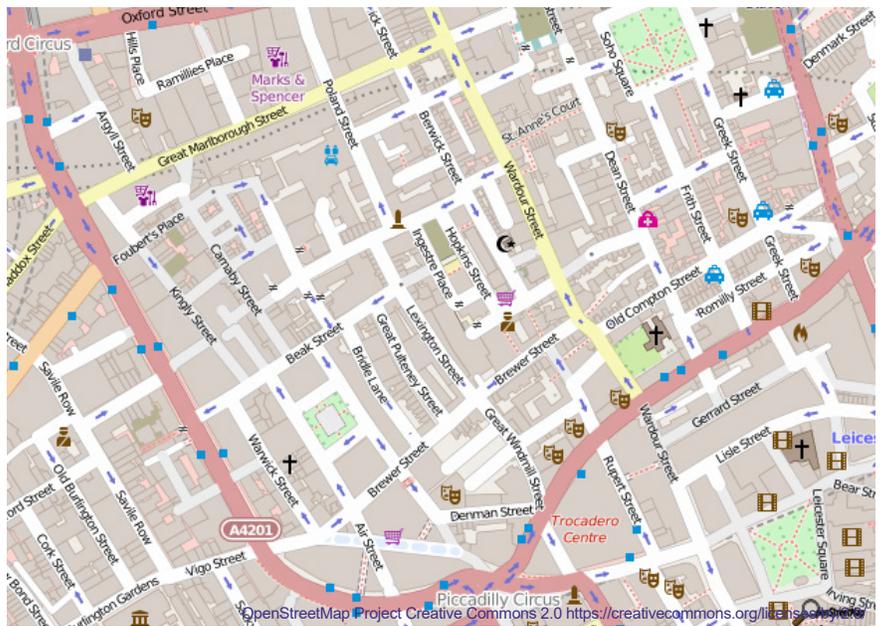
Enhance routing and delivery

Accurately identify municipalities and boundaries

Location based marketing

Improved response rates by marketing to a targeted marketing area, closest to a particular office, store, or branch

Identify flood zones and other types of relevant boundaries.



Features

Rooftop Geocoding provides highly accurate latitude and longitude coordinates, and enables businesses to assign latitude and longitude (lat/long) coordinates to customer addresses. Latitude and Longitude coordinates also allow customer and constituent information to be visualized on a digital map.

Geocoding at the address level enhances your client and prospect lists by improving the precision of target marketing. Rooftop geocoding is more accurate than ZIP+4 based coordinates, which are calculated on the center of the ZIP+4, and weighted based on address density.

Target marketing can help save on postage associated with broad untargeted campaigns. Precise coordinates associated with addresses help companies plan campaigns based on distance calculations, i.e., customers located within the neighborhood a store or branch.



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