

Generation5

Product Data Sheet
Product: **G5 Geocoder**

Generation5 Geocoder version 7.x

Automate the assignment of longitude and latitude coordinates to postal information

G5 Geocoder provides you with spatial intelligence that eases the preparation of data for, direct marketing, media distribution, market potential, penetration and site analyses.

This stand alone software defines Latitude and Longitude coordinates for each street address by matching the address fields in your database against our geo-reference engine.

What is new about G5 Geocoder?

To expedite and enhance your success rate when geo-coding large address files the new version 7 features quarterly postal code updates that can be easily installed without replacing the software.

A postal code capability can now complete the geo-coding process. This helps a process operator complete a file, particularly when the file contains addresses in rapidly growing or rural regions.

And finally, an integrated Canada Post database allows the operator to validate postal addresses. Access to this database requires a valid Canada Post Data File subscription.

See your customers. Find your customers.

ENHANCEMENTS TO THE NEW GEOCODER INCLUDE:

- MORE FREQUENT UPDATES TO COMPLETE YOUR FILES
- LDU LEVEL GEO-CODING TO EXPEDITE THE GEO-CODING PROCESS
- ADDRESS VALIDATION DATA THAT MATCHES YOUR RESULTS TO THE CANADA POST DATABASE





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