



## September 2018 Newsletter

Volume 11, Issue 7

### Welcome Back!

It has been a red-hot summer full of lots of fun under the sun. We hope everyone had a relaxing and rejuvenating summer whether it was staycationing it up or out in the wild traveling. As we ramp back up this fall, remember we are here to support you. Please give us a call or drop us an e-mail if you need some assistance and we are happy to help!

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### USPS Postal Bootcamp

We are frequently asked about US postal training courses and wanted to make you aware of the following one being hosted by the National Association of Major Mail Users (NAMMU) in October in Mississauga, ON. This course is appropriate for those new to the US system as well as experienced mailers looking for a refresher and to make sure they are completely up to date on the changing rules.

The 8-hour course is being offered twice: Wednesday, October 17<sup>th</sup> and Thursday, October 18<sup>th</sup> in Mississauga, Ontario. Please click on the following links for information and the registration form:

[US Postal Bootcamp Registration](#)

[US Postal Bootcamp Flyer](#)

If you have questions about the course, please contact [kristi@flagshipsoftware.com](mailto:kristi@flagshipsoftware.com).

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## Geocoding

iAddress™ has had a geocoding module for several years now but many of our users don't know what it does. The geocoding module adds a latitude/longitude coordinate to each of your addresses at the postal code level. This allows you to filter or target your mailing based on location and distance. Here are some examples where geocoding can help target a database for maximum impact:

- Geographically for their franchisee locations.
- The geocoding module in iAddress™ will allow you to perform the following processing:
- Add a latitude/longitude to each record in your database at the postal code level.
- Calculate the distance between each record in your database and reference postal code(s).
- Filter out addresses by distance from reference postal code(s).
- Select a specified number of addresses closest to or furthest away from reference postal code(s).
- A retail chain sends a marketing letter to consumers within a 5km radius of each of their locations.
- A big box store sends a coupon to 5,000 consumers that live closest to their location.
- An automotive repair chain geocodes a prospect list, so they can subdivide it

If you would like to discuss how geocoding can enhance your data, please give us a call or send us an e-mail! The module is available as an add-on module that integrates seamlessly with iAddress™.

### Step by Step Geocoding Guide

Geocoding will add location information to the data in your current job. The Geocoding menu option becomes available only after your job has been validated. The Geocoding screen has a few options for you to choose from.

For the first option, you may choose signed, or unsigned degrees.

The image displays two side-by-side screenshots of the 'iAddress Geocoding' dialog box. Both windows have a title bar with the text 'iAddress Geocoding' and a close button (X). The main text in both windows reads: 'Geocoding will determine the longitude and latitude of each postal code in your mailing list. Enter a list of postal codes to have the closest postal code and the distance results returned.'

In the left window, the 'Signed Degrees (e.g. 40.7486, -73.9864)' radio button is selected. In the right window, the 'Unsigned Degrees (e.g. 40°44'55"N, 73°59'11"W)' radio button is selected. Both windows have a 'Create a distance list' checkbox which is currently unchecked.

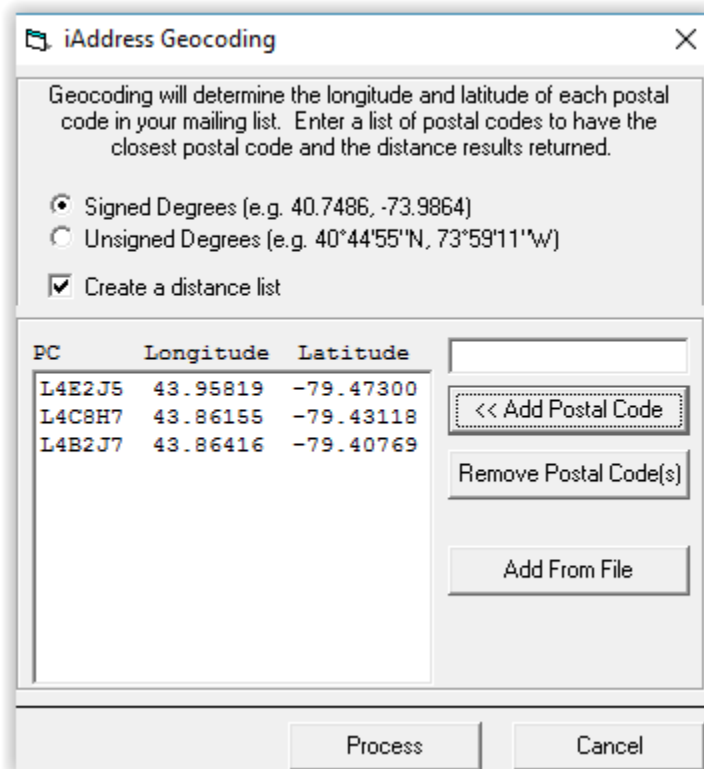
Below the options is a table with three columns: 'PC', 'Longitude', and 'Latitude'. The table is currently empty. To the right of the table are three buttons: '<< Add Postal Code', 'Remove Postal Code(s)', and 'Add From File'. At the bottom of each window are 'Process' and 'Cancel' buttons.

After choosing the type of degrees, you may simply press "Process" to have iAddress™ add the latitude and longitude information to your addresses.

As an additional feature, iAddress™ can also use a list of Postal Codes<sup>OM</sup> and compare them to your addresses. iAddress™ will return a list of the distance to the nearest Postal Code<sup>OM</sup> out of that list provided. You may add these Postal Codes<sup>OM</sup> from a separate file or add them one at a time manually.

To do this, check the "Create a distance list" option. Next, type a Postal Code<sup>OM</sup> you wish to add to the list into the text box and click "Add Postal Code".

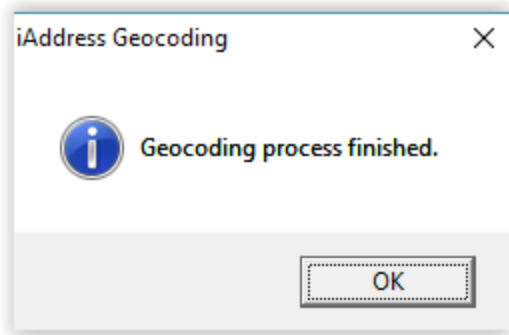
A distance list may be created based on multiple Postal Codes<sup>OM</sup> as well. This feature could be used by businesses who have multiple business locations and they want to mail to the closest addresses.



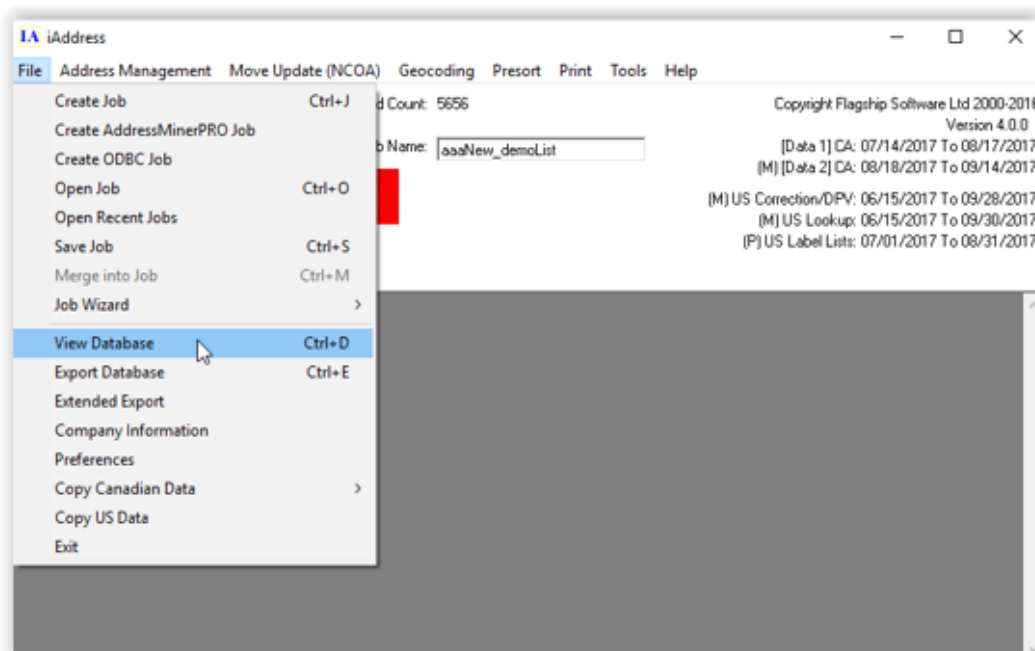
These Postal Codes<sup>OM</sup> can also be added from a file. To do this, click the "Add From File" button. Select your file.

When the desired selection has been made, click the "Process" button to process your file.

iAddress™ will let you know when the Geocoding has completed.



To view the Geocoding results, click on the "View Database" option in the "File" menu.



The Geocoding process adds extra columns to your data. Scrolling to the right using the horizontal scroll bar you will eventually encounter these columns. The columns are:

- **FLG\_GEOLAT** - The Latitude of the address' PC.
- **FLG\_GEOLONG** - The Longitude of the address' PC.

If you Geocoded with a PC list you will also find:

- **FLG\_NEARESTPC** - This is the nearest PC in the list to the address.
- **FLG\_DISTANCE** - This is the distance from the address' PC to the nearest PC from the list.

IA Database View

Refresh Search Delete Lookup Print Addresses Merge Add Field Close

Valid Corrected Uncorrectable Questionable Duplicates Common Uncoded All Fields

Record Count: 5656 Job Name: aaaNew\_demoList File: C:\Users\bisma\Downloads\Test-Ref-Files\aaaNew\_d

DNM_CODES	MVUP_CODES	FLG_GEOLAT	FLG_GEO LONG	FLG_NEARESTPC	FLG_DISTANCE	CA
		44° 40' 46" E	63° 30' 7" S	L4E2J9	1274.311595	
		45° 20' 46" E	73° 16' 8" S	L4E2J9	515.296199	
		43° 23' 39" E	79° 48' 14" S	L4E2J7	68.196125	
		46° 30' 24" E	84° 19' 43" S	L4E2J9	474.92376	
		43° 17' 36" E	80° 26' 57" S	L4E2J7	108.133636	
		51° 8' 34" E	114° 14' 16" S	L4E2J9	2707.371693	
		53° 32' 18" E	113° 35' 37" S	L4E2J9	2693.32727	
		45° 35' 37" E	73° 35' 10" S	L4E2J9	499.720661	
		45° 33' 28" E	62° 39' 59" S	L4E2J9	1339.745568	
		47° 40' 22" E	53° 11' 43" S	L4E2J9	2072.767837	
		47° 39' 47" E	70° 9' 18" S	L4E2J9	832.04545	
		47° 44' 18" E	53° 13' 39" S	L4E2J9	2070.593863	
		52° 59' 5" E	122° 30' 32" S	L4E2J9	3280.808905	
		52° 59' 5" E	122° 30' 32" S	L4E2J9	3280.808905	
		46° 50' 40" E	71° 23' 20" S	L4E2J9	708.813146	
		45° 25' 49" E	72° 52' 4" S	L4E2J9	548.051217	
		49° 10' 3" E	122° 50' 37" S	L4E2J9	3328.45287	
		45° 47' 6" E	72° 0' 49" S	L4E2J9	622.875799	
		48° 41' 49" E	71° 40' 23" S	L4E2J9	797.882449	
		45° 1' 1" E	75° 38' 48" S	L4E2J9	325.9984	
		52° 52' 33" E	118° 5' 18" S	L4E2J9	2983.343721	
		46° 17' 54" E	73° 13' 32" S	L4E2J9	417.779817	

After you have your Geocoded results, you can use the filtering tool for targeted mailings. Under the Address Management menu, click on Filter Mailing, and choose the Geocode Filter:

IA Filter Mailing

Intelligent Selection Random Selection SQL Exclude Address Filter

Extra Characters Special Filter Custom Exclude **Geocode Filter**

**Filter by Distance**      **Filter by Pieces**

Closer than:  Km      Number of Pieces:  Farthest

Farther than:  Km       Closest

Filter Non-Geocoded Addresses

**Job Info**

Filter Seed Records

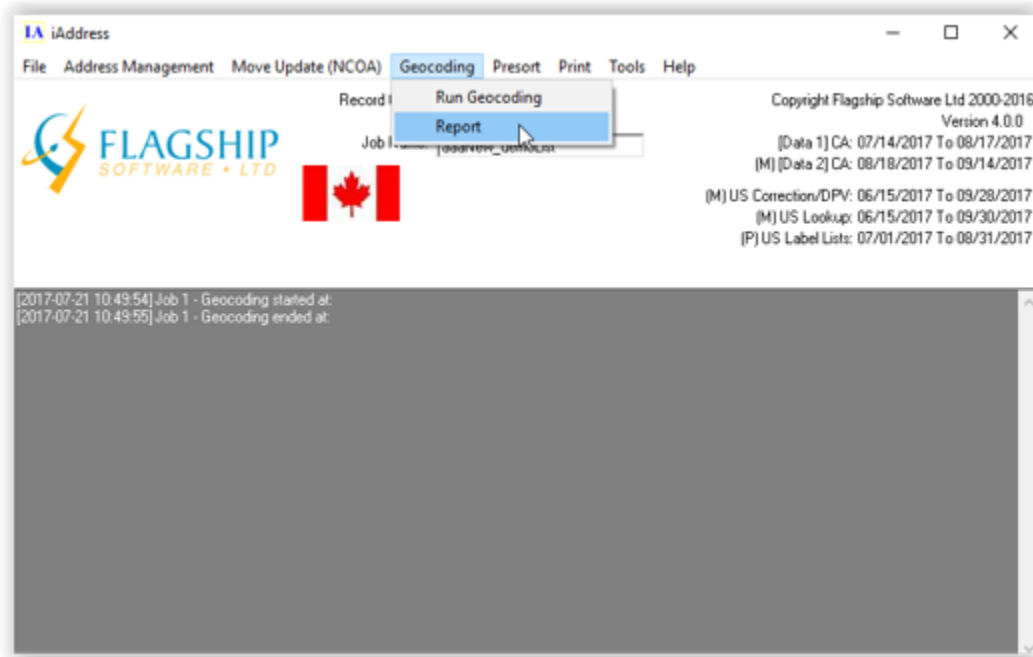
# of Records: 5656

0 records have been filtered

On this tab you can remove records from your database based on three options:

- Remove the records that did not Geocode.
- Remove records based on the distances that were generated from your distance list.
- Remove several records starting from those closest or farthest away from the Postal Codes<sup>OM</sup> in your distance list.

You can also view your geocoding report by clicking "Report" in the geocoding menu.



Your report will look something like this:

### iAddress Geocoding Report

Processed Addresses      5656  
 Non-Geocoded            6  
 Geocoded                 5650

Distance (All records)  
 Minimum                 0.619 km  
 Average                 1396.595 km  
 Maximum                4196.576 km

Postal Code	Percent*	Count	Minimum Distance	Average Distance	Maximum Distance
L4E2J5	63%	3546	1.42 km	1942.496 km	4196.576 km
L4B2J7	27%	1536	1.088 km	613.183 km	2109.166 km
L4C8H7	10%	568	0.619 km	107.078 km	357.634 km

\* Percent based on Geocoded records.

For more information and pricing on the iAddress™ Geocoding module please contact: [sales@flagshipsoftware.com](mailto:sales@flagshipsoftware.com)

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## Flagship Software Ltd. continues to offer Web Training!

If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at 1-866-672-0007 ext. 101 or [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com) to schedule a web session.

[Request Now](#)

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**Our mailing address is:**

Flagship Software Ltd.  
203-60 King Road  
PO Box 2625  
Richmond Hill, ON L4E 1A6  
Canada

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