

**Location Intelligence**

Enterprise Location Intelligence

Master Location Data Address Fabric

Access the most complete and accurate geocoding dataset available.

Pinpoint opportunities and understand risks.

Whether you're assessing new markets, pricing new policies or looking for a richer understanding of customers and prospects, the depth of your analysis depends on your ability to connect data across sources.

With this "open" pre-geocoded version of Master Location Data, you can access any of 170+ million geocoded addresses and use them for a wide range of analytical, research and marketing purposes.

GeoEnrichment comes built in. The pbKey™, a persistent unique identifier for each location lets you easily connect to a wealth of demographic, geographic and industry-specific data. You can streamline prep for analytics, and confidently fast forward to the insights and answers you need.

More than 170 million geocoded US addresses

- Pre-appended with:
 - pbKey persistent unique identifier
 - Accuracy codes
 - FIPS codes
- Multi-sourced for unparalleled precision
- Built for rapid insight and easy integration
- Includes non-USPS®, non-phone-service addresses

Gain faster, more precise insights.

Focus on the analytics.

Now there's one US address dataset that saves you time and expense having to collect together myriad sources. Assembled from the best available address data, the MLD Address Fabric is optimized and enriched. It streamlines your data prep, so you can move faster to the analytics that matter.

Rely on continuous improvement.

Start with unprecedented access to highly precise geocodes. Multi-sourced from nine different leading datasets, the Master Location Data within the MLD Address Fabric is continuously updated. An accuracy code affixed to each address provides a confidence level for the precise location. A unique identifier assigned to every address expedites matches, appends and data utilization.

Go beyond the USPS.

Unlike most address datasets, MLD Address Fabric includes millions of non-postal addresses for units, apartments and other locations not served by the USPS or phone services. Plus, it includes millions of base addresses for multi-residential and commercial properties. You'll gain access to virtually all deliverable US postal addresses, and much more.

Take GeoEnrichment to a new level.

An address list unlike any other

The MLD Address Fabric is the “open” version of the complete address-point geocoding data used within the Pitney Bowes geocoding engine. It is the most complete and geographically accurate list of US addresses available. The full address list contains more than 170 million unique addresses. Now you access this data for a wide range of analytical, research and marketing purposes.

Eliminates redundant efforts

Shift your focus from managing data to discovering insights. Now you won’t have to re-code for every new data file. A unique identifier that persists across all datasets is added to each address within the MLD Address Fabric, making it easy to integrate and append additional data for richer insight. Plus, accuracy codes offer instant opportunity to filter to the level of confidence you need.

How MLD Address Fabric works

Each address contains a latitude and longitude coordinate pair so that it can be sited on a map and used in location analysis. The MLD Address Fabric adds the full Federal Information Processing Standard (FIPS) code to allow Census level demographics to be attached automatically. A location “accuracy” code provides a confidence level as to the positional accuracy of each data point.

The data is continuously updated, yet a stability feature keeps insignificant variations from triggering recalculations. This enables the MLD Address Fabric to deliver an extraordinarily high match rate with great accuracy and precision, while also enabling high-performance usage of its data.

Address Fabric benefits: Industry use cases

Telecommunication companies utilize the MLD Address Fabric to underpin a “Homes Passed” solution to quickly identify geographies where marketing efforts have the greatest potential. Matching available infrastructure with the addresses of customers and prospects makes it easy to identify the underserved.

Insurance companies use the MLD Address Fabric with property attribute data to identify prospective customers and the proximity of their homes to risk hazards. This adds confidence for marketing, underwriting and pricing.

Why Pitney Bowes?

Today, Pitney Bowes solutions provide accuracy and precision in 40 of the top 50 communications providers and over 300 insurance companies worldwide. A global leader in Location Intelligence, we can help your organization achieve a competitive advantage.



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