



# Rooftop Geocoding

## Data Marketing Services Solution



## Putting the power of targeted and personalized communications in your hands

Rooftop Geocoding adds the exact latitude and longitude to six decimal places of the address to each record, so you can drive your marketing campaigns with greater precision than ever before. The coordinates are precise enough to “put the pin” right in the driveways of your target audience, allowing you to send the right communications to the right consumers.

### WHY USE ROOFTOP GEOCODING?

- » Personalized mailpieces delivered to the right buyer drives customer traffic to desired retail locations
- » Achieve maximum ROI by identifying specific geographic concentrations to align with specific marketing campaigns
- » Get the most precise consumer address data in the industry

### DRIVE YOUR BUSINESS FORWARD WITH ROOFTOP GEOCODING

Get Rooftop Geocoding when and how you need it with multiple integration points. It can be employed through GoData™, LENS/FTP®, or BCC Mail Manager™.

### HOW CAN WE HELP?

BCC Software prides itself on our in-house, local customer support team, who are all USPS® Mailpiece Design certified. Need assistance? Never hesitate to give us a call.

### FEATURES

- » Provides the most precise and accurate results, thanks to multiple data sources
- » Append latitude and longitude to six decimal places
- » Supports both business and consumer addresses

### BENEFITS

- » Establish robust and relevant geographical concentrations of target consumers
- » Drive effective campaigns by advertising most convenient retail locations for buyers
- » Identify target consumers' proximity to other relevant locations



For more information on improving your business with Rooftop Geocoding, visit: [bccsoftware.com](http://bccsoftware.com)



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