

Maponics Neighborhood Boundaries™

Neighborhoods are a fundamental way that social, cultural, and economic context is defined in societies across the globe. And while neighborhoods are informal entities, they can be defined geographically and doing so opens up a world of possibilities in terms of correlating places and points of interest to neighborhoods. Maponics understands the significance of neighborhood boundaries in relation to real estate, search/local search, direct marketing and a myriad of other industries.

Why Neighborhoods Matter

Around the world, neighborhoods are the most intuitive way to identify geography—SoHo, Haight Ashbury, Picadilly Circus, the Louvre. When people shop for a new home or look for a restaurant, the most natural way to search is by neighborhood. When marketers want to target their message to the best prospects, analyzing demographics by neighborhood improves their campaigns. There are countless other ways for businesses and organizations to utilize neighborhood boundaries for improved customer experience.

Neighborhood Boundaries Dataset

From North America to Asia Pacific, Maponics is the only GIS data provider to collect, validate and provide neighborhood boundaries in over 67 countries. Key features of this dataset:

- Multiple local data sources per neighborhood including realtors, tourism agencies, municipalities, and ongoing customer feedback
- Unambiguous, non-overlapping boundaries
- Maponics exclusive neighborhood classification schema with zoning and social use data
- Neighborhood hierarchy (macro neighborhoods, neighborhoods and sub-neighborhoods)

Product Offerings

- **Neighborhood Boundaries** – neighborhood boundaries, centroids, names, zoning and social use data
- **Neighborhood Centroids** – neighborhood centroids, names, zoning and social use data
- **Neighborhood Names** – neighborhood names and locations

See our neighborhood data in action:
www.maponics.com/neighborhoods-demo

“Maponics commitment to quality and their continued expansion of the neighborhood boundary database allows us to provide our site visitors with a comprehensive real estate search experience. It is clear that our customers want the option to view information at the neighborhood level and with the scope and quality of the data we license from Maponics, we can deliver on that.”

- Alex Lange,
CTO
Roost®



Formats available:

- GIS
- Spatial Database
- Google Maps/KML

Available via:

- GIS File
- API

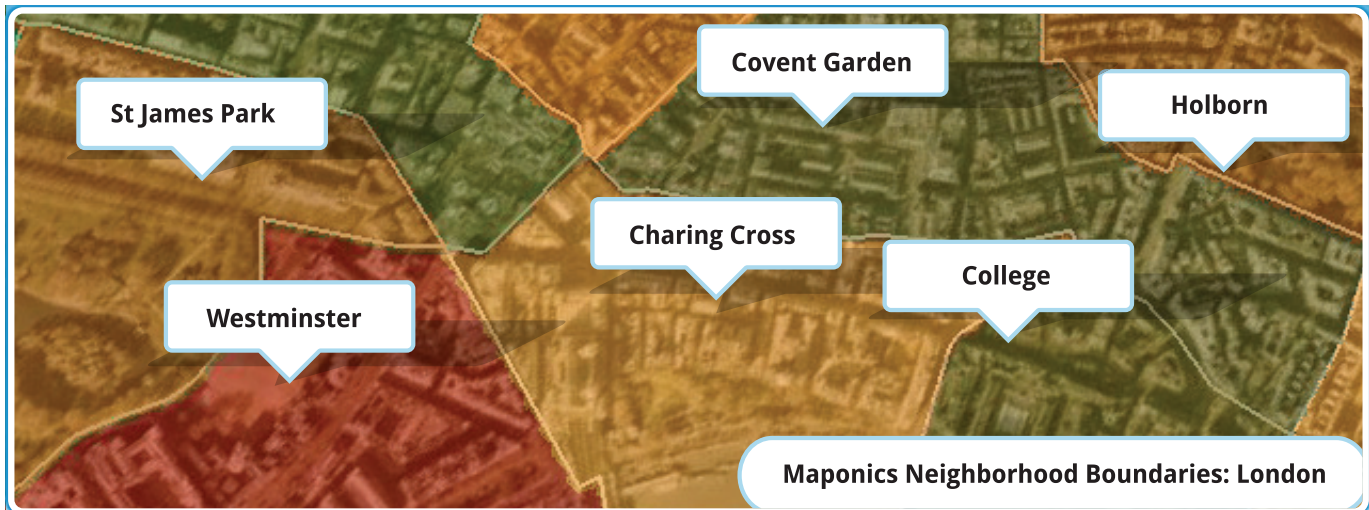
Contact Us

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maponics®

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Dataset Use Cases

Neighborhood data enables search and display in ways that are easy for people to identify with and provides value in these types of use cases:

- Homebuyers, real estate agents, brokers and appraisers can view properties in relation to neighborhood boundaries to increase the relevance and value of search results
- Search/ local search engine visitors can reference neighborhood names in search terms, improving the relevancy of results and enabling display of local neighborhood businesses and points of interest
- Direct marketers use neighborhood demographics as a way to define households within target markets and improve marketing campaign results
- Social networking users can choose to share their current location at the neighborhood level

Neighborhood Coverage Areas

North America – over 146,800

Europe – over 17,500

Rest of World (South America, Asia Pacific, Middle East and Africa) – over 5,800

Quality Assurance

Quality is central to our mission at Maponics. We embed it in every one of our processes, from acquiring and validating source data to running advanced geometric algorithms before we release products. Our GIS experts reach out to local resources so that we can provide geographic data that mirrors the reality on the ground and establish ongoing relationships to keep it current. Whenever possible, we use multiple sources to corroborate data and employ ongoing customer and user feedback to continually make our products better.

Our Quality Program is tailored to each of our product lines and includes a comprehensive and rigorous Quality Assurance (QA) Plan. The QA plan establishes consistent quality standards for every phase of product development, including resourcing, compilation, and verification. The Quality Program also includes an independent GIS Quality Control team that run numerous test scenarios on all aspects of the product, from data contents to database output files.

The Neighborhoods Quality Assurance Plan incorporates direct customer feedback and uses local authenticators to review and validate neighborhood names and boundaries and ensure our product data is true to local perception.



About Maponics: We specialize in location-based data and information for businesses, including School, Neighborhood, Subdivision, Shopping, College Campus, City, ZIP Code, and Carrier Route Boundaries. Real estate, local search, mobile, social media and marketing firms rely on Maponics to power ultra-local interactive search, mapping, and ad targeting platforms, including Google®, Twitter®, Trulia®, Move Inc., ZipRealty™, LPS, RPR™, Fannie Mae®, Estately, Citysearch®, Prudential, Century 21 Canada, Yellow Book USA®, infoUSA®, AccuData®, Zvents®, HelloMetro, Zillow® and many others. The Maponics Online Store, powered by Maponics data, is where the USPS.com refers its business customers for postal maps. The company is located in Vermont.