Post
Commercial Grade Postal Data

Across many industries, enterprises use digital map data to drive key strategic initiatives and promote operational efficiencies. MultiNet Post supports these efforts with cartographic representations for valid postal codes in the United States and Canada.

It is designed for data users who require robust location accuracy. It includes the most current and complete postal information available to TomTom for geocoding, analysis and display applications. Each quarterly release incorporates updates from the postal authorities.

MultiNet Post extends the functionality of the MultiNet street map product by providing both point and boundary representations of postal districts down to the most detailed level available. The postal boundaries follow TomTom streets and other features to ensure optimal representation and overlay. Linkages to the corresponding municipal and census layers enable additional analytical capabilities.

Features and Benefits

FEATURES	BENEFITS
High granularity • Provides both postal boundaries and centroids	• Includes the data necessary to create robust applications and conduct thorough analyses • Contains detailed information about specific postal points • Provides multiple levels for locating addresses associated with postal points, increasing address match rates
Accurate • Ungeneralized boundaries	• Includes precisely placed postal points • Enables high resolution analysis and display • Provides easily recognizable boundary data with full detail
Integrates with other TomTom products • Linkage to MultiNet street map product • Linkage to municipal and census boundary product	• Simplifies implementation of applications requiring road network data • Assures node-to-node overlay • Produces fast geocoding at every postal level
One global specification • Designed to accommodate worldwide postal content	• Streamlines development and speeds compilation

Major Attributes

Sample Applications

Used for geocoding, analysis and display applications in:

- Market Analyses
- Direct mail planning
- Sales territory design
- Creation of thematic and dot-density maps
- Geocoding customer/caller locations

Target Markets

- Real Estate
- Site Selection
- Banking
- Marketing
- Territory Management
- Insurance
- Telecommunications
- Government

Coverage

- United States
- Canada

Format and Data Delivery

- Shapefile
- Quarterly releases

maps & content | real time & historical traffic | lbs

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