

GEOJUNXION



LOCATION AWARE CONTENT

ZIP+4 PLUS

 PRODUCT DATASHEET

Geo Location Suite

Location intelligence has been part of a marketer's arsenal for years, but ZIP+4 Plus data offers the potential to gather and utilize real, actionable insights about your customers and prospects based on their location.

This dataset contains ZIP+4 plus code boundaries and polygons that are based on parcel data and road geometry. This data is augmented with additional information about geographic subdivisions like related metropolitan areas, carrier routes, census block groups, and related statistical areas.

KEY FEATURES

- ZIP+4 code boundaries
- Coverage of 35 million polygons across 50 states, DC, and outlying territories
- Core based Statistical Areas (CBSA & MSA)
- ZIP+4 polygons generated per county, with both name and FIPS codeMinor Civil Divisions (MCD, aka county subdivisions)
- Block groups and settlement names

TYPICAL USE CASES

Identifying your target audience is the cornerstone of success. However, given the complexity of the market and diverse consumer behaviors, this can be extremely challenging since limited budgets also mean that every dollar must be strategically invested to drive your business. You can solve these challenges by integrating your data with the latest and most accurate ZIP+4 Plus dataset to better hone in on your target groups.

BENEFITS

- Target clusters of households in small and defined suburbs
- Save costs and maximize your budget
- Always up to date with quarterly updates with latest parcel and USPS information

DELIVERY FORMATS

Available as Esri ShapeFile dataset, or via an API

PROJECTION

WGS84 Projection: The projection system used in GeoJunxion data is in decimal degrees (latitude, longitude) with WGS84 as datum, according to the ellipsoid model used for computations. The spatial reference id is EPSG:4326.

CHARACTER SET

The character-set used is UTF-8

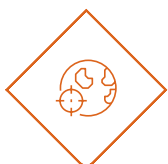
COVERAGE

USA



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