



Precision Reverse Geocoding

The immediacy, accuracy and coverage you need to make the most of every connection.

Precision Reverse Geocoding

When you start with latitude and longitude, anything is possible.

Latitude. Longitude. They're more than just coordinates. They're a way of coordinating your messaging to reach consumers based not just on transactional data, but also where they are at any given moment. So now it's possible to grow your business by reaching consumers on the go.

How it works.

Precision Reverse Geocoding, only from Pitney Bowes Software, uses a signal from a GPS-enabled device (smartphone) to pinpoint a location. That location can then be married to your data (buying patterns, behaviors, preferences and influencers) and cross-referenced with nearby sites/stores or even other mobile users within an individual's social network.

What can Precision Reverse Geocoding do for your company?

Using a consumer's smartphone, you can:

- Reach customers and prospects in real time with targeted, personalized local insights that maximize engagement and sales.
- Enhance brand image through convenient, timely offers and information.
- Enable apps that can identify where consumers will be in the future based on purchase information such as hotel or convention reservations, plane or event tickets.
- Provide geographic insight in a format that is easy to integrate with consumer and business data.
- Generate current address data to create real-time personalized communications on local shops, services, events and points of interest that reflect customer preferences, behaviors and needs.
- Connect social network users to businesses in more personal ways, driving increased enrollment and use of social media and mobile marketing.

Our technology.

Only Precision Reverse Geocoding, part of the Spectrum® Technology Platform from Pitney Bowes Software, has data quality built in, so latitude and longitude coordinates map to an exact address, not an approximate location. In addition, Precision Reverse Geocoding offers:

- Speed to market by being fully operational in days, not months.
- Top-quality international coverage.
- Flexibility of APIs and languages to accommodate multiple needs.
- Add-on tools and infrastructure; our complete set of tools enables you to enhance the systems you have, minimizing time and cost of implementation.

“Pitney Bowes Software solutions have provided our organization with efficiency improvement across sales, order fulfillment and even in the field.”

Connie Gugel
Senior Systems Analyst
Schwan's



Possibilities. Easier to find with Precision Reverse Geocoding.

Retail

Josh buys a suit from a clothing store. He leaves the store trying to figure out where to go for shoes that coordinate with his suit. He uses his phone to search for a nearby shoe store and, while searching, an ad pops up for that store. Sold!

With Precision Reverse Geocoding, it's now possible for retailers to use an app that sends promotions or deal messages to shoppers when they enter a store. Or, as in the story above, when a shopper makes one purchase, it can trigger an offer for a related purchase. Businesses benefit from increased opportunity, and consumers benefit from having an easier way to discover what's around them.

Telecommunications

It's late, and in the middle of nowhere; a sudden flat tire sends Susan spinning into the ditch. She calls 911, but isn't exactly sure of her location. Fortunately, the 911 call center has Precision Reverse Geocoding. They pinpoint her location and send help ASAP. Disaster averted!

Telecommunications companies are being required to have coverage in all areas, especially in cases of dialing 911. While 911 calls were once traced back to landline addresses, now with Precision Reverse Geocoding, location accuracy can be applied when emergency calls come in via mobile.

Social/Mobile Ad Networks

Gerry's in town for a work conference. He checks into his hotel via a social media site. After checking in, recommendations pop up for local hot spots and current promotions for the area.

Imagine traveling to a new city and receiving specific information on nearby limited-time events that appeal to your interests. Or receiving offers for restaurants that are similar to your hometown favorites. Precision Reverse Geocoding can home in on your location, enabling apps that use this information to send special offers—even using conference schedules to send offers around breaks and downtime. When a customer “checks in” with a social network or app, that information can help refine the conversation even further.

Draw important connections between locations, people, places and things—in real time and across time—for more effective mobile marketing.

Benefits.

Social media sites and mobile advertisers have access to massive amounts of consumer data. Now, with Precision Reverse Geocoding, they can tie that data to specific times and locations to ensure that the right messaging reaches the right consumers at the right time in the right place.

- This is a powerful, new way to connect businesses with customers and prospects.
- It adds convenience, enabling consumers to receive personalized offers tied to where they are currently located.
- It increases relevance for marketers by incorporating time and location into the consumers' shopping experience.
- It enables social media sites and mobile advertising agencies to offer these real-time benefits to attract more users and members.

Overall, Precision Reverse Geocoding offers unparalleled opportunities for proactive, personalized, location-centric marketing.

Lifetime customer relationships.

Reverse geocoding offers a fresh opportunity to differentiate customer communications—and to provide substantial customer convenience. With immediate location intelligence, businesses can generate actionable communications that stand out in today's fast-paced, over-messaged world. Use reverse geocoding to increase message relevance, timeliness and usefulness—and watch response, ROI and customer loyalty increase.

Real-time results.

Reverse geocoding transforms business—making smartphones smarter and location data more actionable—so you can respond with speed and confidence.

“Pitney Bowes solutions have provided valuable information to support a number of delivery and customer service improvements.”

Graham Hunt
CIO
Soul Restaurants
Canada Inc.

*(Owns and operates 204
KFC restaurants)*



Combining Precision Reverse Geocoding with forward geocoding.

While reverse geocoding uses latitude and longitude to identify an address, forward geocoding takes a given address and translates it into latitude and longitude coordinates.

Many businesses are currently using forward geocoding to define and analyze results at the city, postal code, street or address level while enriching address data with domain-specific or custom data.

Pitney Bowes Software already provides the most extensive geocoding coverage worldwide, and we continue to deepen and broaden our capabilities around the world, using the most up-to-date data and highest-quality street and location data.

When you combine forward geocoding capabilities with reverse geocoding, the possibilities are virtually endless.

- Combine forward geocoded insights with a mobile user's current activity (reverse geocoding) to deliver relevant messages.
- Use forward geocoding to define a target area. Reverse geocoding identifies consumers when they enter the target area.
- For mobile 911 calls, employing a combination of forward and reverse geocoding can ensure that optimum response is achieved.

“Location Intelligence helps find where our target audiences live and how to best appeal to them.”

Shawna Federoff
Research and Database Marketing Manager
ICPG

Turn smartphones into a smarter way to target consumers. Choose the reverse geocoding solution that offers immediacy, accuracy and coverage.

Unparalleled speed.

Reverse geocoding requires immediacy across a range of metrics. To be useful, reverse geocoding needs to be:

- **Quick to market.** Precision Reverse Geocoding can be deployed fast, with minimal operational disruption and development resources required.
- **Responsive.** The “response time” or speed with which a call to action can be issued for any given customer has to be virtually immediate. We help reach customers where they are with responses in milliseconds.
- **User-friendly.** Our user-friendly GUI enables product managers and marketers to use drag-and-drop features, creating business requirements as they define reverse geocoding needs.

Extraordinary accuracy.

Speed is of no use if the data isn't accurate. Our Precision Reverse Geocoding solution is part of a suite of solutions offered with the Spectrum Technology Platform. That means:

- Addresses are standardized, formatted and validated to ensure both accuracy and ease of integration with other customer and business data.
- You gain access to a vast selection of high-quality data sets for demographics and spatial analysis. More data is readily available.
- Our solution enables reverse geocoding for geo-tags associated with photos, events and videos.

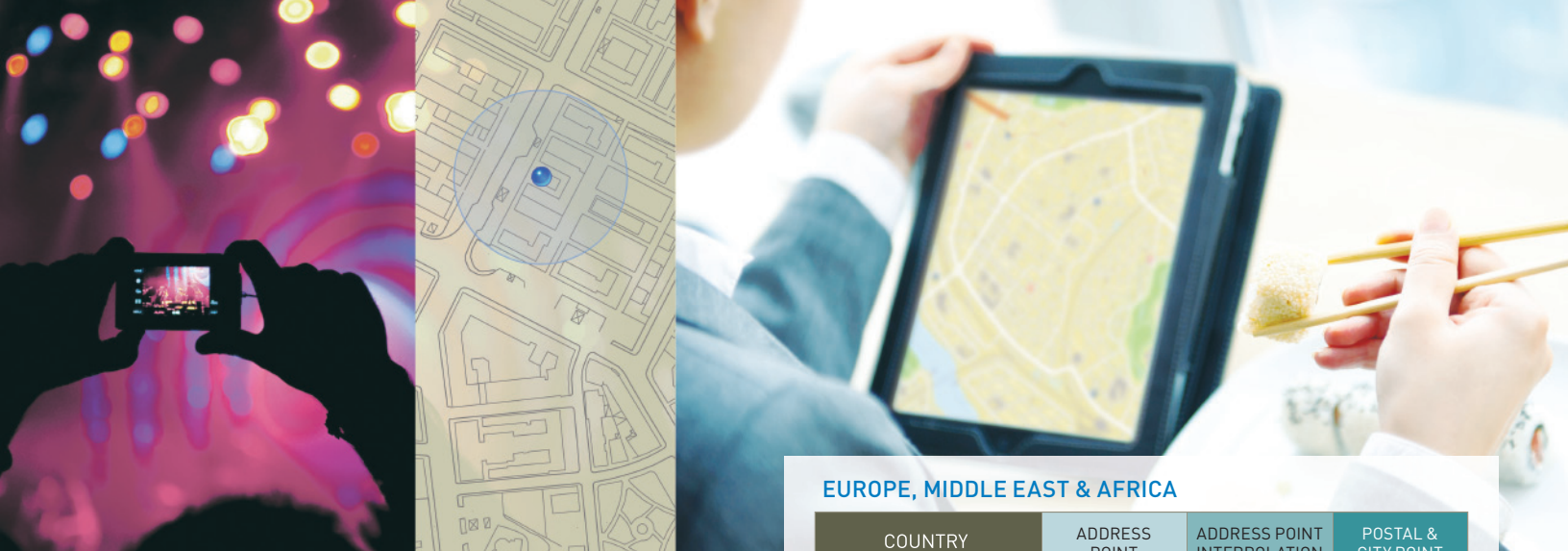
All of this capability is provided through a single platform, making integration of information quick and easy.

Spatial analysis.

Both our reverse and forward geocoding are integrated with the Spectrum Technology Platform. This gives you access to spatial analysis tools that enable you to immediately make operational decisions with your geocoded data. What trade area does an address fall within? How far is a location from a coastline? What is the driving distance from an address to the nearest retail store? Our robust solution gives you the answers you want at the speed and precision you need.

“Sharing location often directs people toward a deal when they can easily redeem it—that unlocks a powerful tool for marketers to develop precise targeting approaches.”

James Fergusson
Global Head
Digital & Technology Practice
TNS



International coverage.

As of the beginning of 2012, Pitney Bowes Software's Precision Reverse Geocoding coverage spanned 50-plus countries around the world. Our coverage is rapidly expanding. By 2014, we plan to offer Precision Reverse Geocoding in as many as 80-plus countries.

Pitney Bowes Software leads the market in geocoding solutions, offering unparalleled coverage, accuracy and ease of implementation. We have the ability to work with addresses in different formats and alphabets. We understand the challenges inherent in reverse geocoding across different geographies. In addition, through our Spectrum Technology Platform, we ensure that address data is standardized across countries for effective use worldwide.

AMERICAS

COUNTRY	ADDRESS POINT	ADDRESS POINT INTERPOLATION	POSTAL & CITY POINT
Argentina		•	
Brazil		•	•
Canada	•	•	•
Chile		•	•
Mexico		•	•
USA	•	•	•

ASIA PACIFIC

COUNTRY	ADDRESS POINT	ADDRESS POINT INTERPOLATION	POSTAL & CITY POINT
Australia	•	•	•
China		•	•
Hong Kong		•	•
India	•	•	•
Indonesia		•	•
Japan	•		•
Macau		•	•
Malaysia		•	•
New Zealand		•	•
Philippines		•	•
Singapore	•	•	•
Taiwan		•	•
Thailand		•	•

EUROPE, MIDDLE EAST & AFRICA

COUNTRY	ADDRESS POINT	ADDRESS POINT INTERPOLATION	POSTAL & CITY POINT
Andorra		•	•
Austria		•	•
Belgium		•	•
Czech Republic		•	•
Denmark		•	•
Estonia		•	•
Finland		•	•
France		•	•
Germany	•	•	•
Greece		•	•
Hungary		•	•
Ireland, Republic of		•	•
Italy		•	•
Latvia		•	•
Lichtenstein		•	•
Lithuania		•	•
Luxembourg		•	•
Monaco		•	•
Netherlands, The		•	•
Norway		•	•
Poland		•	•
Portugal		•	•
Russia		•	•
San Marino		•	•
Slovenia		•	•
South Africa		•	•
Spain		•	•
Sweden		•	•
Switzerland		•	•
Turkey		•	•
United Kingdom		•	•
Vatican City		•	•

For countries not covered by street-level geocoding, coverage is available at the postcode and/or city-level coverage for 240-plus countries and territories. For the latest updates and news, please visit pb.com/software.

For more information, call 800.327.8627 or visit us online: www.pb.com/software

UNITED STATES

800.327.8627

pbsoftware.sales@pb.com

CANADA

800.268.3282

pbsoftware.canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001

pbsoftware.emea@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255

pbsoftware.singapore@pb.com

pbsoftware.australia@pb.com



Every connection is a new opportunity®



Pitney Bowes Software Inc. is a wholly-owned subsidiary of Pitney Bowes Inc. Pitney Bowes, the Corporate logo, Spectrum, and Every connection is a new opportunity are [registered] trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners. © 2012 Pitney Bowes Software Inc. All rights reserved.

93389 AMER 1210