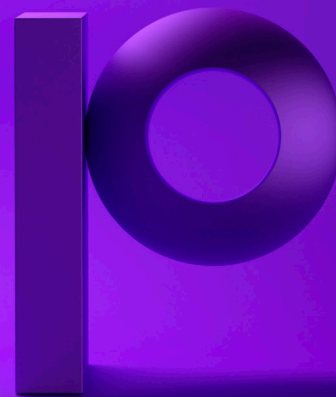




# Master Location Data

The most complete and accurate U.S. geocoding reference dataset available



## Unlock competitive advantage

Processes that once required advanced spatial expertise are now simple. With Spectrum Global Geocoding, Master Location Data (MLD), and the PreciselyID, you can easily enrich an address with thousands of verified attributes to inform your business strategies.

- Validate, cleanse, and standardize address data across data sources
- Build trusted data by ensuring accuracy throughout the entire business process
- Easily enrich each address with thousands of attributes harmonizing data across disparate datasets
- Reveal actionable insights to make better, faster decisions

Hyper-accurate geocoding with Master Location Data and data enrichment provides the context necessary to build trusted data and create data-driven, address-centric location strategies.

## Reduce the time to value with enterprise-ready geocoding and enrichment

### Trusted data through unparalleled matching and metadata

Reduce time-consuming exceptions and false positives. Spectrum Global Geocoding with Master Location Data provides the most complete coverage of addresses, the highest possible match rates, and detailed matching metadata ensuring the ultimate confidence in the accuracy of your data.

### Confidence with hyper-accurate locations

Our advanced spatial-data preparation process applies a rigorous multi-step algorithm to determine the most accurate location for each address. This methodology is continuously and rigorously reviewed and augmented as appropriate. Minimize costly errors with extraordinary accuracy and precision.



## Locate your competitive advantage

- Understand and quantify risk
- Identify profitable business opportunities
- Reduce exception processing
- Integrate location information across your operations

## Data interoperability and actionable insights with the PreciselyID

The methodology used to build Master Location Data creates our unique and persistent identifier, the PreciselyID, which facilitates enterprise data management, enrichment, and data harmonization across the business. A PreciselyID is generated for virtually all mailable and non-mailable addresses – over 200 million addresses across the U.S.

Through the PreciselyID, easily enrich your business data with building footprint/rooftop locations, weather patterns, consumer information, boundaries, and more, providing a composite view of an address that can be used without spatial processing. Both accurate geocoding and data enrichment provide the context necessary to build trust in business data for data-driven, address-centric location strategies.

## Build data you can trust

### Benefit from hyper-accurate location through multiple data sources

Access one dataset for multiple sources. Unlike other geocoding solutions, the Master Location Data geocoding reference dataset is created from multiple sources, taking the best location information available, and engineering that data to ensure high match rates with hyper-accurate location.

### Access the most complete address dataset available

This multi-million-record dataset includes unit numbers within multi-dwelling units and office complexes, as well as addresses delivered to by national couriers. Secondary addresses, address changes, and historical information are also included to enhance matching accuracy.

### Consider our experience

Addresses are complex and Precisely is the leader with patented capabilities providing our customers with mature solutions. Whether you're starting out with a small project on a desktop or looking to integrate business addresses into your business operations, Master Location Data and the PreciselyID have proven their value in helping to inform critical business decisions.

### Transform your addresses and business data into enhanced insight

Master Location Data is designed to help you streamline processes and unlock value from your business data. Using the PreciselyID in business data, efficiently organize, manage, analyze across disparate data sources for a meaningful approach to enriching data quickly.

### Derive more meaningful and trusted results from augmented analytics and ML processes

Using the PreciselyID, you can efficiently integrate trusted addresses and spatial data into your business processes. Create location-based insight by easily joining business data with expertly curated datasets, such as risk, property, consumer, and point of interest data, to add meaningful context to your analytics, AI, and ML outcomes.

### Understand and quantify risk with hyper-accurate location

Now, you can increase accuracy and reduce loss ratios. The improved precision enables you to assess proximity to natural and man-made hazards accurately.

## Master Location Data benefits

- Validate, cleanse, and standardize address data across data sources
- Easily enrich each address with thousands of attributes harmonizing data across disparate datasets
- Reveal actionable insights built on trusted data
- Most complete U.S. address list available
- Most accurate match rates using sophisticated algorithms
- Both forward (address) and reverse (lat/long) geocoding available

## Address key business challenges

- Underwrite competitive policies while minimizing overall risk
- Target consumers more effectively
- Plan your sales territories more accurately
- Pinpoint risk

## Plug into the power of location

Master Location Data with PreciselyID is part of the Precisely Locate suite. These scalable, high-speed location intelligence products are supported by superlative address and data quality and are easily integrated with hundreds of location-based datasets.

Transform your location and business data into enhanced insight. Plug into Master Location Data alongside the PreciselyID to solve business problems, deliver location-based services and manage assets.