



## Location Intelligence

Enterprise Location Intelligence

# Master Location Data

The most complete and accurate geocoding dataset available

## Locate profits.

Processes that once required advanced spatial expertise are now simple. Most of your business data includes address information. With Master Location Data, you can infuse that data with the value-added information required for critical business decisions.

- Increase its accuracy and value.
- Link it with different data sources.
- Enrich it with new information about your customers, prospects, suppliers, partners and stakeholders.

This point-level dataset includes virtually all mailable and non-mailable US addresses. With highly precise geocoding, and a unique nine-pass process, it culls and combines multiple point-level and street-level datasets to identify the most accurate location information with the most complete coverage.

## Locate your competitive advantage.

- Understand and quantify risk.
- Identify profitable business opportunities.
- Reduce exception processing.
- Integrate location information across your operations.

## Locate with amazing accuracy.

### Unparalleled matching

Reduce time-consuming exceptions and false positives. With 170+ million records, Master Location Data provides the most complete coverage of addresses across the US and the highest possible number of matches with source business data.

### Extreme precision

Our advanced spatial-data preparation process applies a rigorous multi-step algorithm to determine the most precise geographic point for each address. This algorithm and process are continuously and rigorously reviewed and then augmented as appropriate.

### Extended value

A unique identifier is attached to every address record. This facilitates data enrichment and analysis for faster, more informed decision making. Extraordinary accuracy and precision minimizes costly spatial data processing errors. Our address adjustments only reflect changes to source data that improve confidence levels, ensuring the accuracy and stability of "persistent location".

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## Boost your Location Intelligence.

### Consider our sources.

Access one dataset for multiple sources. Unlike other geocoding solutions, the Master Location Data dataset features a multi-source file that ensures both the highest match rates and maximum precision.

### Add value everywhere.

Master Location Data is designed to help you streamline processes as you increase precision and improve your geocoding match rate.

### Understand and quantify risk.

Now, you can increase accuracy and reduce loss ratios. The improved precision enables you to accurately assess proximity to natural and man-made hazards.

### Identify profitable business opportunities.

This 170+-million-record dataset includes unit numbers within multi-dwelling units and office complexes, as well as addresses for properties delivered to by couriers, but not the USPS®.

### Reduce exception processing.

With a fast glance at six location codes, you'll quickly see how each point-level geocode was derived.

### Integrate location information across your operations.

Small changes in geometry can result in big hassles. Our stability feature reduces the "noise." We update Master Location Data geocodes **only** for substantial changes to location (50 feet or more) and upgrades to the source of the coordinate.

### Address key business challenges.

- Underwrite policies more precisely.
- Understand the geography of your customer base.
- Target consumers more effectively.
- Plan your sales territories more accurately.
- Pinpoint risk.

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### Master Location Data benefits

Highest match rates in the industry

Greater precision

Most complete dataset of US business locations

More accurate forward and reverse geocoding

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## Plug into the power of Location Intelligence.

Master Location Data is part of the Pitney Bowes Location Intelligence Suite, a comprehensive selection of GIS, analytics tools and support for location-based services. These scalable, high-speed capabilities are supported by superlative address and data quality and easily integrated with hundreds of location-based datasets.

Transform your location and business data into enhanced insight. Plug into Master Location Data to solve business problems, deliver location-based services and manage assets.

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