

GeoPAF

Gets you closer than ever to New Zealand households



Do you want to find out more about your customers? Do you want to realise the value of your mailing list? Your business could benefit from the uniquely in-depth and accurate view of New Zealand households now available with **GeoPAF**. This exciting new product links every address we deliver to with information-rich external databases like the 2006 Census. Providing audience insight at a household level **GeoPAF** can help you make the most out of every customer relationship.

GeoPAF at a glance

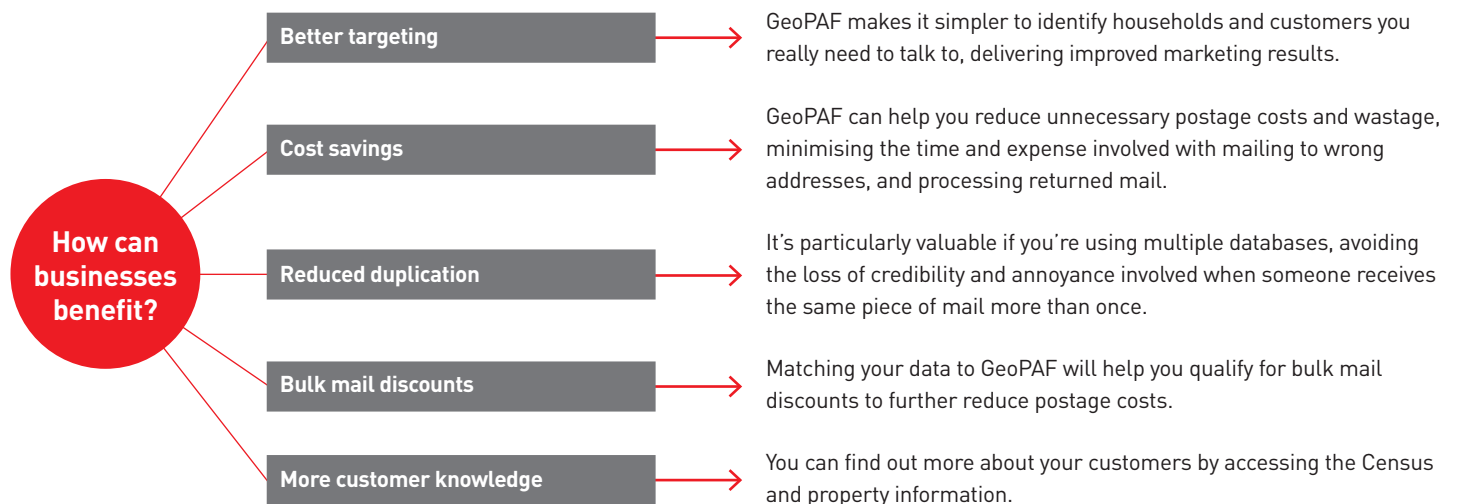
GeoPAF links every postal address that New Zealand Post delivers to with the 2006 meshblock level census data from Statistics New Zealand enabling you to profile households and businesses. It also links with the Land Information New Zealand property database, Landonline, giving you access to property details such as land area and title. It also includes map grid co-ordinates (geocode) for every postal address.

Who is it for?

- Marketers, direct marketing specialists, advertising agencies and market research companies can use GeoPAF to locate high-potential market clusters or individual addresses.
- IT managers wanting a single view of a customer, household and business. They can use it to reconcile customer addresses from various databases, cleansing their data and reconciling addresses.
- Businesses where the location of assets or people is important such as utility providers planning facilities or assessing incidents, courier or taxi companies assigning a vehicle to a job, or insurance companies analysing risks.

How can businesses benefit?

Depending on your business needs, GeoPAF can offer valuable marketing, IT and business benefits including:



What does GeoPAF include?

GeoPAF opens up a wealth of information. For example, using the 2006 census data, users can identify individual properties with specific demographic characteristics (eg. income range, age bands, number of children – up to 200 criteria are available).

GeoPAF also includes:

- 1) A unique Delivery Point Identifier (DPID) for every address
- 2) Map grid co-ordinates for every address
- 3) Correct postal addresses, including PO Boxes and Private Bags
- 4) Level 2 Census meshblock code for each address
- 5) Land parcel and legal address identifier
- 6) Status flag defining positional accuracy for every location
- 7) Alternative names for streets, suburbs and towns/cities.

Purchasing GeoPAF

An annual license fee covers multiple uses and includes quarterly updates. There are two types of license.

Base

For use within an organisation: \$2,500*

Commercial

For incorporation into commercial products and services: \$6,500*

**All prices are in New Zealand dollars and exclude GST.*

When you're thinking direct, let us help. It's what we're here for.

To **order** GeoPAF or for more **information** about other data products and services contact:

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www.nzpost.co.nz/addressing

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