

Maponics ZIP Code Boundaries™

ZIP Code boundaries are highly effective tools that allow marketing campaigns to target the most potential prospects, enable home buyers to locate prospective homes in select areas and add relevance to search/local search.

Why ZIP Codes Matter

ZIP Codes delineate how mail is sorted, processed and delivered to recipients across the United States. Businesses and organizations use this information to drive decisions around demographics and location—making business initiatives more targeted and efficient.

ZIP Code Boundaries Dataset

Maponics is the authority on taking raw U.S. Postal Service (USPS) data and transforming it into a highly useful location-based dataset. Key features of this dataset:

- Superior data quality and accuracy based on data feeds directly from the USPS and processes using proven methodology and algorithms
- ZIP Code Boundaries are built from the individual address level up and aligned with streets to provide the best representation of postal geography
- Complementary datasets for purchase include Carrier Routes, ZIP+4s, Neighborhood To ZIP Code Correlation File and Neighborhood Boundaries

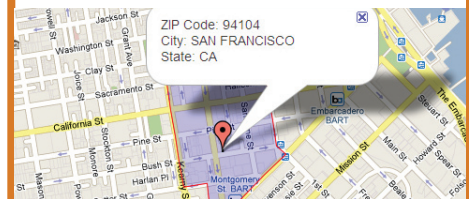
Product Offerings

- **ZIP Code Boundaries** – a comprehensive dataset of boundaries, centroids, location information and delivery counts for residential and business
- **ZIP Code Centroids** – a precision dataset including centroids, location information and delivery counts for residential and business
- **ZIP+4 Centroids** – includes 5-digit ZIP Code, plus 4-digit ZIP Code extension and centroid coordinates

“We chose Maponics to power our new HyperLocal search technology because they offer very high quality, accurate Neighborhood and ZIP code data”

- Clark Scott,
President and CEO
HelloMetro®

See our data in action



Vist the Maponics
ZIP Code Demo
at

[www.maponics.com/
zip-code-demo](http://www.maponics.com/zip-code-demo)

Formats available:

- GIS
- Spatial Database
- Google Maps/KML

Available via:

- GIS File
- API

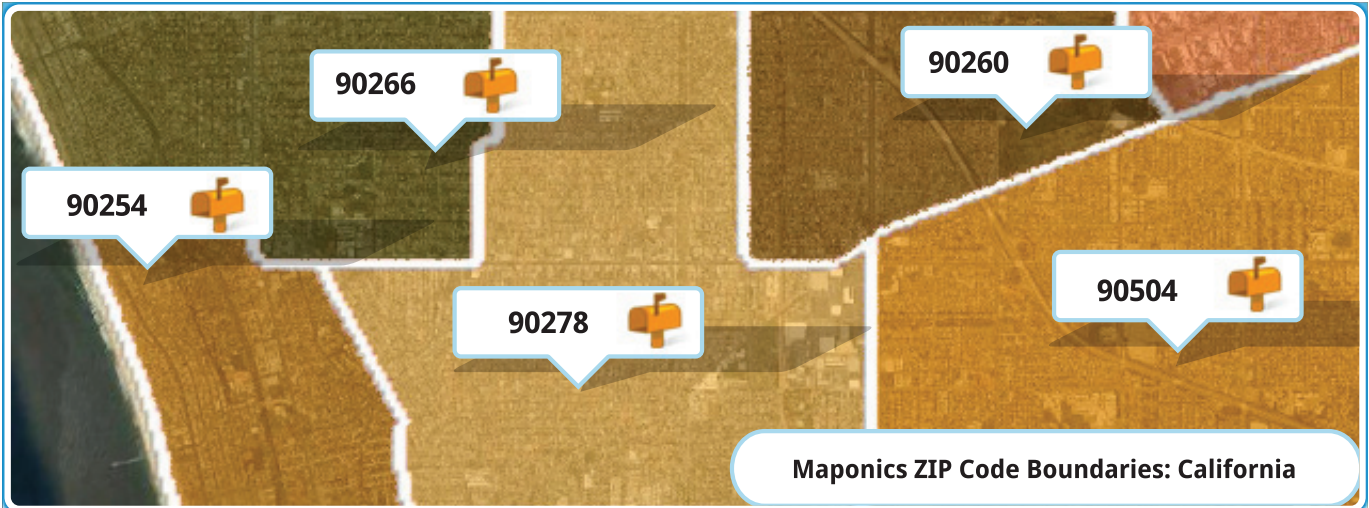
Contact Us

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maponics®

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Dataset Use Cases

- Search and local search engine visitors get more relevant business and point of interest results when searching by ZIP Codes
- Homebuyers, real estate agents, brokers and appraisers employ ZIP Codes in property searches to drill down to a target area and for more applicable search results
- Direct marketers use ZIP Code demographics and location to target marketing campaigns at their most promising prospects
- Telecommunication and utility companies utilize ZIP+4 centroids to target and communicate with a customer list within a service area

Coverage

Maponics ZIP Code Boundaries has nationwide coverage in the United States and Puerto Rico.

Contact us to learn how ZIP Code data can work with our other product lines
1-800-762-5158

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.

ZIP Code Boundaries are the result of proven, comprehensive, and proprietary algorithms used as part of our methodology that optimizes direct data feeds from the U.S. Postal Service and topologically aligned using street networks.

About Maponics: We specialize in location-based data and information for businesses, including school, neighborhood, carrier route and ZIP Code boundary data. Local search, real estate, mobile, social media and marketing firms rely on Maponics to power ultra-local interactive search, mapping, and ad targeting platforms, including Twitter®, Trulia®, Citysearch®, Yellow Book USA®, infoUSA®, D&B, AccuData®, Zvents®, HelloMetro, Monster.com®, Zillow®, Lowe's® and many others. The Maponics Online Store, powered by Maponics data, is where the USPS.com refers its business customers for postal maps. We are located in Vermont.