



REVERSE GEOCODING DATA SHEET

Reverse Geocoding Solution

DRAW IMPORTANT CONNECTIONS BETWEEN LOCATIONS, PEOPLE, PLACES AND THINGS—IN REAL TIME AND ACROSS TIME—FOR MORE EFFECTIVE MOBILE MARKETING.

Solution Overview

Reverse geocoding empowers marketers to connect with individual consumers in real time via highly specific, personalized, time and location-based mobile messaging. Grabbing a mobile GPS signal from a consumer's smartphone, it pinpoints where he or she is and translates the coordinates to an address. In a fraction of a second, that person's current location can meld with key data, such as the person's buying patterns, behaviors, preferences and influencers—and can be cross-referenced with nearby sites and stores. It makes personalized messaging more actionable by reaching consumers when and where they are most likely to buy.

Benefit

Social media sites and mobile advertisers have access to massive amounts of consumer data. And now, with reverse geocoding, they can tie that data to specific time and location 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: consumers receive personalized offers tied to where they are currently located.
- It increases relevance for marketers by incorporating time and location into the consumer shopping experience.
- It enables social media sites and mobile advertising agencies to offer these real-time benefits to attract more users and members.

Overall, it enables unparalleled opportunities for proactive, personalized, location-centric marketing.

EXPECTED ROI

Reverse geocoding informs immediate response—increasing the accuracy and effectiveness of key decisions. In retail, that means capturing a GPS signal from a smartphone and returning an offer at the exact right time and place. In telco, insurance and government sectors, these real-time location insights can reduce risk, cut costs and even save lives.

REVERSE GEOCODING DATA SHEET

REVERSE GEOCODING TRANSFORMS BUSINESS—MAKING SMARTPHONES SMARTER AND LOCATION DATA MORE ACTIONABLE—SO YOU CAN RESPOND WITH SPEED AND CONFIDENCE.



Bridging the gap between retail and social media, reverse geocoding allow you to capture a GPS signal from a customer's mobile phone, determine their precise location—and then deliver an offer at the right time and place.



Reverse geocoding is making a difference in insurance (claims, risk management), telecommunications (network optimization) as well as the public sector (homeland security, tracking, emergency response). Now, for example, 911 operators can pinpoint locations and route responders even if a caller is unsure of their address.

Immediate marketing intelligence

Social media guru Charlene Li talks often about making “smartphones smarter.” Reverse geocoding adds in consumer location to bring content to life. With it, businesses can send fewer, smarter messages that:

- Are specific to a consumer’s current location
- Are tailored to the consumer’s tastes and preferences
- Reach consumers when they are most likely to act on offers

Today’s time-strapped, over-messaged consumers can spend less time researching where to shop—and even less time shopping—as social media sites provide them with in-the-moment guidance on how and where they can find nearby products, services and points of interest that tie in with their preferences and needs.

Imagine traveling to a new city and receiving specific information on nearby, limited-time events that appeal to your interests. Imagine purchasing a dress or suit and instantly receiving information on nearby shops that have the shoes to match. These are just a few of the ways in which reverse geocoding may be incorporated with consumer information for convenience.

Other reverse geocoding opportunities

Reverse geocoding has numerous other potential applications as well—this new technology coupled with social media can be harnessed to provide localized weather warnings, alert consumers of relevant traffic diversions and supply real-time, personalized instruction in cases of emergency.

Reverse geocoding also has important potential applications for government responders. 911 calls, for example, were once traced back to landline addresses; and now, with reverse geocoding, location accuracy can be applied when emergency calls come in via mobile.

Taken together with the mass of other inputs about consumers, buying patterns, shop locations and more, reverse geocoding can also help to inform larger scale business decisions such as new site placements for businesses, and best overall shopping destinations for consumers.

Intelligent minds at the world’s leading social media companies and agencies are just getting started at determining new ways that reverse geocoding can be incorporated into social media services to empower businesses and inform consumers.

More precise insights—around the world

Pitney Bowes Software provides Address Point geocoding in 52 countries and territories, interpolated along a house number range on a street segment. This high level of accuracy also includes Street Centroid and Street Intersection geocoding, which is appropriate for most applications.

Knowing consumers in new ways

Every person who carries a smartphone carries a GPS—and each GPS provides inputs for reverse geocoding. Whenever consumers “check in” formally or informally, they provide insights on where they are. Whether they are buying tickets for an event, reserving hotel rooms, or registering for a program, they provide information on where they will be. At the same time, when consumers “like” something on a social media site, join different social media groups and conversations, or shop via social media sites, they provide insights on their interests, opinions and preferences. Today, even photos can be “geo-tagged” to associate people with places. Combine this information with basic personal data provided at site enrollment, and marketers suddenly have an unprecedented amount of knowledge about individual consumers. Reverse geocoding from Pitney Bowes is designed for accuracy—and for usability—enabling near-instant integration of inputs for more effective marketing.

Choose the reverse geocoding solution that offers immediacy, accuracy, and coverage.

Unparalleled speed

Reverse geocoding requires immediacy across a range of metrics:

- Applications need to be quick to market – reverse geocoding from Pitney Bowes can be deployed fast with minimal operational disruption and development resources required
- The “response time” or speed with which a call-to-action can be issued for any given customer has to be near immediate. We help reach customers where they are with responses in milliseconds
- The ability to create business cases for new apps needs to be fast and direct—our user-friendly GUI enables product managers and marketers to drag-and-drop, creating business requirements as they define reverse geocoding needs.

Extraordinary accuracy

Speed is of no use if the data isn't accurate. Our reverse geocoding solution is a part of suite of solutions offered with the Spectrum Technology Platform:

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

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

International coverage

As of the beginning of 2012, Pitney Bowes reverse geocoding coverage spanned across 50 countries around the world. Our coverage is continuously expanding, with reverse geocoding capabilities being added to new markets every year.

Pitney Bowes 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. And, through the Pitney Bowes Spectrum Technology Platform, we ensure that address data is standardized across countries for effective use worldwide.

REVERSE GEOCODING DATA SHEET



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.

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.australia@pb.com
pbsoftware.singapore@pb.com



Every connection is a new opportunity™



Pitney Pitney Bowes Software, Inc. is a wholly-owned subsidiary of Pitney Bowes Inc. Pitney Bowes and the Corporate logo, 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.

93330 AMER 1209