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GEO*Data

Link Customer Records to Geographic and Demographic Data

GEO*Data empowers precision marketing strategies, mapping and distance applications, spatial analytics and more. Complete your customer records with:

• Latitude & Longitude Coordinates to the ZIP+4 Code Level

• Census Tract & Block Numbers Link Addresses to Census Demographics

• County FIPS Codes

GEO*Data File	
ZIP+4	 92688-2112
County FIPS Code	 06059
Latitude	..... 33.6468
Longitude	..... -117.6002
Census Tract	 032026
Census Block	 1002

Utilize Geographic Data for Spatial Analysis

Pinpoint customer clusters, refine sales territories and search your database to find all records within a specified number of miles from a central point using the ZIP+4 Code of the original address.

Identify Your Best Customers & Find More Just Like Them

• Create custom lookup routines

• Fine-tune marketing efforts

• Identify common traits of your best customers

• Target consumers by exact locality

Turn Address Data into Practical & Powerful Information

GEO*Data increases customer understanding by appending valuable geographic information linked to the address.

• **Assign geocodes and latitude/longitude information** for marketing, spatial analysis, & trading area definitions

• **Analyze customers geographically** & determine areas of under-demand & over-saturation

• **Calculate distances for proximity and site location analysis** to help identify the nearest distribution point or business location to your customer

• **Enhance your address files with third-party demographic data** for profiling, market analysis & modeling applications

Request a Quote: >> i.melissa.com/geodata