

Claritas ZIP+6 Assignment Coding

Precision targeting with the benefit of privacy

Nielsen Claritas' groundbreaking ZIP+6 methodology adapts a standard postal designation—Delivery Point Code—to create a segmentation assignment that provides marketers with targeting precision similar to household level coding, without the need for a name to protect privacy.

Maintain accuracy with ZIP+6 segment assignments

Targeting your marketing programs to deliver the right products to the right people through the right channels—all at the right time—is the magic formula for marketing success. You need to target the right households efficiently and accurately for your products and services. To do this and still protect the privacy of consumers, Nielsen Claritas created segmentation assignments for ZIP+6 geography. These assignments were created to eliminate the need to provide a name for household segment appending.

Nielsen Claritas ZIP+6 coding offers you a solution to privacy concerns by not requiring a name to be supplied, only an address. ZIP+6 coding enables you to deal with sensitive consumer data by excluding customer names as required for household coding, and still allows you to obtain near household level precision in your marketing efforts.

ZIP+6 segmentation coding benefits include:

- Increased accuracy in your marketing campaigns with performance similar to household level coding
- Protects privacy by enabling the coding of records that are too sensitive to send out for household appending

- Easy-to-use since it requires no customer name, only a valid address
- Can be done online or by using a ZIP+6 segmentation directory
- Quick and easy on-going coding of new customer records
- ZIP+6 coding available for PRIZM®, P\$YCLE® or ConneXions®
- Links to the Nielsen Claritas Partner Network, providing access to a variety of market research data

What is a ZIP+6?

A ZIP+6 is a U.S. Postal Service Delivery Point Code—the location where the mail carrier delivers the mail. Most single family homes have their own ZIP+6—as mail is delivered directly to the residential mailbox. Many multi-dwelling units also have more than one ZIP+6 if mail is delivered to individual mail boxes within the multi-dwelling unit.

ZIP+6 = 5-digit ZIP Code + 4-digit extension + 2-digit Delivery Point Code

The U.S. Postal Service created an algorithm to create a Delivery Point Code (DPC) when there is a deliverable address. As is the case with ZIP+4, a roster of all U.S. ZIP+6s does not exist. An individual address is required to append a ZIP+6 which is created dynamically with geocoding or CASS software tools.



ZIP+6 assignment precision

ZIP+6 data provide performance lift similar to household data. ZIP+6 segment assignments provide even more precision than ZIP+4 assignments. There is an average of one household in a ZIP+6 and an average of four households in a ZIP+4. A ZIP+6 is more likely to precisely reflect the demographics associated with an individual household than larger geographies. ZIP+6 coding also enables ease of ongoing coding of new customer records without having to match name and address to compiled files.

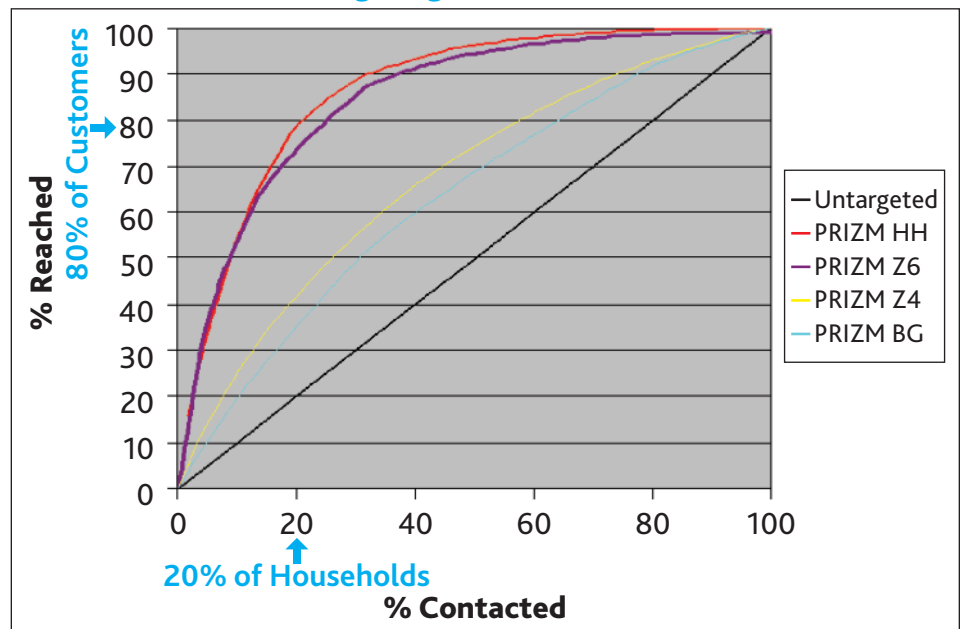
Larger geographies, like block group and ZIP Code, are more likely to have the same segment assignment year-over-year, this high level of geography does not provide enough lift for most direct marketing campaigns. ZIP+6 segmentation provides the accuracy you need while maintaining consumer privacy and protection.

How can a ZIP+6 be appended to an address?

Geographic coding (geocoding) software can append a ZIP+6 code to address records. Nielsen Claritas offers ZIP+6 segment assignments through a variety of products and services including, our geocoding software, PrecisionCode™, on our website (claritasmartplace.com), through Nielsen Claritas Web Services which uses XML for an automated delivery method of file enhancement, or through Claritas custom services on a project basis.

You also have the option to license a ZIP+6 segment directory and append the ZIP+6 segment assignments yourself. Directories are available for PRIZM, P\$YCLE, or ConneXions segmentation systems.

More Targeting Precision with ZIP+6



ZIP+6 Adds More Insight

Address			ZIP+6			PRIZM ZIP+4	Z4 Assign Level	PRIZM ZIP+6	Z6 Assign Level
Street	City	St	ZIP Code	ZIP4	DPC				
9 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2612	09	12	4	12	6
11 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2612	11	12	4	10	6
69 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2612	69	12	4	12	6
73 SHIPWRIGHT ST	ZIP+4 assignment: 12 Brite Lights, Li'l City					12	4	12	6
75 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2612	75	12	4	10	6
77 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2612	77	12	4	13	6
79 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2612	79	12	4	12	6
4 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2613	04	10	4	13	6
76 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2613	76	10	4	10	4
94 SHIPWRIGHT ST	ZIP+4 assignment: 10 Second City Elite					10	4	12	6
96 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2613	96	10	4	10	6
98 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2613	98	10	4	12	6
87 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2626	87	10	4	10	6
89 SHIPWRIGHT ST	ZIP+4 assignment: 10 Second City Elite					10	4	12	6
93 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2626	93	10	4	12	6
95 SHIPWRIGHT ST	ANNAPOLIS	MD	21401	2626	95	10	4	27	6

ZIP+6 assign segment 10, higher income than 12 (points to PRIZM ZIP+6 10)

ZIP+6 assign segment 13 has kids; 10 & 12 no kids (points to PRIZM ZIP+6 13)

ZIP+6 assign segment 27 is older age (points to PRIZM ZIP+6 27)

For more information, contact your Nielsen Claritas representative at (800) 234-5973 or visit www.claritas.com.