

Address Coder™

Locate, Segment, and Target Your Addresses

Reveal Underserved Markets

Address Coder™ is stand-alone software that helps you geocode and append data to large U.S. address lists.

You can use Address Coder to quickly append latitude-longitude coordinates, Federal Information Processing Standards (FIPS) codes, and demographic data to existing address records.

When address lists are appended with this data, you can see the locations of your customers on a map, or group them by geographic location, demographic characteristics, or consumer type, resulting in more targeted communication.

Raise Response Rates

Address Coder can geocode U.S. addresses and append latitudes-longitudes, FIPS codes, and ESRI's demographic and Tapestry™ Segmentation data to each record. Large address lists can be geocoded in single or batch mode for targeted marketing, direct mail, and notification campaigns.

With Address Coder, you can

- Assign **geographic codes** to address records to verify the exact locations of your customers and prospects.
- Identify **target** audiences and **markets** by their demographics and geographic locations.
- Raise **direct mail response** rates by mailing only to your most profitable customers and prospects and avoiding areas with little opportunity.
- Target messages by **consumer segment** to attract more customers and prospects.

How Address Coder Works

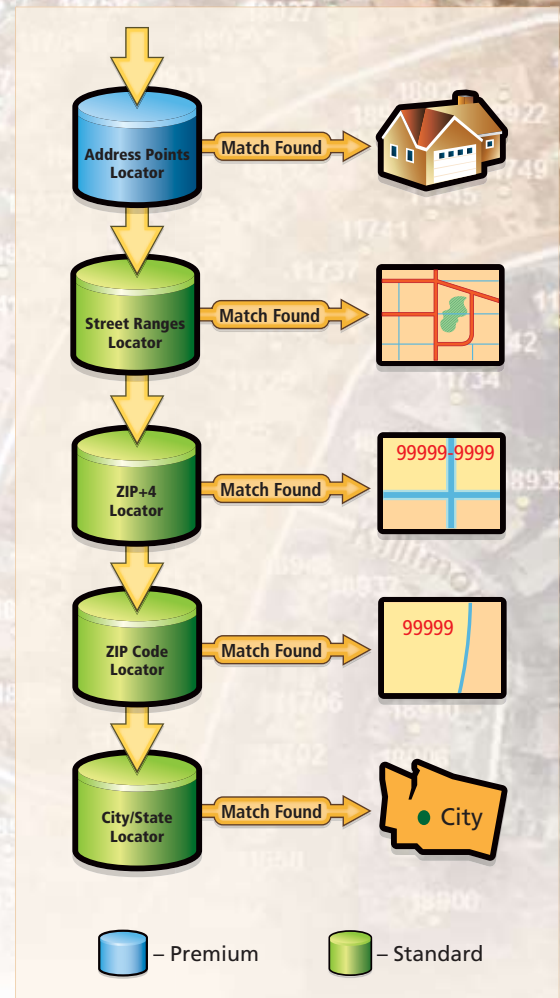
Address Coder uses the fallback locator concept to match address records at **four address match ranges**, from the Street Ranges Locator to the City/State Locator.

Address Coder Premium uses the 51-million-record Tele Atlas Address Points database to begin **five-level matches** at the "rooftop" level, followed by the four match levels in Address Coder. The data maps street addresses to a physical location so that each address is a fixed point, not an interpolation from an address range.

Geocoded Address Record

Name: Joe Smith
Address: 123 Main St.
City: Anytown
State: CA
ZIP Code: 99999-9999
Latitude: 32.87090
Longitude: -117.23261
Census Geocode: 060730083151001

Geocoding adds geographic coordinates (latitude-longitude) to address records so addresses can be easily visualized as points on a map.



For more information about Address Coder, visit www.esri.com/coder.

Locate, Segment, and Target Your Addresses

Segment Your Audience with ESRI's Tapestry Segmentation Data

When you append a Tapestry Segmentation code to each address record, you can learn about the lifestyles and product preferences of populations.

Tapestry Segmentation classifies U.S. neighborhoods into 65 distinctive segments based on demographic and socioeconomic characteristics. Neighborhoods with the most similar characteristics are grouped together, while those with divergent characteristics are separated. For a broader view of markets, segments can be grouped according to lifestyle, life stage, affluence, and population density.

Address Coder is available with two add-on options:

Tapestry Segmentation Appending Add-on—Tapestry Segmentation at the block-group geography level

Tapestry Segmentation ZIP+4 Appending Add-on—Tapestry Segmentation at the ZIP+4 geography level

Raise Responses and Reveal Markets with Address Coder

Address Coder offers complete, efficient, and affordable geocoding and data appending applications that will help you segment, target, and manage your large U.S. address lists for more effective marketing, direct mail, and notification campaigns.



Segment 08—*Laptops and Lattes:*

Unencumbered by homeownership and children, these highly educated, affluent singles love big-city life. Tech savvy, they are the top group to own the "latest and greatest" laptops and notebook PCs. They go online daily, especially to shop.

Data Appended Address Record

Name: Joe Smith
Address: 123 Main St.
City: Anytown
State: CA
ZIP Code: 99999-9999
Latitude: 32.87090
Longitude: -117.23261
Census Geocode: 060730083151000
Tapestry Segmentation Code: 08
Population Current Year (block group): 1,348
Household Current Year (block group): 752

This appended address record shows the addition of Tapestry Segmentation and demographic data codes.

Reveal underserved markets and raise response rates with Address Coder.

For more information, call ESRI at

1-800-447-9778.



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