



# DOTS Address Insight

Address Insight brings together three of our most powerful services to provide a deeper understanding of your address data.

Starting with Address Validation, we verify, correct, and standardize US addresses down to the unit/suite level. Once addresses are validated, Address Geocode translates addresses into longitude and latitude coordinates with near-perfect accuracy. Demographics are also appended with over 140 geo-centric data points providing confidence in your location intelligence.

## How It Works

### Integrated Address Validation

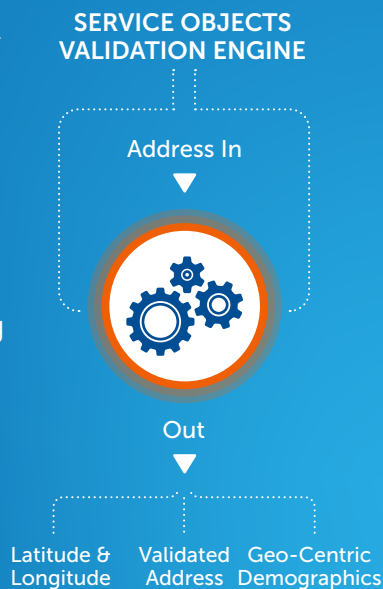
Addresses are validated and corrected using a combination of USPS address data and 15M+ addresses not recognized by the USPS.

### Returns Accurate Roof-Top Geo-Coordinates

Accurate latitude and longitude coordinates are provided, along with incorporated and unincorporated city boundary flags.

### Appends Location Specific Demographics

Demographic components include census tract and block values, county and state FIPS, household and income data, housing values and more.



## Features and Benefits

### Location Intelligence

From a single address, Address Insight provides precise roof-top level longitude and latitude coordinates, critical postal deliverability information and over 140 demographic data points, including 13 incorporated & unincorporated flags.

### Risk Assessment

Address Insight provides accurate level geo-coordinates for calculating distances to potential risks like underground storage tanks, flood plains, shorelines, fault lines, and other natural disaster zones, helping insurance companies better determine risk factors.

### Supports Segmentation for Target Marketing

Segment and focus your marketing messages using location and demographic data, including:

- **Geo-Targeted** - Deliver precise marketing messages to targeted prospects based on longitude and latitude.
- **Demographics** - Target your prospects based on socio-economic, cultural and population data points.

### Supports Compliance

Address Insight provides critical location intelligence that enables your business to meet government regulations like fair lending practices, tax reporting and loan processing.

		
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