Location enrichment with Pitney Bowes

February 12, 2019
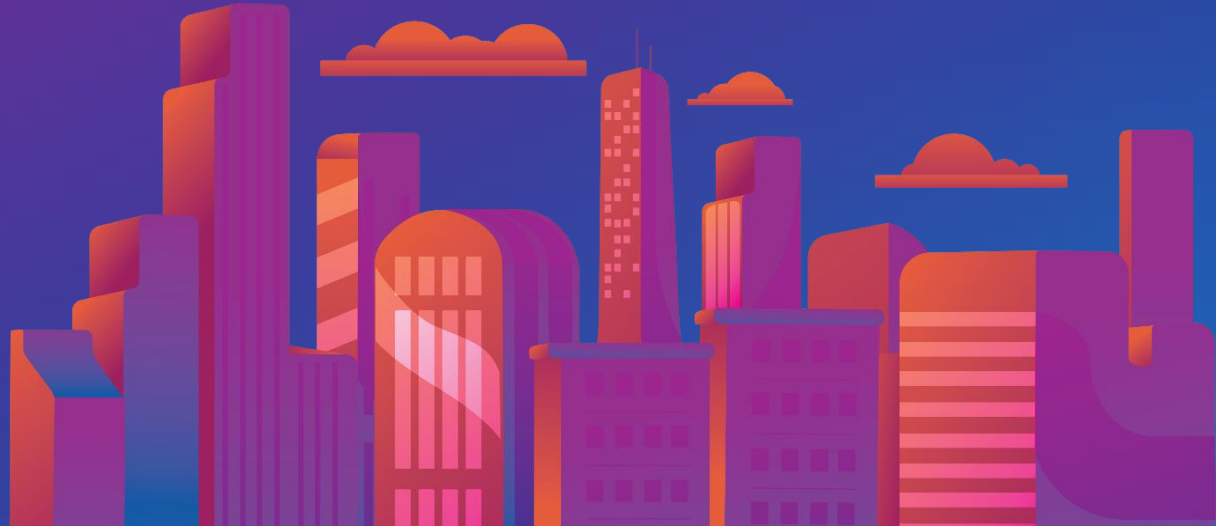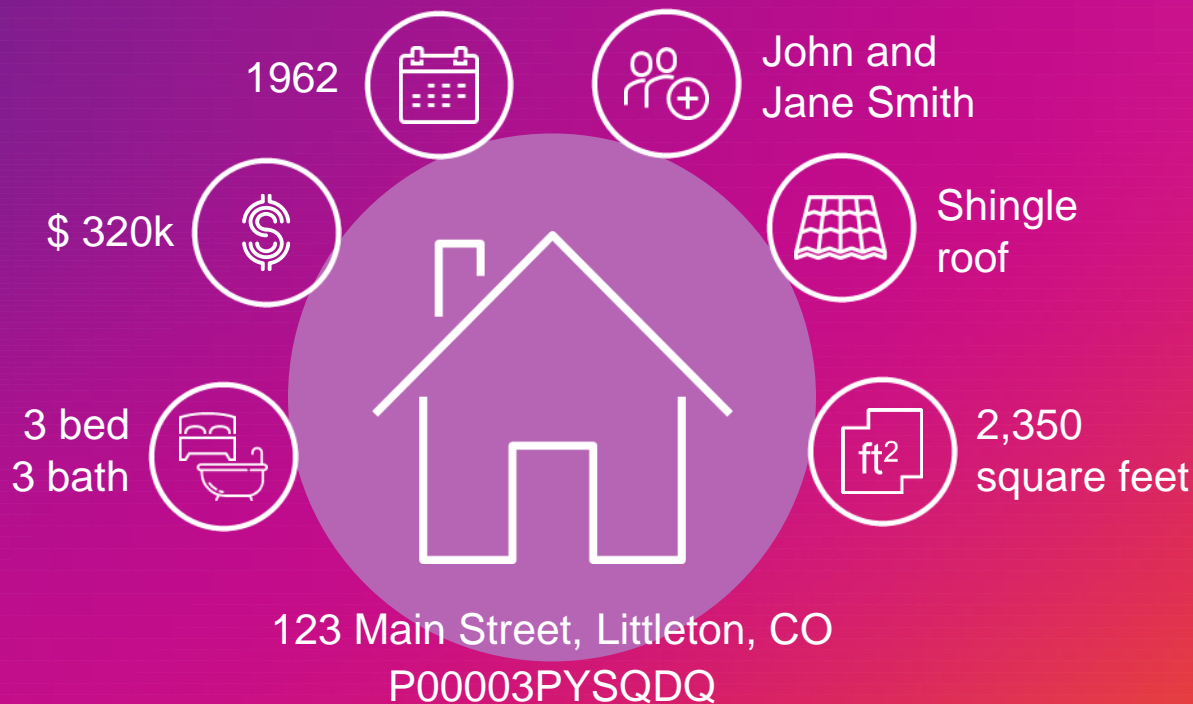
Pitney Bowes data solving real world problems
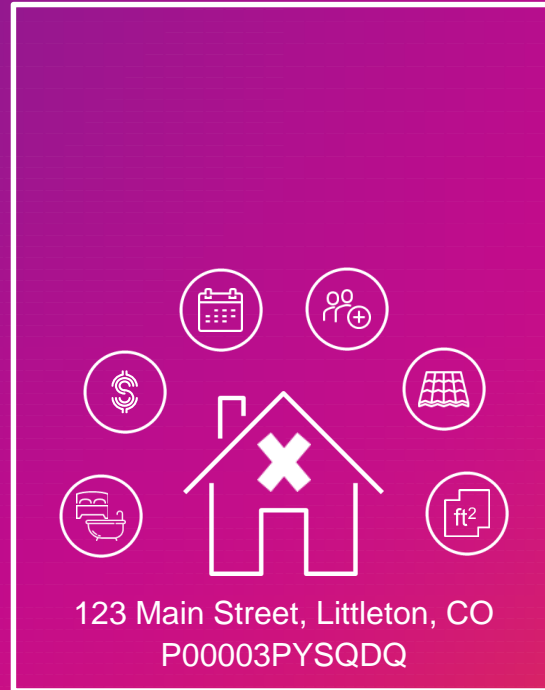

Insurance

Telco

Retail

Finance

Government

Understand the property (addresses and property attributes)

187+ million addresses in US

1962

John and Jane Smith

$ 320k

Shingle roof

3 bed 3 bath

2,350 square feet

123 Main Street, Littleton, CO
P00003PYSQDQ

Over 200+ property attributes

Hyper accurate location (geocoding)

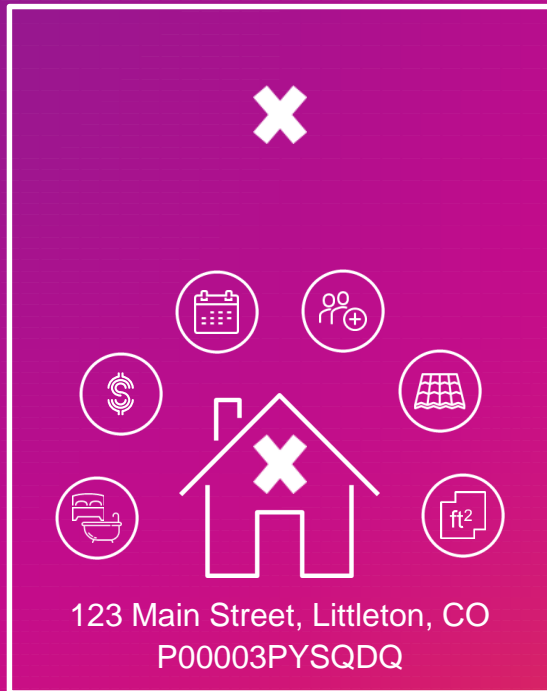123 Main Street, Littleton, CO
P00003PYSQDQ

Know risk
(risk and weather data)

150+
risk attributes

100 year flood zone

High wildfire risk

Low Crime

Tornado history

75 degrees and sunny

123 Main Street, Littleton, CO
P00003PYSQDQ

Organize to analyze (boundaries)

Colorado

Organize to analyze (boundaries)

Littleton

Organize to analyze (boundaries)
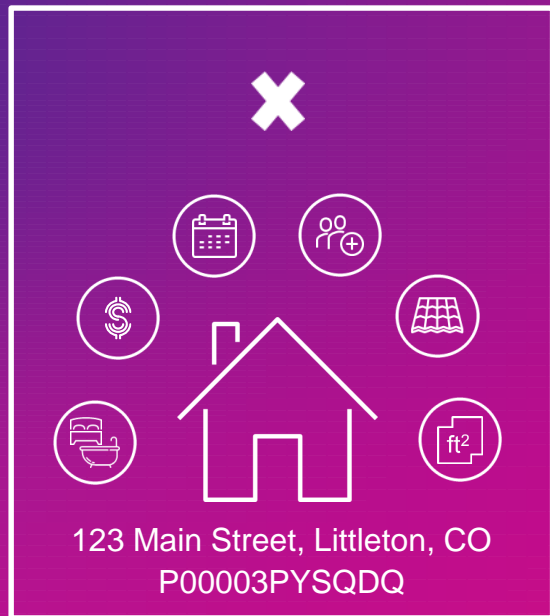
80120

Organize to analyze (boundaries)

Littleton Heights

65+ boundary types

Add location context (demographics and geodemographics)

Colorado — Littleton — 80120 — Littleton Heights

123 Main Street, Littleton, CO
P00003PYSQDQ

8,000+ neighborhood attributes

- Median income $100k
- 35% married, 40% never married
- "Professional urban families"

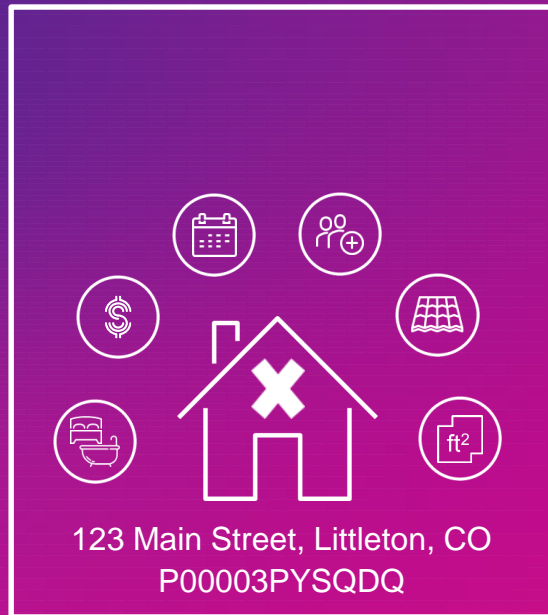- 80% white / 20% other
- 30% school age kids
- 23% High School degree, 30% Bachelors degrees and higher

Merge the digital and physical worlds (consumer & social data)

Colorado — Littleton — 80120 — Littleton Heights

123 Main Street, Littleton, CO
P00003PYSQDQ

200+ consumer attributes
7,500+ social affinities

Bill Johnson (303)555-5555 .... **Sports >** Football – Denver Broncos

amyj342@gmail.com .... **Politics >** US Conservative

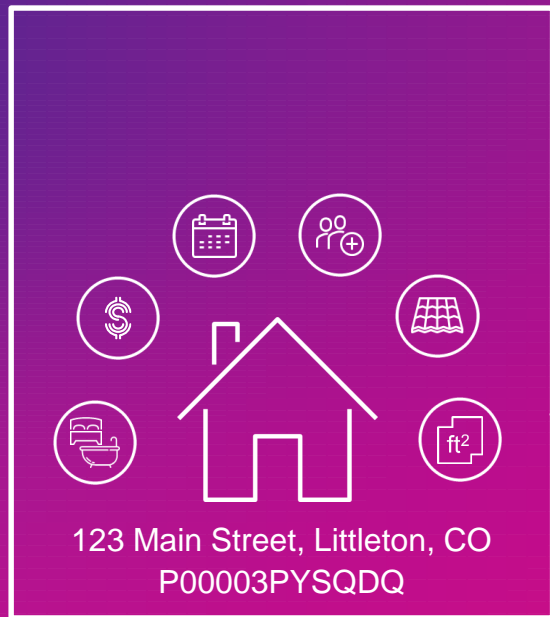@dylanj .... **Activities >** Snow Boarding

What is around you?
(routing data / points of interest)

Colorado — Littleton — 80120 — Littleton Heights

123 Main Street, Littleton, CO
P00003PYSQDQ

Nearest…

Coffee Shop –
0.5 miles

Gas Station –
0.75 miles

Supermarket –
1.5 miles

Gym –
1.25 miles

Airport –
10 miles

70+ commercial attributes

170 million points across 174 countries
19k standard classifications

Restaurant

Bank

Government

Sports

Shopping

Hospital

Recreation

Operationalize location enrichment (pbKey)

pbKey

123 Main Street, Littleton, CO
P00003PYSQDQ

Property

Risk

Demographic

Consumer and Social

Points of Interest
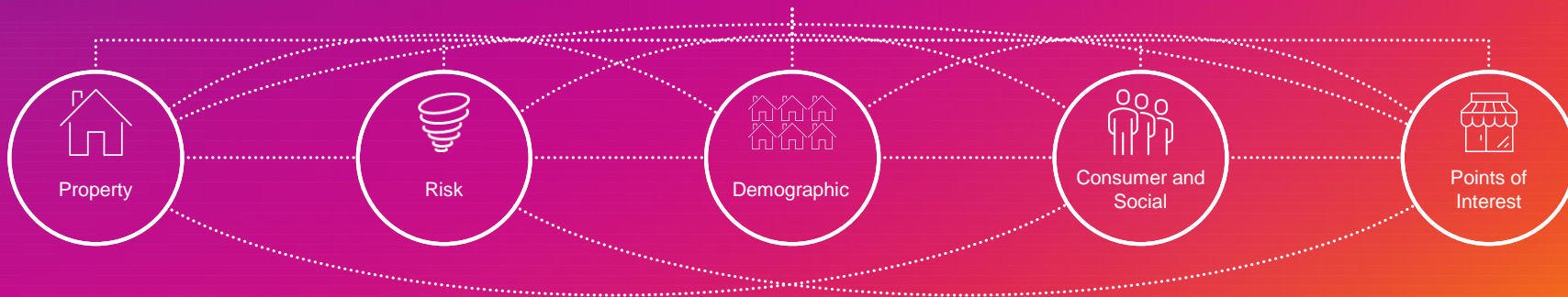
Enrich location with thousands of attributes

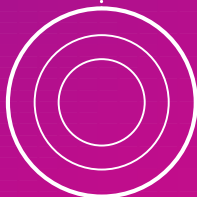**187+ million addresses in US**

123 Main Street, Littleton, CO
P00003PYSQDQ

200+ property attributes

150+ risk attributes

65+ boundary types

8,000+ neighborhood attributes

200+ consumer attributes and 7,500+ social affinities

70+ commercial attributes