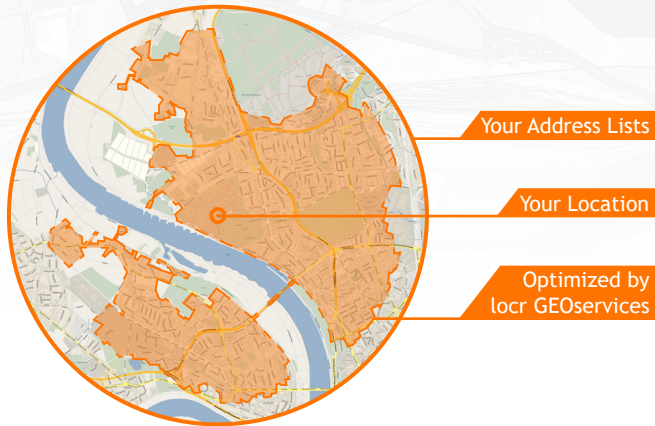


## Address Geocoding

The addresses in your database can be geocoded so you can target your prospects with rooftop precision.



## Turn-by-Turn Direction

Get turn-by-turn information in text, XML or HTML format and include that information in your marketing message.

## Address Recognition

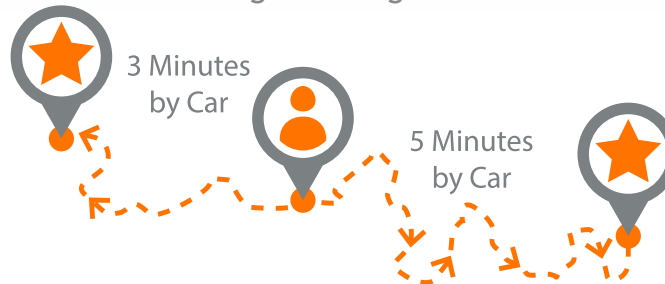
Validate your addresses using geocoding technology and find faulty records before you do your mailing.

# locr GEOservices

## Travel Time and Distance

Calculate travel time and distance between each address and a specific location. Get car or pedestrian directions and use that information to enhance your marketing message:

“Only 3 minutes to get to a great bargain!”



## Address Assignment

You can assign the nearest sales location from a separate list to each address record by using real navigation calculation. You can also define rules like assigning the next three locations within 10 miles around each address or the nearest shops from different categories.

## GEOservices

# locr<sup>®</sup>

## GEOservices & MAPS

Target the right audience in the right place with geo-based personalized communications



[www.locr.com](http://www.locr.com)

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# locr GEOservices

## Improve Response Rates with Engagement

## Improve Your Direct Mail Campaign Before You Even Mail it

GEOservices from locr help marketers connect people and places.

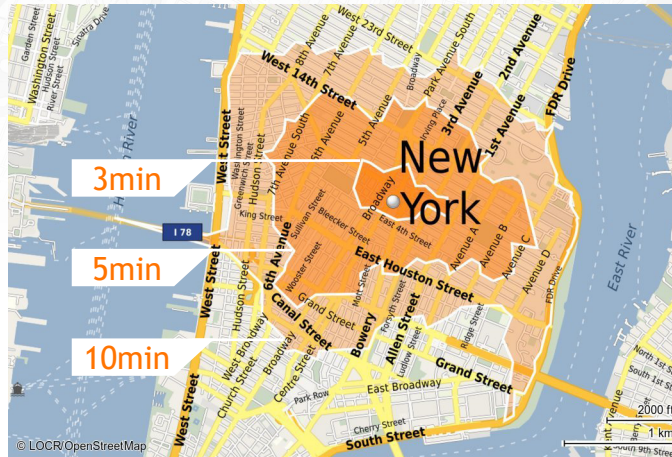
We take data from a leading geo-data provider and use it to create a quality database that is the foundation of our GEOservices.



These GEOservices enable marketers to use location to their best advantage.



locr's GEOservices enable you to improve response rates by using engaging customer-centered communications in your mailing.



Using locr's GEOservices, you can:

- Let your prospects know how easy it is to get to your business by providing personalized travel time and walking or driving distance based on the prospect's address
- Provide turn-by-turn directions that tell your prospects exactly how to get from their home to your business or event
- Easily add these personalized messages to any part of your multi-channel marketing campaign

locr's GEOservices let you go beyond postal codes and use latitude and longitude coordinates to achieve rooftop precision in your address selections. You can use these geo-information to:

- Check your mailing list to ensure you are mailing to real, valid addresses
- Finely select your prospect mailing list based on actual addresses, not just postal codes
- Target a specific message or offer to prospects within the exact geographic area you want to reach



For further information

[www.locr.com](http://www.locr.com)