



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

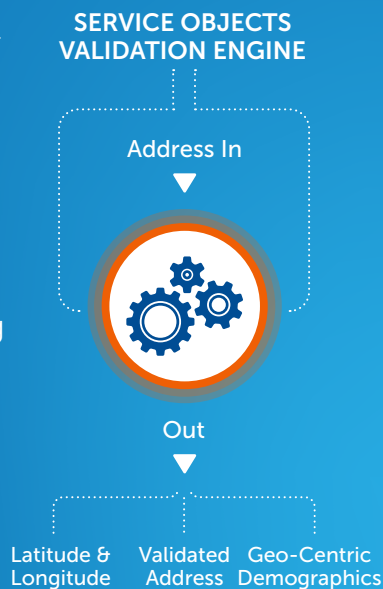
Addresses are validated and corrected using a combination of USPS address data and 15M+ addresses not recognized by the USPS.

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.


24/7/365
Customer Support


99.999%
Uptime Guarantee


Dedicated
Support Engineers



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