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## Why Our ZIP Code Data is Better

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### Introduction:

The title of this document may appear to be boasting, but we will focus on just stating the facts about the quality of our data versus others.

- 1) We've been selling this data for over 20 years to thousands of clients, from small businesses to the Fortune 100. We listen to our clients and when we receive inquiries into possible data errors, we investigate. We've refined our procedures and have many overrides to the data that you won't find elsewhere. We literally go through many hundreds of steps to create our data.
- 2) We don't believe in the 'kitchen sink' philosophy. Competitors market under the 'more is better' appeal and give you info that you don't need and have to sift through. What we've focused on is giving our clients what they want. For instance, we see competitors providing Facility Code, City Delivery Indicator, Finance Number and many other fields that nobody in 20 years has asked us for!
- 3) More isn't better with the total number of ZIP Code records either. We have about 58,000 records in our Deluxe and Plus versions. Competitors have over 80,000 records. Our alternate names are manually verified and standardized. We don't just give you what the USPS has. A lot of their alternate city names are intentional misspellings, abbreviations and organization names—not cities. For instance, competitive data shows the following for 45433:
  - a) Dayton
  - b) Wpafb
  - c) Wright Pat
  - d) Wright Patterson Afb
  - e) Wright Patter
  - f) Wp Air Base

We just have:

- g) Dayton
- h) Wright Patterson AFB

You need to ask yourself, *"When it comes to data, is more always better?"*

- 4) We're not the cheapest price. That may not sound like a good marketing claim, but it costs us a lot to spend the thousands of hours manually verifying data. You can only automate the processes so much. It takes knowledgeable individuals to best decide about the correct name or placement of the lat/long centerpoint, etc. We charge more because we spend the bulk of our time on making the best data while others spend it on marketing. We've seen locators using ZIP Code lat/long that pointed to their competitor. The price of our data doesn't compare to lost sales caused by bad data.
- 5) **Our lat/long is better.** Most of our clients are very concerned about having the best latitude / longitude data, but most don't take the time to do a detailed comparison and just buy what's cheapest – even Fortune 500 companies! We were pleased when one such company asked us and our competitors for sample data in multiple locations, asking all the right questions, and then after a detailed analysis, they purchased from us. We believe that when you compare, you will see the difference.

We looked at a sample database from a competitor a few years ago. Over 55% of their coordinates were off by 3 miles or more. Some were off by over 20 miles!

We use a **population-based centerpoint** for our ZIP Codes. Our points are where the people are at, not the physical center of a ZIP Code. Here is a clear example. If we chose the physical center as others do, it would be in Central Park, not at the center of the residences, as indicated with the star (our location).



*Accuracy Matters!*

- 6) We don't make you update data when there aren't changes. *Not all products need monthly updates!* We release data based on when there are significant changes that matter to our clients. Although releasing all products monthly may be a good marketing ploy, we would rather save our clients from excess work.
- 7) We have clients that have renewed their subscriptions with us every year since the 1990's, even though they know that there are cheaper alternatives. They've compared us and stay with us because *they insist on quality*. We hope you do as well.